



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Candidates spend \$40 million in radio-TV in 1964. p23  
 'Improper' use of ratings brings short-term renewal. p36  
 Radio-TV advertising criticized in 4A study. p38  
 Dodd report: Broadcasters failed to keep promises. p56

COMPLETE INDEX PAGE 7

SERIALS LIB  
 USAF AIR UNIV  
 UNIT ACQ BRANCH  
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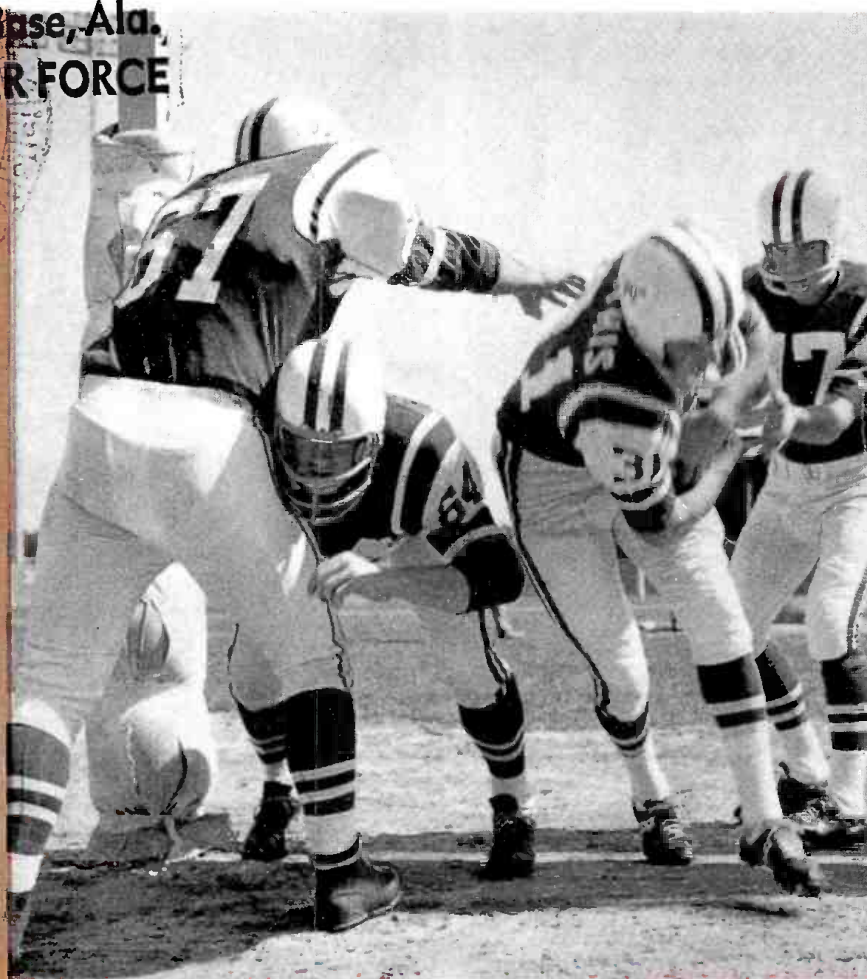
Air University/Library  
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The final touch  
 that makes  
 the difference

Final touchdown can make the difference between win and losing. It's true, too, about that important final touch . . . Spot Radio. The timely reminder, Spot Radio delivers that all important sales impression . . . the one that triggers the impulse to buy.

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Cincinnati	WROC	Rochester
Dallas-Ft. Worth	KCRA	Sacramento
Denver	KALL	Salt Lake City
Duluth-Superior	WOAI	San Antonio
Houston	KFMB	San Diego
Kansas City	KYA	San Francisco
Little Rock	KMA	Shenandoah
Miami	WGTO	Tampa-Lakeland-Orlando
Minneapolis-St. Paul	KVOO	Tulsa
Mountain Network	Radio New York Worldwide	

\*West Coast only



THE NEW YORK JETS

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

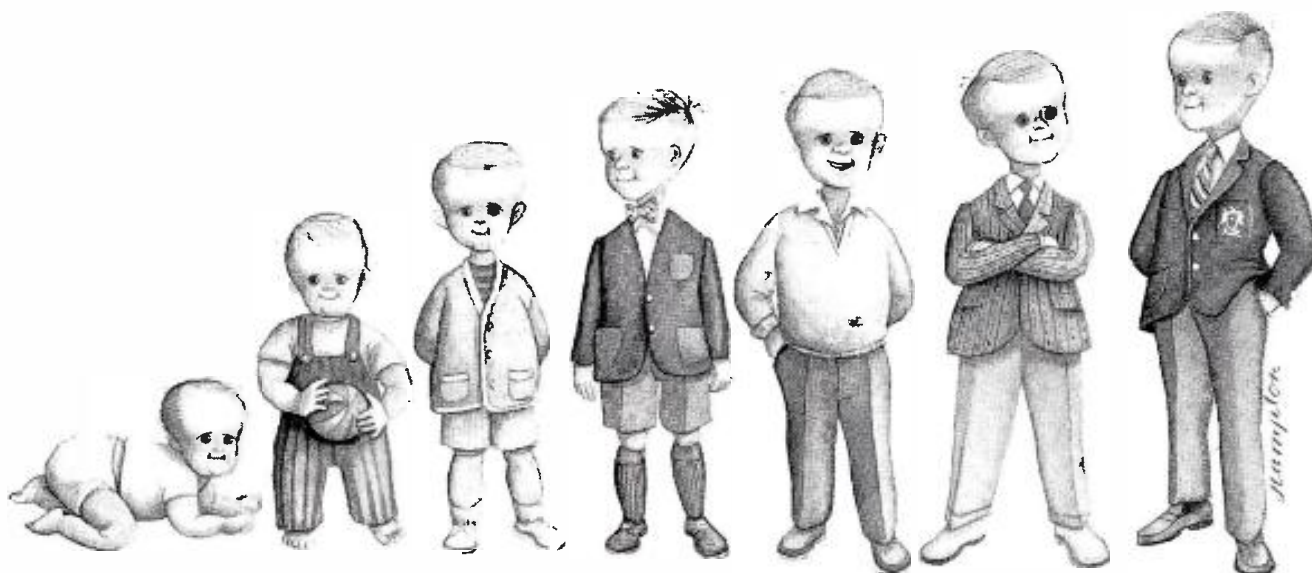
NEW YORK • CHICAGO • ATLANTA • BOSTON  
 PHILADELPHIA • SAN FRANCISCO • ST. LOUIS  
 DALLAS • DETROIT • LOS ANGELES



**Once... Boy!**



**Twice... Boy, oh boy!**



**Seven times... Boy, oh boy, oh boy, oh boy, oh boy, oh boy, oh boy!**

Are we proud? We're in seventh heaven.

Media experts in seven major cities were asked which local radio stations they chose for the bulk of their buying.\*

In every city, the great majority chose the CBS Owned radio station as one of the top three.

Seven out of seven can't be luck. So what's the reason?

The reason is programming. They find talk-and-information programming a most effective setting for their commercials. And they want the

kind of informative, responsible programming that people in the community respect.

Because they live in the community themselves, they can make sure they get what they want. They listen to the local stations. They talk to people around town. They know that the CBS Owned radio station delivers the programming and the audience — both male and female — that they want.

And they put their money where their choice is. Boy, oh boy!

## **THE CBS OWNED RADIO STATIONS**

**WCBS New York, WBBM Chicago, WEEI Boston, WCAU Philadelphia, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco**  
Represented by CBS Radio Spot Sales

\*Source: Study by Charles Harriman Smith/Associates, Inc. Available on request.



*still tall in texas...  
and first in the heart  of houston*

***KTRK-TV***

P. O. BOX 13, HOUSTON 1, TEXAS • ABC BASIC • HOUSTON CONSOLIDATED TELEVISION COMPANY  
NATIONAL REPRESENTATIVES: GEORGE P. HOLLINGBERY CO. 500 FIFTH AVENUE, NEW YORK 36, N. Y.  
GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT. 10TH ANNIVERSARY YEAR



## Reach the **whole** market

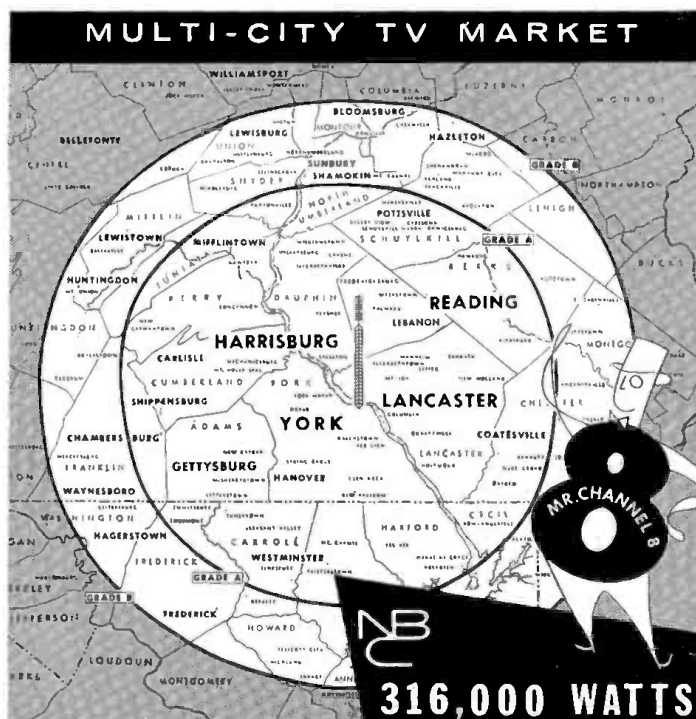
Not ONE segment over and over—Whether your product is food, drugs, gasoline, appliances, automotive, or general merchandise—WGAL-TV SELLS because you reach the *whole* market every time. No other station or combination of stations in the Channel 8 area can claim total-market reach.

# 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.

One tough question FCC is expected to face in next few months is whether it should attempt to stimulate competition among TV program sources by limiting network control over programming. Commission's network study staff has proposed limiting networks' ownership of entertainment programs to 50% of those shown in prime time. It has also suggested prohibiting networks from engaging in syndication in U. S. and has questioned whether they should be permitted to engage in foreign syndication. Proposals, obviously, contain potential for rip-roaring controversy—which is probably one reason why nothing much has been done with them in two years since they first appeared in staff report.

*One indication commission hadn't shelved idea entirely was given last summer, when networks were asked to update commission on their financial and proprietary interests in programs they carry (BROADCASTING, June 8). Time has come, said one high commission official last week, "for us to fish or cut bait on this."*

## Curve keeps climbing

Radio sets in U. S. may reach 228 million by Jan. 1. That's preliminary estimate of Radio Advertising Bureau, which anticipates this breakdown: 160,512,000 in homes, 56,772,000 in cars, 10,716,000 in public places. New total would be 13,647,000, or 6%, above RAB estimate of 214,353,000 sets as of last Jan. 1.

## Payola hunt

Still smarting over criticism leveled at it five years ago by House Oversight Committee for failure to detect payola to disc jockeys from record-pluggers, FCC staff is avidly pursuing complaints regarding outlawed practice. Complaints and Compliance Division, headed by William Ray, former Chicago broadcaster, reportedly is seeking additional personnel to intensify payola field work, feeling that mere knowledge that Washington is watching will reduce activity.

## TV line rates

Suggestions made during common carrier hearings at FCC past few weeks seek to encourage increased charges for television networking via coaxial cable and microwaves as means of getting lower tariffs for Telpak and other industrial communications services. AT&T witnesses were questioned by opposing counsel, representing National Association of Manufacturers

# CLOSED CIRCUIT®

and Xerox, among others, in regard to TV long line rates, contending profitability of television warranted "fully compensatory" increases and implying that TV now is getting bargain rates.

*Some FCC members reportedly look with favor on suggestions and feel that each service should pay its own way, including 7.8% return to carrier (which AT&T wants increased to 8%). It's presumed AT&T companies will explore suggestions. Record shows no opposition from networks or broadcasters, who, of course, would bear increased costs along with advertisers.*

## Ghost walks

Man whose prose has been heard at many National Association of Broadcasters conferences and annual convention or two has been writing speeches for President Johnson in last month of campaign. John L. Perry, administrative assistant to LeRoy Collins when he was Florida governor and NAB president, and author of many of governor's speeches, was called in by White House as campaign headed into final month. He was consultant to Mr. Collins' Community Relations Service before LBJ called.

## That NBC-WBC deal

RKO General, which originally had deal to swap its Boston stations for NBC's Philadelphia outlets, is preparing to ask U. S. Court of Appeals in Washington to reverse FCC decision July 30 which ordered NBC to swap its WRCV-AM-TV Philadelphia for Westinghouse Broadcasting Co.'s KYW-AM-FM-TV Cleveland (BROADCASTING, Aug. 3). RKO also plans to seek fresh FCC look into NBC-WBC arrangements. Both Philco, which precipitated hearing by applying for network's Philadelphia TV facility, and NBC have dropped opposition to FCC ruling.

*Network is under federal court order to dispose of its Philadelphia stations by Nov. 30. Consent order followed government antitrust suit charging that network coerced WBC into agreeing in 1955 to swap of Philadelphia-Cleveland stations by threatening to withdraw affiliations.*

## Trend to games?

Game show pilot being considered by CBS-TV for possible nighttime slotting, if needed, is tentatively called *Namepers* and would employ audience participation. NBC-TV, meantime, is auditioning taped pilot of

*Inklings*, half-hour game show for across-board slotting in daytime period either as replacement or new entry. It stars Jan Murray as MC and is being produced by Jerry Hammer.

## Bigger board

Again in works at FCC is promotion of Sylvia Kessler, chief of Opinions and Review, to FCC's Review Board. Board, which has four members but sits as three-member panel, would be increased to five, leaving two members free to write opinions. Miss Kessler had been recommended for appointment to board some months ago. Her present Grade 15 carries salary range from \$16,460 to \$21,590. Review Board members are Grade 16 with range from \$18,935 to \$24,175.

## Soft drinks, hard cash

One of the fastest growing users of spot TV is relatively new Sprite beverages, which is expected to allocate \$4 million or more to medium this year. Introduced in early 1961 by Fanta Beverages Co., division of Coca-Cola, Sprite was promoted on spot TV to tune of \$700,000. Investment in medium was raised to \$2.5 million in 1963, according to Television Bureau of Advertising, and on basis of present spending, \$4 million mark should be reached or passed this year.

## Ticket to Manhattan

Who has inside track to operate CATV system in New York City? Both Sterling Information Services and Teleprompter Corp. have petitioned city's board of estimate for franchise there and technically both could be granted. As practical matter, some close to problem think city might grant franchise to only one for "interim" test period of perhaps two years, giving winner clear head start and possibly leading to competitive position that could not be challenged.

*Question of program control raised by CBS in New York CATV proceeding (CLOSED CIRCUIT, Oct. 26) brought fast request from Sterling for clarification by FCC. Sterling asked commission if CATV system, before picking up signal of station, is required to obtain "express authority of the originating station." Return wire from FCC General Counsel Henry Geller said commission has not so ruled and in fact has established precedent to contrary. Sterling has filed FCC answer with city franchise bureau.*

# MORE PEOPLE

listen to

**WIBG Radio 99**

**6 AM to Midnight**

**than any other  
Philadelphia Radio Station**



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

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

<b>STORER</b> BROADCASTING COMPANY	<b>LOS ANGELES</b> KCBS	<b>CLEVELAND</b> WJNF	<b>MIAMI</b> WGBS	<b>TOLEDO</b> WSPD	<b>DETROIT</b> WJBA	<b>WIBG</b>  <b>FIRST IN PHILADELPHIA</b>
<b>NEW YORK</b> WJIN	<b>MILWAUKEE</b> WITI-TV	<b>CLEVELAND</b> WJW-TV	<b>ATLANTA</b> WAGA-TV	<b>TOLEDO</b> WSPD-TV	<b>DETROIT</b> WJBA-TV	

# WEEK IN BRIEF

Political spending for elections estimated at \$40 million, up from \$14.2 million in 1960. Money split about evenly between national, state and local tickets. Sec. 315 may be financial burden. See . . .

## **\$40 MILLION FROM POLITICOS . . . 23**

First "meaningful" national Nielsen shows ABC-TV leading rivals in ratings race. CBS-TV lags 1 point behind, NBC-TV 2.3 points back of leader. Arbitrons show CBS holding narrow lead. See . . .

## **ABC LEADS NATIONAL NIELSEN . . . 58**

Networks ready to wind up \$25-million campaign coverage with most expensive, sophisticated election-night reporting in radio-TV history. Million-dollar computers poised for projection race. See . . .

## **HOW NETS WILL COVER ELECTION . . . 30**

Audience appeal of this fall's television offerings is on par with last year, TVQ analysis finds. Study shows new programs account for stability of TV popularity, with boost from young viewers. See . . .

## **YOUTH, NEW SHOWS HELP TV . . . 59**

Senator Dodd's long-awaited report reaches expected conclusion—violence on television is harmful to children. Senate subcommittee warns broadcasters to clean their own house or Congress may act. See . . .

## **WRAPS OFF DODD REPORT . . . 56**

WIFE-AM-TV Indianapolis slapped with short-term renewal by FCC because of "improper use of ratings." Commission says investigation showed ratings were used by salesmen without proper explanations. See . . .

## **RATINGS BRING SHORT RENEWAL . . . 36**

Regional meetings of National Association of Broadcasters nearing end. FCC's Ford tells New Orleans meeting Sec 315 should be repealed, new law adopted. Pinto of RKO defends pay television. See . . .

## **NAB MEETS IN HOME STRETCH . . . 42B**

Battered Emmy awards are polished by National Academy of Television Arts & Sciences, but new system does not meet with universal approval. CBS News leads critics of new awards structure. See . . .

## **EMMYS REFURBISHED . . . 67**

Consumers not vitally concerned with advertising, nationwide study by American Association of Advertising Agencies shows. Radio-TV advertising draws most public attention, 4A meeting told. See . . .

## **AD APATHY DETAILED BY 4A'S . . . 38**

National Association of Broadcasters asks FCC for full protection from community antenna television systems. NAB also wants protection from CATV "threat" in grade B areas of TV station coverage. See . . .

## **NAB WANTS STRONG MEASURES . . . 47**

### **DEPARTMENTS**

AT DEADLINE .....	9	INTERNATIONAL .....	68
BROADCAST ADVERTISING .....	36	LEAD STORY .....	23
BUSINESS BRIEFLY .....	42	THE MEDIA .....	42B
CHANGING HANDS .....	46	MONDAY MEMO .....	20
CLOSED CIRCUIT .....	5	OPEN MIKE .....	18
COMMERCIALS IN PRODUCTION	42A	PROGRAMING .....	56
DATEBOOK .....	12	WEEK'S HEADLINER .....	10
EDITORIAL PAGE .....	90	WEEK'S PROFILE .....	89
EQUIPMENT & ENGINEERING ....	69		
FANFARE .....	67		
FATES & FORTUNES .....	70		
FILM SALES .....	63		
FINANCIAL REPORTS .....	65		
FOR THE RECORD .....	76		

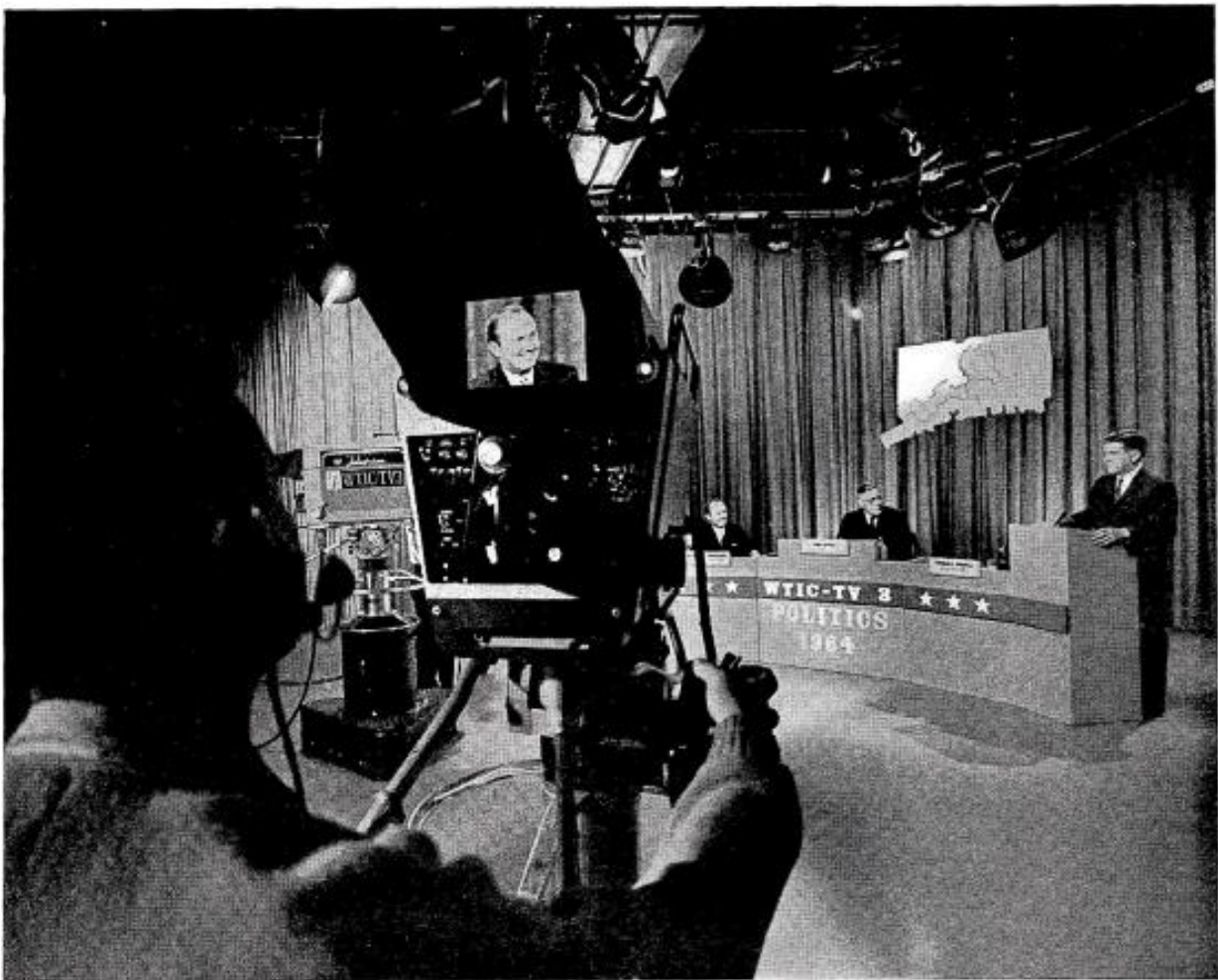


## **Broadcasting**

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Bristol (Conn.) Press photo by Tom Dully

*"Let every eye negotiate for itself,  
And trust no agent."*

In a more sophisticated world than William Shakespeare envisioned, television permits virtually all people to heed his advice.

For this reason, in this political year, WTIC TV3-AM-FM has continued its policy of airing debates between Connecticut candidates for the United States Senate and House of Representatives. Presented at times when most voters are free to watch television, the give and take of the debates provide the best opportunity for "every eye to negotiate for itself" and thus to determine the relative merits of those seeking to serve in important public office.

We believe this to be an excellent way to inform the electorate and further the democratic process.

WTIC  TV3 - AM - FM  
HARTFORD, CONN.

BROADCAST-PLAZA, INC.

## ASCAP, TV networks find common ground

First break in long-drawn round of broadcaster negotiations and litigations with American Society of Composers, Authors & Publishers has come with informal agreement between ASCAP and TV networks, calling for reduction in music rates of networks and owned TV stations. Formula sets up split-level fees, with 1963 revenues (after certain deductions) as base. Where owned stations have been paying 2.05% annually, they'll now pay 1.9% on revenues up to 1963 level and 1.325% on amounts over that. This is said to be about 7% reduction, and stations also get 30% cut in sustaining fees. TV networks will continue to pay 2.5% on base, but when revenues exceed 1963 levels rate will drop to 2%. Deal would run five years to Dec. 31, 1969, but lower rates would be retroactive to Jan. 1, 1964.

What effect agreement will have on future course of all-industry committee

representing nonnetwork-owned TV stations appears moot, at least for present. It could set pattern—or stations may go for even larger reductions. All-industry group is currently suing and intermittently negotiating with ASCAP, and representatives say they intend to "get the best rate we can." New TV network agreement—so new it hasn't been put into writing yet—also conceivably could affect outcome of current ASCAP cases involving radio networks and hundreds of radio stations.

William B. Lodge, CBS-TV vice president for affiliate relations and engineering, notified CBS-TV affiliates of deal Friday night (Oct. 30). He called it "proper and advantageous" because it terminates long and costly litigation and ends "continuing escalation of total ASCAP fees under the old licenses which have provided ASCAP with a gradually increasing base."

Mr. Lodge said owned stations' savings under one-year retroactivity of lower terms would be refunded by ASCAP 50% this year and 50% spread over next two years.

## Caliber of campaign linked to Congress

Failure of Congress to suspend Section 315's equal-time requirements not only prevented "debates" but also led to lower campaign standards and "a deplorable retrogression in information available to voters," Frank Stanton, CBS president, said Friday (Oct. 30).

Speaking at Hartford (Conn.) *Courant* 200th anniversary symposium, Dr. Stanton observed that in 1960, when Section 315 was suspended, broadcast debates "constituted a major reform in political campaigning," as content of "political dialogue" was elevated, degree of public interest heightened and what had begun as "a very apathetic campaign culminated with the highest percentage of eligible voters in all our political history turning out at the polls."

Dr. Stanton characterized 1964 campaigning, with no Section 315 suspension, as "a throwback to some of the least distinguished in our political annals."

Among effects of failure to repeal Section 315 Dr. Stanton cited following: absence of face-to-face confrontations between candidates, and fact broadcasters could not carry presidential news conferences without being subject to providing equal time for all

other legally qualified candidates for Presidency.

He stressed that responsibility for correcting this situation lies not with FCC, courts, candidates or broadcasters but "squarely with Congress."

## Political business continues to pour in

New political orders revealed Friday (Oct. 30) at CBS-TV and NBC-TV represented additional outlays to pre-election campaign expenditures for national tickets (see page 27).

Democratic business: Johnson for President Committee pre-emption of CBS-TV's *What's My Line?* at 10:30 p.m. Sunday (Nov. 1) and Women's Apparel Industries Committee to Elect Johnson-Humphrey pre-emption of *Password* on CBS-TV, today (Nov. 2), 2-2:30 p.m. EST. Both placed through Doyle Dane Bernbach. Revised estimate of Democratic TV network campaign spending (Labor Day through election eve): \$1,671,800.

At NBC, National TV Goldwater-Miller Committee, through PR Counsellors, Hollywood, purchased two half hours making up 8-9 p.m. EST period on Saturday (Oct. 31) on TV network. Pre-empted: *Mr. Magoo* and *Kentucky Jones*. Republican TV network cam-

paign spending now comes to estimated \$1,985,000. Total network political spending for national candidates over campaign period: \$3,656,800.

Committee on Political Education of AFL-CIO also ordered 15-minute segment (Nov. 2, 7:45-8 p.m. EST) on NBC Radio for address by former President Harry S. Truman. Agency: Furman, Feiner & Co., New York.

In another late move, sales managers of about 4,400 commercial radio stations were enlisted by Democratic National Committee to help sell election day spots to local Democratic groups.

Each sales manager received tape of spots featuring hourly countdown on time left to vote for Democratic ticket and letter requesting sales department to contact local Democrats.

Lloyd Wright, media director of national committee, explained that stations had been asking his office who was buying time in their area and where they could obtain campaign materials.

Unequipped to deal individually with so many stations, Mr. Wright felt stations would be willing to sell Democrats on their own campaign. Maneuver was not publicized in belief Republicans might find it good enough to adopt.

## Chris Craft earnings up for nine months in '64

Chris Craft Industries Inc., diversified West Coast firm that also owns three television stations, reported lower revenues but improved earnings for 1964's first nine months over same period last year. Per-share earnings were up 17% and pretax earnings jumped 34% to \$3,186,593.

Chris Craft owns KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

Nine months ended Sept. 30:

	1964	1963
Earned per share	\$1.16	\$0.99
Consolidated sales	51,214,127	52,684,402
Federal income taxes	1,510,000	940,000
Net income after taxes	1,876,593	1,436,303

## FCC holds Sat. session on Republican complaint

FCC was to go into special meeting Saturday (Oct. 31) to consider Senator Barry Goldwater's fairness doctrine complaint against ABC, CBS and NBC (see page 26).

Meeting had been tentatively set for Friday, but was postponed to enable all seven commissioners to participate in person. Commissioners Robert E. Lee

and Frederick W. Ford, both Republicans, were out of Washington on Friday.

Controversy grows out of effort by Republicans to obtain free network time for GOP presidential candidate to reply to President Johnson's Oct. 18 foreign policy address.

Commission might have used conference telephone to enable absent commissioners to participate in meeting Friday. This was procedure followed two weeks ago when with three members absent, commission was asked for equal-time ruling on President's speech (BROADCASTING, Oct. 26). But officials Friday said use of "squawk box" was not regarded as satisfactory substitute for face-to-face meeting.

## ABC riding high on crest of Nielsens

ABC continued to hold strong lead over CBS and NBC in 30-market Nielsen TV ratings for the 7:30-11 p.m. periods during week of Oct. 18-25. In report released Friday (Oct. 30), ABC-TV's average for nights in week was 21.4 rating and 33.3 share, while NBC-TV continued to hold second place with 18.4 rating and 28.8 share. CBS-TV had 17.7 rating and 27.6 share. ABC-TV led on Monday, Tuesday, Thursday and Friday, while NBC-TV was first on Wednesday, Saturday and Sunday. ABC-TV had 19 of the top 35 shows; CBS-TV had 11 and NBC-TV had 5. Top 35 shows are in rank order but without individual ratings:

Rank	Oct. 18-25	Oct. 12-18	
1	2	1	Fugitive (ABC)
2	1	2	Bewitched (ABC)
3	8	3	Peyton Place I (ABC)
4	3	4	Bonanza (NBC)
5	8	5	Peyton Place II (ABC)
6	22	6	No Time for Sgts. (ABC)
7	20	7	Munsters (CBS)
8	10	8	My Favorite Martian (CBS)
9	13	9	Ed Sullivan (CBS)
10	6	10	Addams Family (ABC)
11	4	11	Combat (ABC)
12	30	12	Gilligan's Island (CBS)
13	35	13	Voyage to Bottom of Sea (ABC)
14	5	14	My Three Sons (ABC)
15	14	15	Dick Van Dyke (CBS)
16	18	16	Patty Duke (ABC)
17	33	17	Beverly Hillbillies (CBS)
18	25	18	Wendy and Me (ABC)
19	—	19	Ozzie & Harriet (ABC)
20	12	20	McHale's Navy (ABC)
21	16	21	Saturday Night Movie (NBC)
22	10	22	Gomer Pyle (CBS)
23	23	23	Bing Crosby (ABC)
24	26	24	Tycoon (ABC)
25	28	25	Valentine's Day (ABC)
26	31	26	Red Skelton (CBS)
27	—	27	Kraft Theater (NBC)
28	31	28	Andy Griffith (CBS)
29	—	29	Walt Disney (NBC)
30	15	30	Wednesday Night Movie (NBC)
31	17	31	Sunday Night Movie (ABC)
32	—	32	Lawrence Welk (ABC)
33	—	33	Ben Casey (ABC)
34	29	34	Lucy Show (CBS)
35	—	35	Perry Mason (CBS)

## WEEK'S HEADLINERS

**Peter H. Dailey**, VP-account supervisor, Foote, Cone & Belding, Los Angeles, has been appointed VP and manager of Los Angeles office of Campbell-Ewald Co. **Nelson Carter**, VP who has been serving in that capacity, will continue to supervise key accounts and will assume additional duties as coordinator between agency's West Coast division and Detroit headquarters as well as Campbell-Ewald offices in Chicago and New York.

For other personnel changes see FATES & FORTUNES

## CATV pole policy expected from AT&T

Word was expected from AT&T over weekend or early this week clarifying whether its Bell telephone companies, seeking community antenna television construction and leasing business with new tariffs proposed in many states, will permit private systems to use their telephone poles.

**Ben Conroy Jr.**, chairman of National Community Television Association pole line committee, and **Robert L'Heureux**, NCTA general counsel, met with AT&T officials early last week on this, but results were not announced, although phone firm said it would make public statement shortly.

AT&T spokesman said previously that policy was to give attachments, but at same time Southern Bell Telephone, an AT&T company, said it had just revised position and wasn't permitting pole connections (BROADCASTING, Oct. 19).

Meanwhile, it has been learned that public utilities commissions in Mississipi

and Alabama have, like North Carolina's, suspended new Southern Bell CATV tariffs until next year, with hearings in offing.

## ABC-TV continues its hold on Thursday

ABC-TV led Arbitrons in average ratings Thursday night (Oct. 29), NBC-TV .8 behind and CBS-TV trailing. ABC had 17.0 average for 7:30-11 p.m. EST period and led in three half-hours, tying with CBS in one; NBC had 16.2 and led in two half-hours; CBS had 14.9 and led in one, in addition to its tie with ABC.

Networks noted profusion of political pre-emptions as election campaigns reached climax. Many of local pre-emptions in particular have reduced lineups and distorted rating picture.

Thursday, Oct. 29

		Arbitron Rating	Share
7:30			
ABC	Flintstones	12.1	22
CBS	Munsters	18.8	35
NBC	Daniel Boone	14.5	27
8:00			
ABC	Donna Reed	16.5	30
CBS	Perry Mason	15.9	29
NBC	Daniel Boone	16.5	30
8:30			
ABC	My Three Sons	18.7	33
CBS	Perry Mason	18.2	32
NBC	Dr. Kildare	15.9	28
9:00			
ABC	Bewitched	23.7	40
CBS	Password	12.4	21
NBC	Dr. Kildare	17.3	29
9:30			
ABC	Peyton Place II	23.5	41
CBS	GOP Political	12.3	22
NBC	Hazel	14.6	26
10:00			
ABC	Jimmy Dean	13.1	26
CBS	Defenders	14.1	28
NBC	Perry Como	17.2	34
10:30			
ABC	Jimmy Dean	11.3	25
CBS	Defenders	12.7	28
NBC	Perry Como	17.3	38


## Calif. voters don't mind predictions

Majority of voters polled in California congressional district said networks should be permitted to project election outcome while polls are open, Representative **Alphonzo Bell** (R-Calif.) reported Friday (Oct. 30).

Fifty-six percent of first 10,000 constituents responding to his September poll said "no" to question, "Do you believe in forbidding networks from projecting election returns until all polls are closed?" Thirty-seven percent said "yes" and 7% were undecided.

Ironically, issue of banning network projections based on early returns from East was raised because of winner "declaration" by CBS News in California primary before all polls had closed in state. Legislative remedies have been proposed; some would muzzle networks, others would have uniform poll closing time, but for Tuesday's (Nov. 3) election networks have free hand, although outright "declarations" won't be made and projections will be clearly labeled (see page 30).

Television for young adults is one of 20 distinct categories of programming this year on WPIX TV/11. The hour Clay Cole Shows and the hour Lloyd Thaxton Show is television that turns young people on — exhilarates, delights, enchants. The Clay Cole Shows and The Lloyd Thaxton Show...one of 20 Different Worlds of Entertainment that give WPIX TV/11 the scope, quality and appeal of a network. WPIX TV/11, New York's One-Station Network.



**Young  
people  
identify  
more  
with  
WPIX  
NEW YORK**

sooner  
or  
later...



you will demand the extra quality and precision of Nortronics tape heads! All Nortronics heads feature:



laminated core structures and deposited quartz gaps for superior high frequency response, and . . .



hyperbolic, all-metal faces for intimate tape-to-head contact—longer wear with minimum oxide loading.

Replace worn tape heads with Nortronics factory recommended replacement heads—available from your local Electronics Distributor!

For complete information on Nortronics Replacement Heads for broadcast application, write today for Form No. A-12.

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8173 Tenth Ave. N., Minneapolis, Minn. 55427



## DATEBOOK

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

■Indicates first or revised listing.

### NAB FALL CONFERENCE SCHEDULE

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

- Nov. 9-10—Statler hotel, Detroit.
- Nov. 12-13—Hotel Ten Eyck, Albany, N. Y.
- Nov. 16-17—John Marshall hotel, Richmond, Va.

### NOVEMBER

Nov. 2—Hollywood Advertising Club luncheon, Sam Cooke Digges, president, International Radio & Television Society, will speak. Hollywood Roosevelt.

■Nov. 3—Fourth quarterly meeting of Country Music Association. Capitol Park Inn, Nashville.

■Nov. 5—Annual membership meeting and election of directors of Country Music Association. Andrew Jackson hotel, Nashville.

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. 8-7 — 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. 8-11—Annual meeting of Association of National Advertisers. Opening business session Monday will deal with professional and managerial responsibilities of the advertising executive; Monday afternoon session will study "important current advertising problems and issues," including developments affecting broadcast advertising. Tuesday session will deal with specific advertising and marketing concepts and case histories. Wednesday program includes first full report of American Association of Advertising Agencies' findings in its consumer-attitudes study, by William Weilbacher, C. J. LaRoche & Co.; and talks on "Are Your Ads Affected by the Company They Keep?" by Lee Rich, Benton & Bowles, and "Do They Go Out for Beer When Your Ads Appear?" by Ken Snyder, creative consultant. The Homestead, Hot Springs, Va.

Nov. 9 — Broadcasters Club reception for members of Federal Trade Commission. Broadcasters Club, Washington.

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

Nov. 10—Deadline for comments on Fed-

eral 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—Open membership meeting of New York chapter of National Academy of Television Arts & Sciences. Rod Serling, ATAS president, will speak. Hotel Astor.

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—New York chapter of National Academy of Television Arts & Sciences presents "The Future Manpower of Television" forum, produced by Westinghouse Broadcasting's George Norford. Among participants: Donald H. McGannon, president, Westinghouse Broadcasting Co. and Louis G. Cowan, former president of CBS-TV. Hotel Astor.

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. 15—Meeting of National Community Television Association committees on pole lines, policy review and ETV. Madison hotel, Washington.

■Nov. 16—The Katz Agency's meeting for its client stations' promotion managers, during seminar of Broadcasters Promotion Association. Pick-Congress hotel, Chicago.

Nov. 16—The Katz Agency's meeting for its gardening 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 Broadcasters' Promotion Association, Pick-Congress hotel, Chicago.

■Nov. 16-18—Board of directors meeting of National Community Television Association. Madison hotel, Washington.

■Nov. 16-19—Membership meeting of Television Bureau of Advertising. New York Hilton.

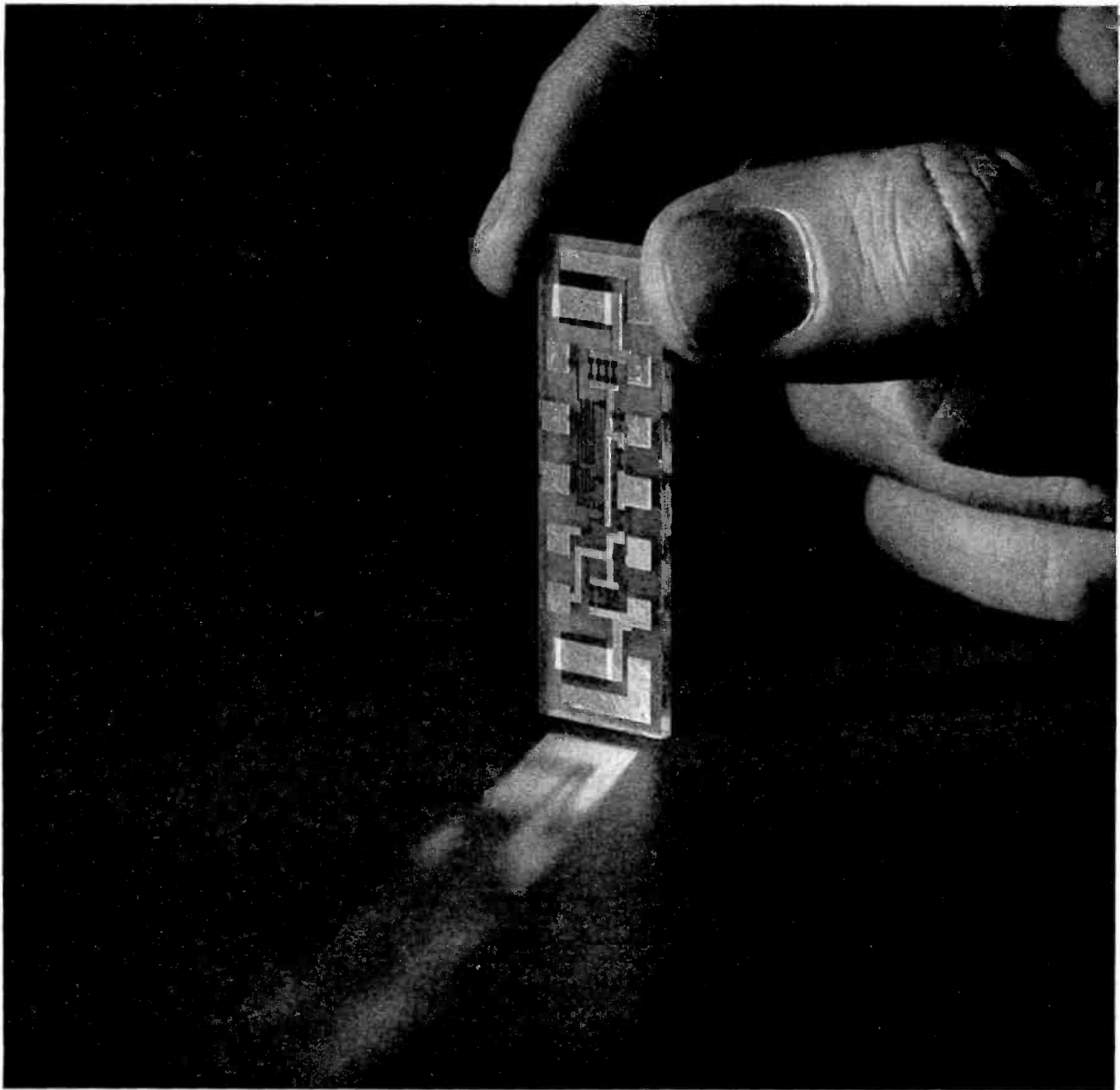
Nov. 17—First annual Georgia FM Day seminar sponsored by Georgia Association of Broadcasters. Riviera motel, Atlanta.

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

■Nov. 17—First of eight seminars on media research by New York chapter of American Marketing Association. "The Function of Media Research" will be discussed.

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.,



# Thin Film, Big future

This little wafer of glass is one of the most significant telephone advances since the invention of the transistor.

Reason? It's a complete electrical circuit, ready to be slipped into a piece of communications equipment.

In the years to come, as it finds its way into new Bell System "hardware," it will save money and help hold down the cost of your telephone service.

We deposit thin films of metal *only four millionths of an inch thick* on a glass surface like that shown in the picture above.

Because thin-film circuits are photo-etched on the glass, they can be made economically.

And because a number of components and connections can be consolidated into one unit, thin-film circuitry is extremely reliable and precise.

Thin-film technology has benefited from many important contributions by Bell Telephone Laboratories. It is now being applied to a number of Bell System products manufactured by Western Electric. Among these are a new Electronic Central Office, a new high-speed data transmission system, and a new switchboard.

Thin as the film is, its future is big in our plans to keep improving your telephone service while helping to hold down its cost.



**Bell System**

American Telephone and Telegraph Co. and Associated Companies

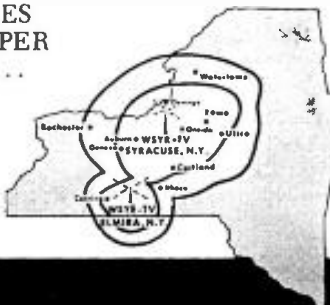
[illegible]

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*

## 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.



**WSYR • TV**

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

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. 20 — International Radio & Television Society newsmaker luncheon. Juana Castro, sister of Cuba's Premier Fidel Castro, is guest speaker. Waldorf Astoria, New York.**

**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.

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 WSAV-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.** Selig Seligman, president of Selmur Production, Los Angeles, 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. 10 — Awards luncheon of the Art Directors Club of Los Angeles, announcing winners of the 1964 competition of western advertising and editorial art. Statler-Hilton, Los Angeles.

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.

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

Jan, 22-23—Meeting of radio code board of National Association of Broadcasters, Los Angeles.

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

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

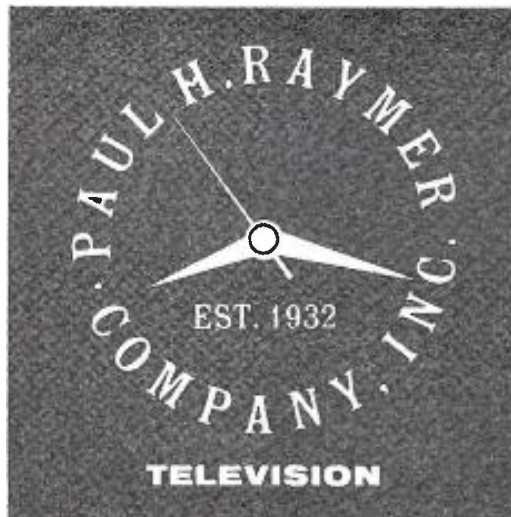
**Jan. 26-28—Twentieth annual Georgia Radio-TV Institute, University of Georgia, Athens. Forum is sponsored by university and Georgia Association of Broadcasters.**

**Feb. 2-3—Advertising Federation of America/Advertising Association of the West convention. Statler-Hilton, Washington.**

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

■Indicates first or revised listing.

We do "try harder"  
for each of our stations



Because we don't  
represent too many

You may be sure each one of our TV stations means more to us. Each one gets more interest, attention and effort — because we do not represent too many.

The group operators seem to think well of the short list too. When Westinghouse, Storer, Metromedia, R. K. O. General, A. B. C. Spot Sales and others set up their own representation, they got more concentration of interest. You can get almost all the advantages of this privately owned representation right now through us. We can give it to you without the risk or cost of setting up your own organization.

Your station has special features, special qualities that must be *sold*. If you are on a "long list" they may not be getting the special interest and attention they deserve.

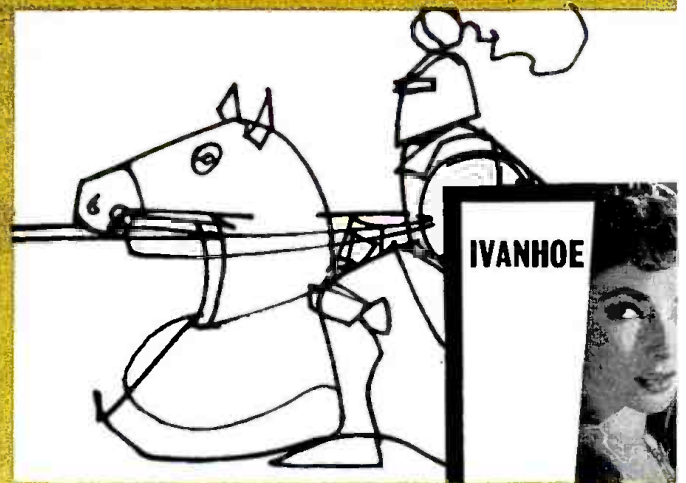
Would you like us to tell you how to get better representation?

**PAUL H. RAYMER COMPANY, INC.**

*Station Representatives Since 1932*

NEW YORK   CHICAGO   DETROIT   ATLANTA   DALLAS   SAN FRANCISCO   HOLLYWOOD

**METRO-GOLDWYN-MAYER FEATURE FILMS HAVE THE STAR-POWER!**  
NATALIE WOOD / SPENCER TRACY / KIRK DOUGLAS / DEBBIE REYNOLDS  
ROBERT TAYLOR / LANA TURNER / JAMES MASON / DOROTHY McGUIRE  
DEBORAH KERR / RED SKELTON / CYD CHARISSE / STEWART GRANGE  
PIER ANGELI / JEFFREY HUNTER / ARLENE DAHL / BARBARA STANWYCK  
JANE POWELL / WALTER PIDGEON / RICHARD BOONE / LESLIE CARON



*Put this draw-power on your station*

THAT MEANS DRAW-POWER: ELIZABETH TAYLOR / DAVID NIVEN  
PAT CROWLEY / FRED ASTAIRE / GEORGE HAMILTON / ROBERT WAGNER  
FRED MACMURRAY / JOAN FONTAINE / PETER LAWFORD / JANET LEIGH  
ANN BLYTH / JEAN SIMMONS / CHARLES LAUGHTON / JOAN BENNETT  
JOSEPH COTTON / VAN JOHNSON / GREER GARSON / ELEANOR PARKER  
EDWARD G. ROBINSON . . . . ALL IN THE NEW MGM/5 FOR TELEVISION

NEWEST FIRST-RUN-FOR-TV AVAILABILITIES, THE

# MGM/5

a most exciting list of 31 feature films, for  
the most profitable entertainment in television

**SOLD**  
WCBS-TV

**SOLD**  
WBBM-TV

**SOLD**  
KNBC-TV



*MGM Television representatives have catalogs and availabilities*

NEW YORK • CHICAGO • ATLANTA • CULVER CITY • TORONTO

REPRINTS AVAILABLE

## SPECIAL REPORT:

# RADIO

Massive research into radio's audience by Sindlinger shows 80 million adults listen every day. Sample of almost 29,000 shows biggest share of listeners are younger, better educated than average. . . .

Those who are considering buying time on radio now have more, better documented sources than ever to check where and when to sell their products. Audience statistics and demographics abound.

Interest in "Special Report—Radio," which appeared in the September 28 BROADCASTING, has been great. For example:

"... We are most interested in getting copies into the hands of potential clients, agencies, etc. in this area.—F. F. Mike Lynch, KFDI Wichita, Kan.

"... 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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\$35.00 a 100 for larger amounts  
20 pages, 8½" x 11"

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Reader's Service

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

## OPEN MIKE®

### Neighbors

EDITOR: ABC, CBS and NBC will be rubbing elbows with other "elements of the broadcasting business" when the residency of the first two is accomplished fact on the Avenue of the Americas north of 30 Rockefeller Center (BROADCASTING, Oct. 19).

Any others can speak for themselves. From us, just a reminder that the New York office of the National Association of Broadcaster's Code Authority has been located in the Time and Life building, 1271 Avenue of the Americas, since the building opened in 1960. As of about two years ago, the same goes for the NAB research department.

Minute of staff, compared with our network and group station confreres, we too are here, actively at work, and hopefully, meaningful for broadcast audiences, broadcast advertisers and broadcasters.—Stockton Helffrich, manager, NAB Code Authority, New York.

### Lessons from the past

EDITOR: While the broadcasting industry has an apparent built-in disinclination to look backwards before leaping forward, in the midst of the current misuse and perversion of the media—radio as well as TV—it might be well to look back to the wisdom the late Ed Klauber brought over from his desk at the *New York Times* to CBS and the National Association of Broadcasters, when he recommended that broadcasting permit no dramatizations of political issues, either as spots or featured programs during a campaign.

He got through an interpretation of the code that political issues must be stated factually on the air in honest solicitations for or against candidates or issues, lest the issues of the campaign, hard enough for many to understand at any time, be further confused or obscured by clever and prejudiced appeals to ignorance or latent bigotry.

This has nothing whatever to do with the right of free speech anymore than did the earlier code restraint against a flushing sound from the bathroom on radio during the early evening meal hours deny the use of radio to legitimate household chemical manufacturers.

It would seem that a deeper respect and knowledge of the broadcasting media is needed by both political parties and a quick look at the ugly creatures they have exposed to daylight by the stones of decency and restraint they have cast asunder in the past few weeks.—Edward M. Kirby, director of public relations, USO Inc., New York.

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## Broadcasting

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Sol Taishoff

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\*Reg. U. S. Patent Office  
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BROADCASTING, November 2, 1964



World's greatest bridge tunnel, gigantic port expansion, South's greatest urban redevelopment, and other aspects of the Tidewater, Virginia, boom have been featured by virtually every major news and business publication in the U.S. From 1960 to 1963 Virginia surpassed every state east of the Mississippi except Florida in population growth rate—and most of Virgin-

ia's growth has been in Tidewater—metro Norfolk and Newport News!

WTAR-TV and Radio, in tempo with Tidewater, are the media for motivation\* of people in this great market on the move! Tidewater, Va., is the hottest spot in the U.S. today for a new business dollar. TideWTAR is a better way to spell it, and sell it.

\*For example, our 28-man news and public affairs staff is believed to be the largest in the entire South.

**WTAR TELEVISION & RADIO—CBS AFFILIATES FOR NORFOLK-NEWPORT NEWS, VA.**

Represented by **Edward Petry & Co., Inc.** The Original Station Representative

## Tidy House, the company that radio built

There wouldn't be a Tidy House if there had not been radio first. Radio built our company. Let me go back to explain how Tidy House grew from a basement to a multi-million dollar operation—thanks to radio.

About 1940 a man selling a cleaner over KMA Shenandoah, Iowa, came to General Manager Cy Rapp and Commercial Manager Al Ramsey with the suggestion that they buy his product, Perfix. He had been selling it over KMA and because of the rather small success enjoyed, he thought Cy and Al might be interested on a "sideline" basis. They were reluctant, but agreed on a royalty basis.

Things moved along pretty well. A few orders came in every day—and Mrs. Rapp and Mrs. Ramsey mixed and packaged Perfix in the Rapp basement and mailed each package at the Shenandoah post office.

Nothing spectacular, but a nice side income. But one day they reasoned: "If we can do this with one station, why couldn't we do twice as well with two stations?" They tried—and it worked. And so did a third and a fourth station. Within a few years they were selling more than 7 million per year from a regional operation. A true Horatio Alger story with appropriate credits to radio.

When I joined Tidy House some ten years ago, we were spending \$1.5 million yearly in advertising and well over 90% of that was in radio.

**Told We Were Wrong** ■ Feeling flushed with our success, we did what a good many before us had done: We hired experts to tell us why we had done what we had done. And we learned that all of the things we were doing were wrong. We learned that we were terribly out of date using an old out-of-date medium called radio. Worse than that, we were using a homemaker show. It was talking to all of the wrong people—people with not enough education . . . people without enough kids, or with too many kids . . . etc., etc.

So what do we do? First we took that old radio money and put it into a real modern medium, television, and then hit them in Chicago, Philadelphia, Cleveland and Detroit. We did . . . and we fell flat on our puss!

Sure, Chicago can offer more heavy users and maybe more and better socio-economics, too. But can it offer all of that and frequency and impact at the same time? Let's find out: we could spend, and we did, \$100,000 a year in Chicago on TV (about 7% of our

budget) and we could get less than four spots per week on a TV station . . . and daytime at that! Now, how do you divide five key products into fewer than four TV spots? And sleep nights when you know your well-heeled competitors are buying at the end rate and you don't qualify for that with your schedule?

**Backfired** ■ So, after many years of Tidy House covering its 22-state area with radio, we found ourselves more than a little uncovered using television. Television is the most effective sales-producing medium for most products, but let's not overlook the cost. With a budget of our size against our product line and our area of distribution, we could not get either frequency or impact through any medium except radio.

After several years, we concluded that Tidy House was just too darn little to fight all those big bullies, so we went out and got ourselves merged. We got a big brother to help us fight. But, for various reasons, that didn't work either. So we got divorced.

In June of this year Tidy House again struck out on its own and the first thing we did was to get back on radio . . . on a 52-week basis. We probably never would have revived the Tidy House brands if radio had not been available and if we did not know firsthand what radio could do. We needed something we could get into fast—to pump nourishment into our moribund products. We needed flexibility—a medium we could tailor. We needed a medium which could give us an aura of dominance—even if only apparent. We needed a medium that wouldn't break us with production costs. And so, today in almost all of our key markets we sponsor morning news, weathercasts and the *Martha Bohlsen Show*. We are back with the kind of frequency that built Tidy House originally, utilizing

the medium that built Tidy House.

What's so creative about that? Maybe not much—and then again perhaps quite a little.

How many people truly recognize the personalized nature of radio? Radio stations by varied programming approaches have specific appeals. And, of course, radio's extreme flexibility is well known to all.

For targeting on potential customers, personalized radio gives an almost-un-surpassed opportunity. Radio is the way the relatively small advertiser can speak to an audience—perhaps not the biggest mass audience, but his audience because he speaks to it daily.

I saw the other day that the Purex Corporation, which trails the big three soapers by at least several light years, turned up with a profit of \$8 million. Now, that's one heck of a profit for running a lousy fourth. The point is, there are several ways to make money. And it does not necessarily follow that following the leader is the best way.

**Resurgence Through Radio** ■ Tidy House today is back in business for itself and has been since June. We are back at the same old stand using radio—and we're using it to just about the same degree we were 10 years ago. And what's happening? Keep in mind that prior to June 1, Tidy House Products for several years had been on an uninterrupted downhill course. But I am pleased to report that the Tidy House downtrend has been arrested . . . in fact, we are undergoing a very strong resurgence. So much so that today the biggest problem we have is preventing out-of-stock conditions at retail.

Radio must receive a very large amount of the credit for this comeback. We have used no other medium to date. And I can assure you that radio will continue to figure very prominently in Tidy House marketing plans.



Sam Zaiss, for many years an advertising copy writer and editor, at one time was public relations director for Rexall in Los Angeles. In addition to his associations with Tidy House, he has been division marketing manager of Pillsbury Co. At present Mr. Zaiss is vice president and marketing director of Tidy House Products. Herewith are excerpts of his address to the NAB program clinic in Omaha, one of the strongest testimonials ever accorded radio's selling power.



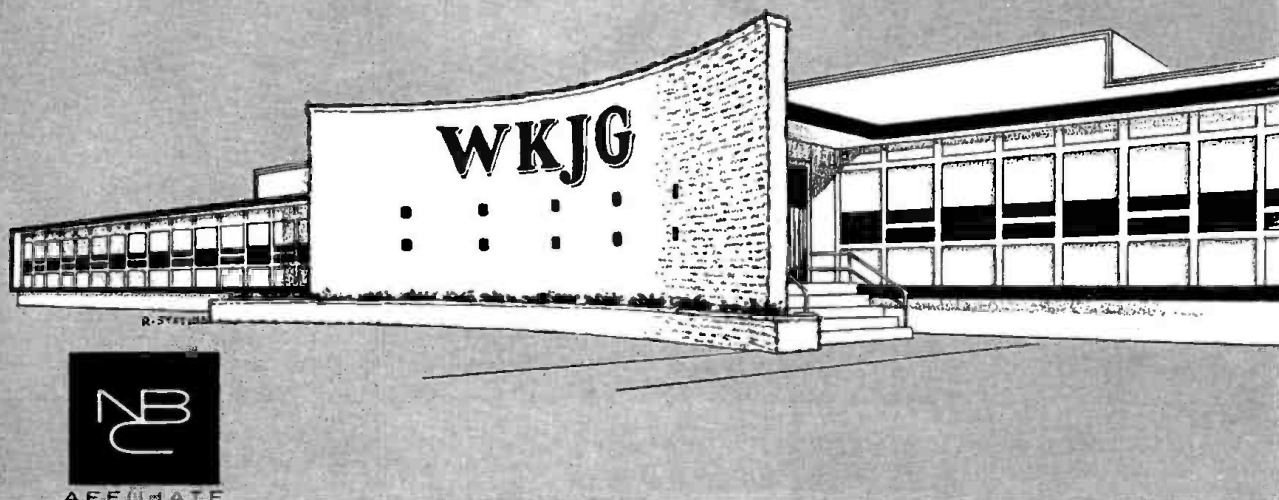
*Quality . . . by any measurement . . . is on the record at WELI. The station that the adult, purchasing power audience in New Haven depends on . . . The station that makes New Haven a better buy.*

National:  Representatives

Boston: Eckels & Company

**The Sound of New Haven** *WELI* 960/5000 watts

THE **WKJG** STATIONS  
offer the only  
**COMPLETE**  
BROADCASTING SERVICE  
in the  
GREATER FORT WAYNE AREA



**WKJG RADIO**

Celebrating 17 years of service November 15

**WKJG TELEVISION**

Celebrating 11 years of service November 21

**WKJG FM**

Debuting in Stereo early in 1965



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

# Campaign radio-TV \$40 million

Total, about evenly divided between national tickets and state and local slates, compares with \$14 million spent for 1960 broadcasts

The elections tomorrow will mark the end of a frenzied season of free-spending political campaigns that invested an estimated record total of \$40 million in television and radio.

This estimate, compiled by BROADCASTING from unofficial but authoritative sources last week, represents nearly three times the \$14.2 million spent in the 1960 campaigns, at that time a record in itself.

The \$40 million estimate does not include production costs, and it would be swelled by additional millions if data on pre-convention primary campaign expenditures were available.

**Half for National Ticket** ■ Approximately half of the total was spent in support of the national tickets of President Lyndon B. Johnson and Senator Hubert Humphrey for the Democrats and Senator Barry Goldwater and Rep-

resentative William Miller for the Republicans.

The other half, approximately \$20 million, went into television and radio campaigning for state and local candidates.

Spokesmen for both the Democratic and the Republican national committees estimated they will have spent about \$4.5 million each in broadcasting in their coordinated national effort on behalf of their respective national tickets.

These estimates cover television and radio time and production costs. They cover not only the business underwritten by the national committees but also the orders paid for by related organizations—Citizens for Johnson, Citizens for Goldwater, etc.—but coordinated through the national committees.

**Both Network and Spot** ■ The na-

tional committee figures cover both network spending and the national spot orders placed through the committees' advertising agencies—Doyle Dane Bernbach for the Democrats, Erwin Wasey, Ruthrauff & Ryan for the Republicans.

Some sources estimated that network television alone would add close to \$7 million to the Johnson and Goldwater campaigns this year. But estimates from the networks last week indicated that orders from Labor Day through tonight (election eve)—traditionally the period of heaviest campaigning—totaled \$3,356,800 for network television, with network radio orders bringing this total to about \$3.5 million.

Although the figures were still subject to last-minute schedule revisions, cancellations or additional purchases, the \$3.3 million for network television represented a relatively modest gain

## Is Section 315 to blame for soaring campaign costs?

Two authorities on the costs of presidential campaigns said last week that a change in equal-time requirements would help bring costs down.

Their purpose is to make candidates independent of large contributors with special interests, but they recognize the record-breaking use of the broadcast media (see above) as a major factor in rocketing campaign costs.

The present campaign has seen a "literally obscene expenditure," Paul Porter, former FCC chairman and now a Washington attorney, said in an interview Wednesday (Oct. 28).

Dr. Herbert E. Alexander, a political scientist whose study of campaign finances has been his central work for many years, said in a separate interview that 1960's temporary suspension of Section 315 demonstrated that media costs can be reduced measurably when broadcasters

are able 1) to offer free time to candidates and 2) to broaden their news coverage without equal-time inhibitions.

The report of the President's Commission on Campaign Costs in 1962 was in part responsible for President Kennedy's recommendation to Congress that equal-time requirements for this year's presidential and vice presidential campaigns be suspended.

Both Mr. Porter, who was a member of the commission, and Dr. Alexander, who was executive director, say they hope Congress will take up their report, and they hope whoever is elected President tomorrow will be behind them.

The commission went out of business when it delivered its report (BROADCASTING, April 24, 1962), but those who worked on it believe firmly in the document. Mr. Porter said that, for example, Walter N. Thayer,

a former member of the President's commission and a broadcaster (Corinthian Stations), and he have generally agreed to do something about it after the election.

How would Mr. Porter overcome the congressman's often-stated fear that but for Section 315 he might be at the mercy of a biased broadcaster during some future campaign? That isn't really the question, Mr. Porter replied. "I'd rather see something done to protect the public." Saturating the air with campaign spots "just drives the public batty and degrades the office of the President," he said.

Dr. Alexander notes that network TV spending in 1960 was about \$3 million, but says indications are that spending for the presidential tickets this year is likely to double, and he feels it is clear that failing to suspend Section 315 is to some extent responsible.

from the \$2.9 million spent by the two major parties on network TV in 1960.

**More Radio** ■ Total network radio expenditures by the major parties appeared to be higher this year than in 1960, when they totaled \$78,876.

The 1964 network estimates, like the 1960 network figures, do not include production costs. The 1960 figures are from official reports compiled by the FCC in 1960-61.

The network estimates indicated that the Republicans as of last Thursday were investing over 20% more on the three TV networks than were the Democrats. Totals showed the GOP spending an estimated \$1,850,000 as against approximately \$1,506,800 by the Democrats.

All of these expenditures were for the presidential and vice presidential candidates. They bought an estimated 22 hours 4 minutes on the TV networks, plus several hours on radio networks. They do not take into account regional and national spot campaigns on behalf of the candidates.

**GOP Bought Most** ■ GOP network TV orders totaled 13 hours 46 minutes and the Democrats' 8 hours 18 minutes. Distribution of time and money among the TV networks were estimated as follows:

On CBS-TV.—Republicans 4 hours 10 minutes, \$650,000; Democrats 3 hours 5 minutes, \$510,000.

On ABC-TV.—Republicans 2 hours 15 minutes, \$305,000; Democrats, 3 hours 25 minutes, \$511,800. (The Democratic time estimate was computed on the basis that a one-minute participation is equivalent to 10 program minutes.)

On NBC-TV.—Republicans 7 hours 21 minutes, \$895,000; Democrats, 1 hour 48 minutes, \$485,000.



Dr. Herbert E. Alexander

While GOP network TV expenditures were running about 20% ahead of the Democrats, GOP network hours were greater than those of the Johnson-Humphrey forces. The reason: much of the Republican network political schedule, especially on NBC-TV, was in the less expensive daytime hours.

**State, Local Spending** ■ Aside from the approximately \$4.5 million spent in radio-TV through each of the major-party national committees for their respective national tickets, it was estimated that roughly similar or even larg-

er amounts were invested in political broadcasts by state and local groups—also in support of the national tickets.

That would bring total spending for the two presidential tickets to about \$10 million each, or close to \$20 million for the two parties.

To be added to those figures are the TV-radio investments of state and local groups in support of state and local candidates. While few observers would venture more than a guess, it was considered likely that this figure might reach or exceed \$20 million for the major parties.

This estimate is supported by official figures showing the sharply rising TV-radio campaign expenditures in the past few years (also see separate story).

In 1960, according to FCC figures, the Republicans spent \$7,558,809 on television and radio and the Democrats spent \$6,204,986, for a two-party total of \$13,763,795. Minor-party expenditures came to \$431,483 to bring the 1960 total political investment in broadcasting to \$14,195,278 (figures are before commissions and after discounts).

**Off-Year Totals** ■ In 1962—an off-year election, with no national campaign to stimulate the outlays—the radio-TV spending in the general-election drives for state and local offices roughly approximated the overall total for presidential-year 1960. And on top of that, an estimated \$6 million in primary-election campaigning brought the 1962 total to \$20 million.

If the upward trend in TV-radio has continued into 1960—and experts apparently have detected no sign that it hasn't—this year's state and local politicking on TV and radio could easily reach the \$20 million level, particularly if primary spending is taken into consideration.

Dr. Herbert E. Alexander, director of The Citizens Research Foundation in Princeton, N. J. and former executive director of the President's commission on campaign costs, has estimated that Republicans alone spent at least \$10 million in the primary and convention campaigns for the nomination that Senator Goldwater won, and TV and radio got a sizable share. The Democrats, with no challenger to incumbent Johnson for the presidential nomination, presumably spent less.

Dr. Alexander estimated that actual cash outlay, excluding the value of campaign work by public officials and other volunteers not paid from campaign funds would total \$200 million in this campaign. This total was about \$25 million higher than campaign spending in 1960 and about \$60 million more than in 1956, the expert estimated.

The research foundation headed by Dr. Alexander, monitors and assesses political fund-raising and spending.

## Harris thinks research will change coverage

The use by television of political survey research and of political analysis are going to change radically the way elections are covered by the TV, radio and the press, Louis Harris, president of Louis Harris & Associates Inc., told a newsmaker luncheon of the International Radio & Television Society in New York last Wednesday (Oct. 28).

"It is my firm belief that just as foreign policy might become the dominant determinant of how we choose our Presidents in the future, so after this election the performance of the jobs networks do will be judged on the soundness, depth and

keenness of analysis in all future elections," Mr. Harris declared. "Whether this means making political scientists out of broadcasters or broadcasters of political scientists is a moot point."

Mr. Harris, whose research firm and IBM will work with CBS News on coverage of election night results, cautioned that TV networks must assure the American people that the "revolution in reporting" will leave intact the right and process of casting votes. He noted that this year networks will not report a man has been elected until he receives an indicated 270 electoral votes.

## Section 315 may never be the same again

The 1964 presidential election campaign, regarded as one of the most bitterly fought in memory, was not only rough on the candidates and on the American people; it was exceedingly rough on Section 315 of the Communications Act.

Indeed, the battering the equal-time law took as the result of three FCC rulings may have left it so weakened as to impair its ability to last out another presidential campaign, at least in its present form.

There was the most recent, and the most controversial, FCC ruling affecting the presidential race, in which the commission held that Senator Barry Goldwater was not entitled to free network time to reply to President Johnson's extraordinary Oct. 18 address on foreign affairs (see story page 26). That address, the commission said, was an "act of office," which was outside the scope of the law.

The courts upheld the commission, but the manner in which they did—the court of appeals affirming on a 3-3 split and the Supreme Court refusing to review the case—is hardly likely to inspire the public's confidence in the commission's wisdom.

Earlier, there was the commission ruling that presidential news conferences during campaigns are not

exempt from the equal-time law. FCC Commissioner Lee Loewinger's remarks, in his dissenting statement, that the ruling defied common sense and was an appropriate addition to the commission's "inventory of idiocies" received wide circulation in the press (BROADCASTING, Oct. 5).

**FCC as Heavy** ■ And before that, the networks maneuvered the commission into playing the role of a heavy. They wanted a ruling on whether they would lay themselves open to equal-time requests by all other presidential candidates if they carried President Johnson in a special appeal in behalf of the United Fund and the Community Chest campaigns. The commission, interpreting the equal-time law literally, said they would (BROADCASTING, Sept. 7), and a special program featuring the President was promptly scrubbed by the networks.

The three rulings, of course, account only for the smallest fraction of requests for Section 315 interpretations the commission received during the campaign. On an average day, two dozen queries were received. But most could be answered by the staff simply by referring to previous rulings.

**National Ticket Worst** ■ It's the questions affecting the national

candidates that cause the most trouble, and the ones that are draining the substance of the law. For the surprising thing is that it isn't the commission that's been the target of most of the resentment the three rulings have triggered; it's the law itself.

And an encouraging development—encouraging to broadcasters who want more freedom to perform as journalists—is that the resentment is mirrored in an increasing number of newspapers. Editorial writers and columnists are attacking the law as a bar to creative journalism.

Congress, of course, was ready to suspend Section 315 for the current presidential campaign. It didn't do so only because President Johnson preferred to keep the law intact. He is generally regarded as wanting to avoid the pressure for a TV debate with Senator Goldwater that a suspension would have generated.

But those who seek the law's suspension or repeal in the next Congress will have more ammunition with which to wage their fight. In the last session, all they had to support their case was the historic Kennedy-Nixon debates of 1960. Next time, they'll have those three FCC rulings of 1964. And they may well prove more persuasive.

## 90 southern TV's carry Goldwater show

A one-hour political telecast featuring Republican presidential candidate Senator Barry Goldwater (Ariz.) and Senator Strom Thurmond (R-S.C.) was set to be seen on 90 stations in 14 southern states last Saturday (Oct. 31).

Time and line costs for the prime-time program, sponsored by the Solid South Speaks for Goldwater Committee, cost about \$72,000. The network was arranged by Bradley, Graham & Hamby Advertising, Columbia, S. C. BG&H arranged a 10-state, 33-station network for Senator Thurmond's announcement to support the GOP candidate and become a Republican (BROADCASTING, Sept. 21).

Last Saturday's telecast was to have originated from the Township auditorium in Columbia, where Senator Goldwater was scheduled to speak. The pickup was provided by wis-TV Columbia.

The speech was set for 7:30-8:30

p.m. EST, and according to the agency, Republicans in each state were paying for the time on stations in their state.

Among the stations purchased was KTBC-TV Austin, Tex., owned through trusts by President Johnson's family. Time was bought on 18 stations in Texas; eight in Mississippi and South Carolina; seven in North Carolina, Louisiana and West Virginia; six in Tennessee, Georgia and Florida; four in Alabama, Arkansas and Virginia; three in Kentucky, and two in Oklahoma.

## KNXT doesn't wait for FCC on equal time

KNXT(TV) Los Angeles beat the FCC to the draw last week.

On Oct. 5, KNXT originated an hour debate between Democratic Senator Pierre Salinger and Republican George Murphy, who is challenging Mr. Salinger for his Senate seat. The Socialist Workers Party and the Socialist Labor Party asked for equal time, but before

the FCC acted KNXT's legal department made its own decision.

The station decided that the SWP's nominee is not a legally qualified candidate under the FCC's definition as he has not conducted an active campaign. KNXT gave time, however, to John P. Quinn, the SLP candidate, Oct. 28, before the FCC ruled Mr. Quinn eligible for equal time. The commission withheld judgment on the SWP's plea because it lacked information it needed to determine whether the nominee was a legally qualified candidate.

The FCC ruling that Mr. Quinn is entitled to equal time applies to eight other stations to which KNXT made the Salinger-Murphy program available. KNXT said the debate was aired by KPIX(TV) San Francisco, KXTV(TV) Sacramento, KNTV(TV) San Jose, KFMB-TV San Diego, KOGO-TV San Diego, KCOY-TV Santa Maria, KMEX-TV Los Angeles and KBAK-TV Bakersfield. The debate was on 12 radio stations.

KNXT did not have the complete roster of stations that carried Mr. Quinn's broadcast.

# Radio-TV helped GOP ticket

**Guylay says 100,000 sent  
replies to Burch appeal,  
million contributed overall**

Whatever the outcome of Tuesday's (Nov. 3) presidential election, the Republican party feels that its heavy use of television was effective, both in fund raising and in forcing newspapers to provide balanced coverage.

L. Richard Guylay, public relations director of the Republican National Committee, last Wednesday (Oct. 28) went so far as to predict that the GOP's unprecedented use of the electronic media will bring a "surprise victory" for the Goldwater-Miller ticket. But he was the only one of six panelists at a Sigma Delta Chi (professional journalistic society) meeting in Washington who thought so, particularly in the light of polls overwhelmingly favoring the Johnson-Humphrey ticket.

Mr. Guylay said that the heavy use of television by Senator Barry Goldwater had changed the attitude of the printed-page press from one of being weighted in favor of the Democrats at the start of the campaign to balanced news coverage and editorial comments at the end. Stating that the press attitude had become "progressively better," he said newspapers "inevitably had to express that which the public saw for

itself."

The swing to the GOP, according to Mr. Guylay, was detected not only in the receptions given Senator Goldwater during his campaigning but in the number of contributions made by the appeal for funds by GOP Chairman Dean Burch on his Oct. 19 appearance on NBC-TV using free time given in a "spirit of fairness" ostensibly to answer President Johnson the preceding day.

**Replies to Burch** ■ Mr. Guylay said "more than 100,000 replies" were received from the Burch plea and that the total number of contributors to the GOP campaign overall will exceed the phenomenal figure of one million. This, he said, was in contrast to some 45,000 contributions in 1956.

Samuel Brightman, Mr. Guylay's opposite number at the Democratic National Committee, said it was unusual for the Democrats to be the "overdog" in contrast to the GOP-oriented "one-party press" of other campaigns. Although pleased with the polls predicting a Johnson-Humphrey landslide, Mr. Brightman said that the Democrats were taking nothing for granted and working full-tilt until election day.

Mr. Guylay said the Goldwater television campaign had been deliberately and carefully planned to prove that their candidate was not a "raving demagogue." He also argued for shorter campaigns, contending that the present practice is wasteful and exhausting. Jet transportation and instantaneous electronic communications, he said, make the long campaign undesirable and old-fashioned. He thought the three-week campaign in Great Britain was too short and that perhaps six weeks would be

the answer here. Mr. Brightman said the Democrats had no desire to have long campaigns and in fact scheduled their national convention late this year to shorten the span.

Other participants in the panel were: Newbold Noyes, *Washington Star* (WMAL-AM-FM-TV Washington; WSAV-AM-FM-TV Harrisonburg, Va.); Godfrey Hodgson, *The London Observer*; Jules Witcover, *Newhouse Newspapers*, and Pat Munroe, president, Washington chapter, SDX, moderator.

## GOP goes back to FCC for aid

**Judicial appeals end as  
Supreme Court refuses to  
review lower court vote**

Senator Barry Goldwater exhausted his judicial remedies last week and was back before the FCC, almost on the eve of the election, in his bid for free network time to reply to President Johnson's foreign policy speech of Oct. 18.

In swift succession, there were these developments:

The U. S. Court of Appeals in Washington, by a 3-3 vote on Tuesday, let stand the commission's ruling that the President's broadcast did not entitle Senator Goldwater or any other presidential hopeful to equal time (BROADCASTING, Sept. 26).

The Supreme Court on Wednesday refused to review the lower court's decision. The high court acted within hours of a request by the senator's attorneys to hear oral argument on Thursday. The vote was not announced, but it was apparently 6-2. The court said that Justices Arthur J. Goldberg and Hugo L. Black dissented, and that Justice Byron R. White did not participate.

The senator's attorneys on Thursday returned to the commission with a request that it direct the ABC, CBS and NBC radio and television networks to make time available to the senator on the basis of the fairness doctrine. The networks late Wednesday had rejected an appeal for time that the Republican National Committee had pegged to fairness. The networks said they already were presenting the senator's views in their news programs.

The commission was to go into a special meeting Friday (Oct. 30) to consider the GOP request.

**Lawyers Dissatisfied** ■ As the week drew to a close, commission lawyers appeared almost as dissatisfied with the

## Broadcasters get pat on back from Brophy

The broadcast industry was praised last week by Thomas D'Arcy Brophy, president of the American Heritage Foundation, for its public service contribution to the 1964 non-partisan "vote on an informed basis" campaign being sponsored by the foundation in cooperation with The Advertising Council.

Last August, the foundation noted, Donald H. McGannon, president of Westinghouse Broadcasting Co., Brigadier General David Sarnoff, chairman of RCA, Dr. Frank Stanton, president of CBS Inc., and George



Mr. Brophy

B. Storer Jr., president of Storer Broadcasting Co., were among a group who met with President Johnson at the White House, to discuss the project.

Since September, radio and TV stations have been carrying announcements prepared by Grey Advertising, New York, for the foundation and the council. These spots remind people of their voting obligations. The appeals were supplied to TV stations by the Motion Picture Association of America. RCA Recorded Program Services distributed to all radio stations the "Amazing but True" series of messages emphasizing the many occasions when one vote has changed the course of history.

In addition CBS-TV also prepared regional "Election Guide" booklets for schools and civic groups.

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manner in which the case was developing as the attorneys for the Republican candidate. For if the senator had lost in his bid to overturn the commission's ruling, the two court decisions did little to support the position taken by the commission.

The ruling survived the appeals court only because the six judges who heard the case on Oct. 22 divided equally. No statements were issued. And while the Supreme Court, in accord with custom, announced no reason for refusing to review the case, Justice Goldberg issued a statement declaring that the question raised by the senator's petition for a review is a "substantial" one and that the court should hear arguments on it. Justice Black joined in the statement.

Justice Goldberg said that the equal-time law "on its face" requires licensees to afford equal opportunities to all candidates for the same office. "No exemption is made for a legally qualified candidate who is the incumbent President of the United States," Justice Goldberg said.

He also ticked off a series of commission rulings on Section 315 which, he said, "have not been wholly consist-

ent." Then he said, "These varied holdings of the commission and the express language of the act confirm my view of the substantiality of the question and the need for full immediate argument and speedy decision of this case."

**President's Address** ■ The controversy began when the networks granted time to the President to discuss the upheaval in the Kremlin leadership and the explosion of a nuclear device by Communist China, and then denied Senator Goldwater's request for equal time—about 19 minutes.

The commission upheld the networks on the ground that the President's address was "an act of office," which was exempt from the working of Section 315. The commission, in its brief filed with the court of appeals, said the program was the kind of event Congress had in mind in 1959 when it exempted spot news events from the equal-time law.

The commission also said the ruling followed a precedent set during the 1956 campaign when it held that a broadcast by President Eisenhower on the Suez crisis did not entitle other candidates to equal time.

The senator's attorneys, however, ar-

gued that the commission had never before ruled that a speech was the kind of news event Congress intended to exempt from the equal-time law. They added that the commission's decision in the Suez case had never been reviewed by a court and that "at most" it is "a naked attempt by the commission to carve out an exception to Section 315 never authorized by Congress."

In seeking review by the Supreme Court, the senator's attorneys said that the case is "of transcendent importance, involving as it does the election of a President of the United States and the right of the electorate to be informed concerning the issues in the campaign."

**Fairness Invoked** ■ Even before the senators' advisers decided to take an appeal to the Supreme Court, GOP National Chairman Dean Burch had asked the networks for time on the basis of fairness.

His telegrams to the networks Tuesday evening noted that the commission, in its brief, had held that the "fairness doctrine rather than the equal opportunities section" of the law is applicable to the President's broadcast. "Accordingly," he added, "we hereby request . . . equal time for discussion of conflicting views by Senator Goldwater."

**Other Reasons** ■ The three networks, each held its response until after the Supreme Court's decision was announced. And each had reasons for refusing the request beyond the fact its news programs were presenting the senator's views.

CBS's vice president and general counsel, Leon Brooks, said if the network granted time to Senator Goldwater on the basis of fairness, it would, under Section 315, be obligated to provide free time to all other presidential candidates. Mr. Brooks said the network already had requests for time from five minor party candidates (CLOSED CIRCUIT, Oct. 26). He added that the FCC, in suggesting the applicability of the fairness doctrine, didn't say Senator Goldwater's appearance would be exempt from Section 315.

ABC, in a wire signed by Mortimer Weinbach, vice president, said the essence of the fairness doctrine is the public's right to be informed, "not the right of a candidate or his spokesman to be heard." The network added that the senator appeared on its facilities (although on a paid program) Oct. 21 to present his views on the events discussed by the President.

NBC's vice president for news, William R. McAndrew, noted that the network had already given Mr. Burch time to reply to President Johnson. The network gave 15 minutes to Mr. Burch "in a spirit of fairness" after it had denied Senator Goldwater's initial request for equal time (BROADCASTING, Oct. 26).



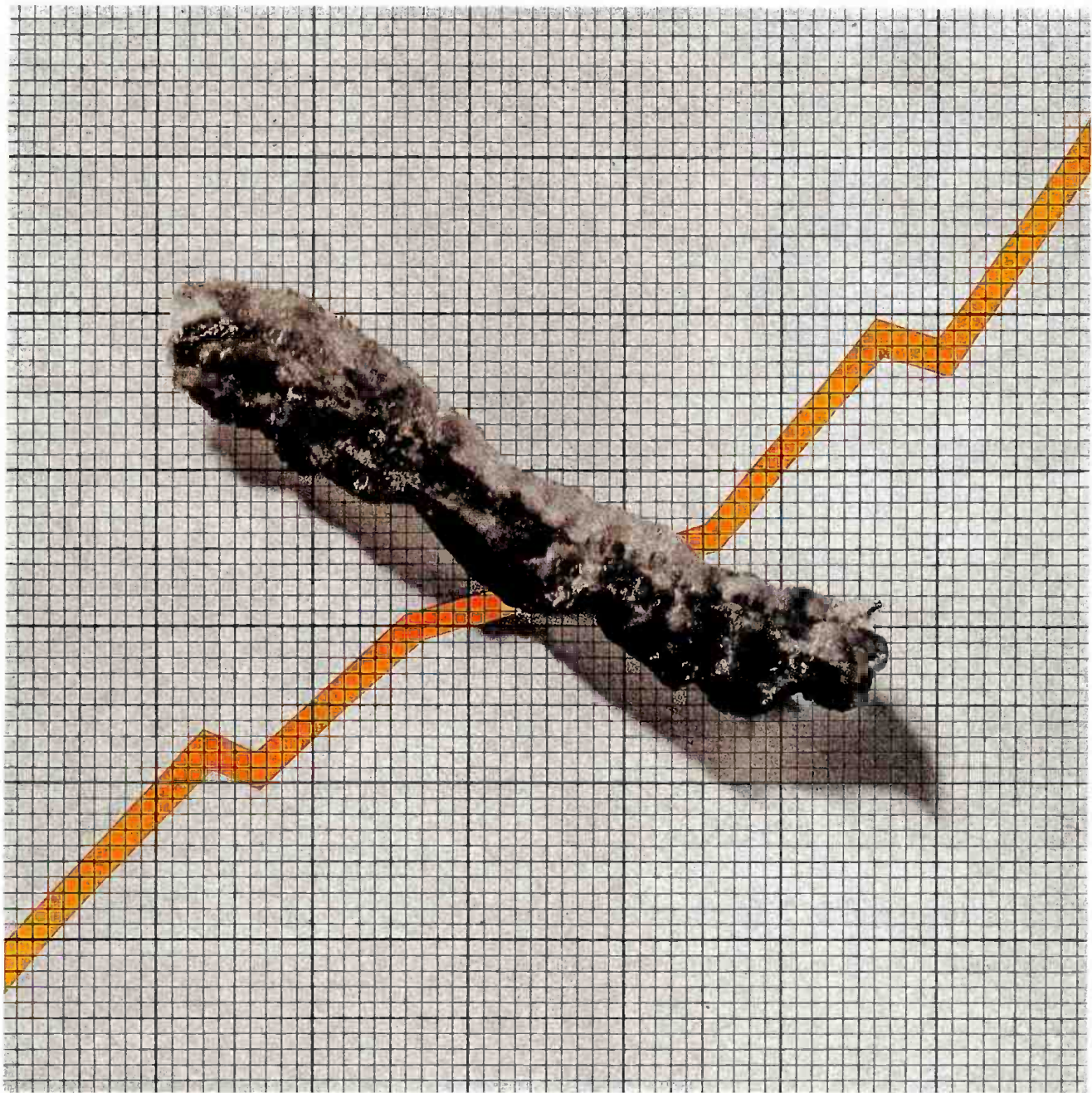
## Saturation TV used in drive for wire

Home-stretch political campaigning last week and today (Nov. 2) included a saturation television drive in Indiana by the Democratic gubernatorial candidate, Roger Branigan. The television campaign, prepared by the Ruben Advertising Agency, Indianapolis, was based on a series of commercials combining live action with graphics linked to music.

The commercial segments were filmed in 10- and 20-second sections

for broadcast individually or in combination as a full-minute spot.

The musical score was keyed to the theme: "Walk right in. Stand right up. Win with Branigan." The candidate was shown talking to voters during his campaign. There was no announcer's voice on the soundtrack over the pictorial action. Graphics were used to implement the words sung in the vocal portion of the soundtrack.



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The six CBS News correspondents who will play key roles during the network's coverage of the election are (l to r) Harry Reasoner and Roger Mudd (seated) who will man the presi-

dential desk; Eric Sevareid, national analysis; Mike Wallace, gubernatorial races; Robert Trout, congressional contests and Walter Cronkite, national editor in charge of the national desk.

# How networks plan to cover election

**Will bring to an end \$25 million coverage which started with New Hampshire primary last March**

The radio and television networks bring to a conclusion tomorrow (Nov. 3) \$25 million worth of 1964 political coverage with the most thorough and expensive election-night plans ever undertaken in electronic journalism.

The \$25 million figure is a conservative estimate of how much the networks have thrown into their competitive political reportage since the primary elections began in New Hampshire last March. Millions have been spent by the networks on computer systems that will vie with one another for projection accuracy and speed and that may allow the networks an advantage of four or five hours in predicting the election outcome before it is confirmed by tabulation of the actual vote.

Tomorrow night over 15,600 network employees will be in studios, at remote locations and in key voting precincts, feeding and analyzing returns, exclusive of the thousands of precinct reporters hired by the networks and wire services

to provide the raw vote information to the Network Election Service pool.

The television networks plan a total of 53 remote camera locations—many of them overlapping—but their main election night camera targets will be their lavishly outfitted central election studios in New York, where computer equipment is installed, vote boards constructed, and where analysts of the night's developments will be presented.

**Pooling at NES** ■ There are tentative plans for pooled camera coverage of NES headquarters—both the national center in Manhattan's Edison hotel and the New York State center in the New York Hilton—but no other cooperative camera work is expected.

ABC News, whose overall budget has been increased by some \$9 million to an estimated \$21 million for 1964, will be spending in the neighborhood of \$1.8 million for election night alone. It's reported that the network's news division has already laid out \$6.5 mil-

lion on political coverage this year.

The ABC election night staff numbers around 2,200; 1,300 in key precincts supplying vote totals for its computerized projection system, about 500 at 23 remote locations and 400 at New York headquarters.

The network is using a Burroughs Corp. computer setup: twin B 5500 units programed with past voting history and late information from national public opinion polls reported by Oliver Quayle Associates (see page 31).

ABC-TV's election-night program beginning at 7 p.m. and running to conclusion, will be sponsored by Xerox through Papert, Koenig, Lois, and by Bristol-Myers, through Young & Rubicam.

CBS-TV's election proceedings begin officially at 6:30 p.m. EST with the network's Walter Cronkite evening news program.

CBS will be using 2,000 of its own vote reporters in the 1,960 key precincts on which its Vote Profile Analysis system is built, and 350 other personnel. The network plans 12 remote setups, four of them covering the principal national candidates, two at Democratic and Republican national headquarters, two covering the New York senatorial campaign and others placed in areas of particular political concern. For instance, a CBS spokesman said the network expected to have a remote setup in Atlanta, with the purpose of keeping close tabs on Negro voting there.

CBS commentators will be reporting the election by type of race rather than state-by-state, a departure from its past election coverage practice (BROADCASTING, Sept. 21, Oct. 26).

Its sponsors will be Institute of Life Insurance through J. Walter Thompson, American Tobacco through BBDO, and Socony Mobil through Ted Bates.

NBC has spent approximately \$12 million on its election-year news operation since the March 10 New Hampshire primary and says a final count of its election-night expenses will not be known for several weeks anyway.

The network claims the largest number of Nov. 3 employees—some 10,000 people, with 6,000 of them in key precincts feeding the data which will be absorbed by its Electronic Vote Analysis system (BROADCASTING, Oct. 26). NBC will originate portions of its coverage from 14 remote locations in addition to its central New York studio. Remote cameras will follow proceedings in congressional races in California, Ohio, New York and Pennsylvania and gubernatorial contests in Michigan and Illinois.

Election night on NBC-TV is being sponsored by Gulf Oil Corp. through Young & Rubicam.

**The Radio Networks** ■ ABC Radio

will cover the night's events with an independent news operation beginning at 6:05 p.m. EST and running to conclusion. It will have a corps of correspondents at more than 20 remote locations throughout the country. In New York, more than 40 newsmen will report exclusively for radio.

Radio correspondents will be stationed at election-night headquarters of the major presidential and vice-presidential candidates; at Democratic and Republican national headquarters in Washington; and at candidates' headquarters in New York; Hartford, Conn.; Cleveland; Detroit; Little Rock, Ark.; Montgomery, Ala.; San Francisco; Los Angeles and in other locations for key senatorial or gubernatorial contests.

Correspondents Don Gardiner and Keith McBee will be anchormen for the network.

CBS Radio will draw on the resources of the CBS News television team of reporters and analysts on election night. However, a special radio news desk will be manned by Richard C. Hottelet and Dallas Townsend. Results of CBS News' Vote Profile Analysis will also be available.

Coverage by the network will start at 6:45 p.m. EST and run until the presidential race is definitely decided.

NBC Radio's coverage will begin at 7 p.m., EST and will draw upon the facilities of NBC News for its commentary and analysis.

Gulf will sponsor NBC Radio election programming.

No sponsorship has been announced for the radio networks of ABC and CBS.

Mutual will use a staff of 50 news-



men and 40 special correspondents in strategic locations to cover the returns on election night. Coverage will start at 7:35 p.m. and will continue until there is a clear presidential winner.

Jack Allen and Charles Batchelder will serve as anchormen in New York.

men and 40 special correspondents in strategic locations to cover the returns on election night. Coverage will start at 7:35 p.m. and will continue until there is a clear presidential winner.

president ABC-TV; Simon B. Siegel, executive vice president AB-PT and executive vice president of ABC; Elmer W. Lower, president ABC News, Special Events and Public Affairs; Jesse Zousmer, vice president and director of TV news and Stephen Riddleberger, vice president and general manager, ABC News.

Other staff correspondents will be stationed with both major party presidential hopefuls, and at Republican and Democratic national committee headquarters in Washington.

The sponsor will be Curtis Publishing Co., New York, which sponsored Mutual's national political convention coverage.

NBC-TV has scheduled transmission of its four-day television coverage of the elections to virtually all of Europe by Relay satellite today through Thursday (Nov. 2-5).

Coverage of the conclusion of campaigns, election-night returns and final results will be sent by NBC-TV, network satellite coordinator for November, to the European Broadcasting Union, British Broadcasting Corp., Independent Television Network (Great Britain) and Radio-Television Francaise.

## ABC to join other nets in labeling projections

ABC on election night will adhere to the policy of the two other major networks by carefully labeling projections as such and not making flat statements about a winning candidate early in the evening.

Elmer W. Lower, president of ABC News, Special Events and Public Affairs,



The Peacock Studio is NBC-TV's election center. Among the newsmen who will make the report are (l to r) Frank McGee, Chet Huntley, Edwin Newman

and John Chancellor. David Brinkley, not pictured, will be another election night reporter, serving as anchorman along with Mr. Huntley.

said last week that the computer was not a gimmick but "an invaluable reporting tool, which will help ABC News correspondents and analysts make informed judgments and projections." He said, "when we do make projections, however, we will label them as such, and make clear to our radio listeners and television viewers that they are projections."

The network's independent research team is a group of mathematicians and computer specialists from C-E-I-R, (Corporation for Economical Industrial Research) which describes itself as the oldest and largest analytical research and computer service in the country.

The C-E-I-R specialists have constructed a mathematical model of the electorate. The model will be used in twin Burroughs B 5500 computers to project early returns on a national scale, enabling ABC commentators to predict the winner of the presidential contest and other key races early in the evening. The computers are housed in the ABC News election headquarters, 7 West 66 Street. The TV-1 and TV-2 combined election studio was shown to newsmen last week.

Supplementing the work of the machines will be Oliver Quayle, head of a firm of public opinion poll-takers. Mr. Quayle's last-minute poll information will be added to the past voting patterns in the computers to provide a "base-line projection." According to the Burroughs Corp., the base line projection is "a highly educated guess as to the outcome of this year's major contests."

Information coming to ABC election headquarters will be converted to punched code cards and fed into the computers which will print at 700 lines a minute—a continuous flow of infor-



Charles Batchelder, Mutual commentator, will figure prominently in that network's election night coverage. He will be backed by a squad of veteran Mutual newsmen.

mation on the actual vote, the projected popular and electoral vote, state-by-state votes, and detailed analyses of key precincts.

The human experts who will discuss the meaning of the computers' flood of information include anchor men Edward P. Morgan and Howard K. Smith, and three correspondents in charge of sectional areas—Frank Reynolds (mid-western states), Bob Young (southern states), and Roger Grimsby (West Coast states). In addition to newsmen in 20 key locations around the country, ABC will have three special on-the-air consultants—Senator Sam J. Ervin (D-N. C.), Clare Boothe Luce, and former White House advisor Arthur M. Schlesinger Jr.

## Prenomination speech doesn't need equal time

The FCC had to step in where New York state officials declined to tread before it could issue a decision in an equal-time case last week.

The issue was raised by Eleanor C. French, congressional candidate of the Liberal and Democratic parties from New York's 17th district, who complained about being denied time by WOR-TV New York.

She wanted time equal to that given her opponent, Representative John Lindsay (R), on May 3, for one of his regular reports from Congress for which the station made time available as a public service.

The issue turned on whether Representative Lindsay was a candidate for re-election or for renomination at the time of the May 3 broadcast. The filing deadline for persons seeking their parties' nominations was April 28.

But there was a second deadline, May 5. This was for the filing of petitions for write-in candidates. No one other than Representative Lindsay and Mrs. French filed as candidates for the nomination of the Republican, Democratic or Liberal parties, and they were nominated without opposition.

The commission was uncertain as to whether Representative Lindsay, under New York state law, was considered a candidate for re-election for his party's nomination on May 3, and neither the commission nor Mrs. French was able to obtain an interpretation of the law from New York state officials. The state attorney general and board of elections said they couldn't issue interpretative rulings for citizens.

Accordingly, the commission made its own decision—since his nomination could have been opposed at the time of his broadcast, Representative Lindsay was a candidate at that time not for his House seat but for nomination. The complaint, therefore, was denied.

# No rule against empty chair

## FCC takes no action on Yarborough complaint on opponent's TV 'debate'

A political candidate may not like it when an opponent goes on television and employs the "empty chair" debate technique. But that doesn't mean the FCC will move against the station carrying the program—even if tapes of the offended candidate's voice are used.



This was the substance of the response the FCC sent last week to Senator Ralph Yarborough (D-Tex.), who had protested an empty chair debate, which was staged by George Bush, his Republican opponent in the Senate race. The program was carried by 13 Texas television stations.

Mr. Bush, for a half-hour broadcast Tuesday (Oct. 27) put together tapes of Senator Yarborough speaking on various topics, together with his own views on those issues.

Senator Yarborough, shortly before the program was carried, fired off telegrams to all of the stations involved (including KTBC-TV Austin, which is owned by the family of President Johnson), protesting the use of his voice.

He alleged that the tapes were made from his broadcasts and warned that their use without permission would violate the Communications Act.

In a wire to the commission, he said that the tapes contained sentences lifted from his speeches and broadcasts for "the obvious purpose" of distorting his views.

The senator asked for speedy action on his complaint, asserting that the Bush program might be rebroadcast before the election. The program, however, was planned as a one-shot affair, according to representatives of the Republican candidate.

The stations, in response to a query from the commission, said the tapes of the senator's voice had not been made from previous broadcasts. They said they had been made during in-person appearances by the senator or off public-address system amplifications of tele-



## You meet more people in the Golden Triangle

*The WSJS Television Market—No. 1 in North Carolina*

In WSJS Television's Golden Triangle of 3 metro cities and 33 progressive counties there are more people and more households than in any other single market in North Carolina. It's North Carolina's No. 1 in the nation's No. 12 state.

**WSJS** **NBC**  
**TELEVISION** **12**

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

## Knock, knock... Who's there?... Bobby... Forget it!

A tempest in a TV pot erupted last week when Senator Kenneth B. Keating (R-N. Y.) "debated" an empty chair on a WCBS-TV New York program while his Democratic opponent, Robert F. Kennedy, tried in vain to appear on the telecast for which Mr. Keating's supporters paid an estimated \$5,400.

The contretemps developed after several weeks of discussion between strategists of Senator Keating, the incumbent, and of Mr. Kennedy to arrange a debate on TV. But they could not agree on ground rules because the Keating camp insisted on a debate with only the candidates involved while Kennedy strategists held out for a format that would include questioning by reporters.

On Oct. 24 WCBS-TV offered free

time for a debate on Tuesday (Oct. 28). Senator Keating promptly accepted the proposal. The station set a deadline of 3:30 p.m. on acceptance of its offer and, by that time, had not been given a go-ahead by Mr. Kennedy. With the passing of the deadline, Senator Keating bought time for the 7:30-8 p.m. segment that night on the station.

Shortly after Senator Keating began his paid telecast, in which he addressed the empty chair (presumably the one that Mr. Kennedy was to have occupied), the Democratic candidate appeared in the hallway outside the studio. He sought to gain entrance to the studio to appear on the telecasts but was restrained by CBS guards and officials who ex-

plained that Senator Keating had paid for the telecast.

Mr. Kennedy then appeared on a paid telecast on the station that same night in the 8-8:30 p.m. period. It was learned he had bought this time at 4 p.m., after the offer of free time had expired.

Democratic supporters claimed they had tried to reach Senator Keating's advisors throughout the weekend to lay the ground rules for the debate on WCBS-TV but said that GOP strategists had stalled on holding this meeting. This charge was denied by Mr. Keating's supporters.

Senator Keating purchased 7:30-8:30 p.m. Friday (Oct. 30) on WNBC-TV and told Mr. Kennedy he could occupy "the chair," but Mr. Kennedy refused to appear.



Outside: Robert Kennedy and a sign



Inside: Senator Keating and a chair

phone calls he made to public gatherings.

Furthermore, they told the commission, they did not think it appropriate to censor the program. They said they felt the senator's views had not been distorted. And they also questioned whether they had authority to edit the tapes, in view of the Communications Act's bar against censoring broadcasts of political candidates.

The commission, accordingly, informed the senator late Thursday it would take no action. It said he had not provided any reason for it to question the reasonableness of the broadcasters' judgment.

## Quaal calls political ads 'disgraceful'

Political campaign advertising this year is disgraceful and should be subject to the same radio-TV codes as other advertising, Ward L. Quaal, executive vice president and general manager of WGN Inc., said last week in a talk before the Atlanta chapter of American Women in Radio and Television.

"The spot announcements carried in the current presidential campaign are viciously distorted and represent a pitiful reflection upon our political leaders

and a demonstration of total irresponsibility by all concerned," Mr. Quaal charged. He said there is a need for the implementation of sections in the codes dealing with political broadcast advertising.

His criticism extended to those of both political parties who developed the campaigns for candidates for President, Vice President and officers at state and local levels. He said WGN-AM-TV Chicago refused to air political spots because no candidate or issue can be properly presented in 60 seconds. The stations also have not sold time for discussions of controversy but give it free for discussion by all sides, a

*Created by the hand of experience*



## **RCA-5820A 3-INCH IMAGE ORTHICON**

### **Today's Most Popular General Purpose Camera Tube**

- **HIGHER SIGNAL-TO-NOISE RATIO** than the original 5820: 45:1 at 4.5 Mc.
- **HIGH SENSITIVITY**: requires only 5 footcandles scene illumination, 0.02 footcandles on faceplate.
- **UNIFORM SIGNAL OUTPUT**
- **UNIFORM BACKGROUND**
- **IMPROVED AMPLITUDE RESPONSE** FOR HIGHER RESOLUTION
- **LOW MICROPHONICS**
- **EXCEPTIONAL UNIFORMITY** FROM TUBE TO TUBE
- **THE MOST POPULAR AND RELIABLE** general-purpose image orthicon on the market. For black-and-white pickup outdoors or in the studio.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.



**The Most Trusted Name in Electronics**

### **AVAILABLE THROUGH YOUR LOCAL RCA BROADCAST TUBE DISTRIBUTOR**

FOR NAME AND ADDRESS OF YOUR LOCAL DISTRIBUTOR WRITE OR CALL YOUR NEAREST RCA DISTRIBUTOR PRODUCTS SALES OFFICE—NEW YORK, NEW YORK: 36 W. 49th St., (212) MU 9-7200; NEEDHAM HEIGHTS 94, MASSACHUSETTS: 80 "A" St., (617) HI 4-8480; WASHINGTON 6, D. C.: 1725 "K" St., N.W., (202) FE 7-8500; ATLANTA, GA.: 134 Peachtree St., N.W., (404) JA 4-7703; CLEVELAND, OHIO: 1621 Euclid Ave., (216) CH 1-3450; CHICAGO, ILL.: Merchandise Mart, (312) 467-5900; DALLAS 7, TEXAS: 7901 Carpenter Freeway, (214) ME 1-3050; KANSAS CITY 14, MO.: 7711 State Line, (816) EM 1-6462; HOLLYWOOD, CALIFORNIA: 6363 Sunset Boulevard, (213) 461-9171; SAN FRANCISCO 2, CALIFORNIA: 420 Taylor St., (415) PR 5-5135-6-7.

policy which has been in effect for more than eight years.

He contended it is rather silly "if we apply certain standards for shaving creams, dentifrices, gasoline, detergents, pharmaceutical products and intimate apparel and ignore an area which involves the election to office of the man who will lead this great Republic in the months and years to come."

## Metromedia, ILGWU get same-day ruling

Metromedia and the International Ladies Garment Workers Union pushed the frontier of uncertainty that bounds the FCC's political broadcast rules back a step last week, asking for and getting a same-day ruling on the status of a special-situation political broadcast.

The problem arose with a request for paid political time by the ILGWU campaign committee on Metromedia's WNEW-TV New York and on WCBS-TV

New York, WNBC New York, and on 11 New York State radio stations.

The ILGWU program was a 15-minute tape of a Democratic rally originally expected to feature President Johnson, but which turned out with Democratic vice presidential candidate Hubert Humphrey in the key spot when Mr. Johnson could not appear.

The other stations accepted the order, but WNEW-TV originally refused it, pending an FCC ruling, on the ground that since the ILGWU rather than the candidate would be paying for the broadcast, the station might be open to equal-time requests from other candidates at no cost. In support of this view, Metromedia assistant general counsel Thomas Dougherty, cited question 60 of the commission's political broadcast primer of 1962.

(In the primer, the commission said, "If candidates are permitted to appear without cost to themselves, on programs sponsored by commercial advertisers, opposing candidates are entitled to receive comparable time also at no cost.")

M. S. Novik, radio-TV consultant to

the ILGWU and also special assistant and radio-TV coordinator for the Hubert Humphrey Campaign Committee, challenged this interpretation, and he and Mr. Dougherty both asked the FCC for a ruling.

In the same connection Metromedia asked the commission what its obligations to opposing candidates might be if the National Association of Manufacturers, a committee of some church group or some similar group should purchase time for a particular candidate.

In its answer the commission ruled that the ILGWU case would be considered "use" under the meaning of the political-time rules. However it further held that the question cited in question 60 of the primer "is not applicable in these circumstances where a political committee of an organization such as here purchases time specifically on behalf of candidates. Therefore, in the present situation, opposing candidates are not entitled to free time," the FCC concluded.

On the basis of the ruling WNEW-TV accepted the ILGWU order.

## BROADCAST ADVERTISING

## Ratings bring short renewal

**WIFE-AM-FM gets one-year renewal for what FCC calls 'improper use of ratings'**

The FCC has handed WIFE-AM-FM Indianapolis short-term license renewals because of what it called "improper use of broadcast ratings."

The sanction—a one-year renewal to Aug. 1, 1965—was the first imposed in connection with ratings since the commission warned stations about improper use of that type of data (BROADCASTING, June 17, 1963). That warning, in turn, came in the wake of congressional investigations into how ratings are compiled and used.

In correspondence made public last week, the commission held that the Indianapolis outlets, owned by the Don Burden stations, used "fragmentary" results of an audience survey "in a manner which appears to have been irresponsible and inconsistent with the commission's public notice. . . ."

The Federal Trade Commission has also warned stations about the use of ratings, and an FTC investigator accompanied FCC representatives in their

investigation of the complaints that led to last week's action. But FTC officials last week would not say what, if any, action that agency was contemplating.

The FCC's basic allegations were contained in a July 29 letter to the stations that the agency made public last week. The letter said that WIFE salesmen, in their selling efforts, used ratings based on 1¾ days of a survey by C. E. Hooper Co. last January, when the stations were conducting a giveaway contest with prizes totalling \$119,000.

**Salesmen Not Careful** ■ The FCC said the salesmen were not cautioned by management to be candid about the figures and did, in fact, leave "some time-buyers with the impression that the survey figures . . . represented at least a month's survey."

The commission said that the Hooper company had conducted a month's survey consisting of five days of telephone calls that was completed on Jan. 11. But on Jan. 10, the commission said, Don Burden, the licensee's president, obtained the figures then available—which were for 1¾ days.

Beginning Jan. 11, 1964, and "for a considerable period thereafter," the tabulation was used in sales solicitation among Indianapolis retailers and among advertising agencies in New York City, Chicago and Indianapolis, the FCC said.

It added that although the Hooper survey, as originally ordered, might be regarded as "properly conceived," the fragment used "cannot be said to con-

stitute a properly conceived survey."

Additional doubt on the survey's validity stems from the giveaway contest conducted while the research was being compiled, the commission said. "Hyping" ratings by promotional activity during survey periods," it noted, "quite obviously results in ratings of doubtful validity."

Its investigation indicates, the commission said, that the survey during the 1¾ days involved telephone calls completed to less than 145 "coincidental listeners." Considering the size of the Indianapolis market, the commission added, the stations should have used "special care in disclosing the figures to advertisers."

**Mr. Burden's Reply** ■ Mr. Burden told the commission its letter of July 29 "contained a great number of factual errors on critical points and either completely ignores or violently distorts" information supplied by the stations or which the FCC staff developed.

In a letter last week notifying Mr. Burden of its action, the FCC said it has found "no instance in which [its] previous letter contained a factual error on a material point or in which it ignored or distorted any information previously obtained. . . ."

Another factor in the decision to grant one-year license renewals was the operation of the Burden-owned KISN Vancouver, Wash., which the commission fined \$2,000 in January 1963 for improper station identification.

**Re-appointed!**

***... and now sold again by***



**WDOK**

***Cleveland,***

***The Pioneer Good Music Station  
in the nation's 8th radio market  
proudly re-appoints  
H-R Representatives, Inc. as  
exclusive national representatives  
effective immediately***

# Ads are secondary to consumers

4-A study shows only 15% feel immediate changes are needed in advertising; complaints about radio-TV rank highest with this group

Advertising is not a matter of primary concern to most Americans. But when it is, it's radio and television commercials that draw the most attention—and the most criticism.

The American Association of Advertising Agencies discovered this in its nationwide study of consumer judgment of advertising, it was reported last week at the AAAA western region meeting in Los Angeles.

This was the second report on the survey of American attitudes about advertising, which involved two in-depth interviews with 2,300 consumers in all parts of the country. The studies were made by the Opinion Research Corp. of Princeton, N. J., for the AAAA.

The first report was given last spring at the national AAAA convention (BROADCASTING, April 27). It revealed that eight out of every ten advertisements deemed "noteworthy" by the public fall in the broadcast advertising category. It found radio-TV commercials tend to irritate more than "noteworthy" ads in the print media.

**In-Depth Study** ■ The information collected by the interviewers is now being analyzed in depth by an ad hoc academic review committee composed of professors from Harvard and Massachusetts Institute of Technology, Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, said.

Seven major conclusions about the general consumer response to advertising have been drawn from the study, William M. Weilbacher, senior vice president for marketing, media and research, C. J. LaRoche & Co., reported. They are:

"1. Advertising is not a central issue in the day-to-day lives of consumers; they are more immediately concerned with other things." From a check list of 10 items that ranged from government, big business and labor unions to education, religion, family life, sports and fashions, the most talked about were bringing up children, family life and religion, with advertising and big business at the tail end of the list.

**Advertising Fifth** ■ When asked which things on the list most need immediate attention and change, the respondents named public education first, followed by government, unions and bringing up children. But advertising ranked

fifth, with 15% expressing the need for immediate attention to and change of advertising.

"2. There is a clear consensus among consumers that advertising is a generally benevolent force. It may not save consumers money but it does help—in



Mr. Weilbacher

their view—to raise the standard of living."

Summarizing this reaction, Mr. Weilbacher said: "It is clear that the consumers are quite sure that advertising benefits them in a general way; it is essential; it helps raise the standard of living; it helps make better products. The major reasons for this general benefit seem to be concerned with advertising as a communicative force and as an economic activity in its own right. But even if there are strong consumer convictions of these general benefits, there is much less conviction of a direct return in terms of lower prices, and there is general agreement that advertising will often, presumably in its very effectiveness and efficaciousness for the economy, cause consumers to buy

products which they really do not want.

"3. Consumers do state objections to advertising and some believe that changes should be made in it."

The 15% mentioned earlier who feel that advertising needs immediate changes were asked what they would do about it. "Generalized complaints about the electronic media were given by about one third of this group," to rank first, Mr. Weilbacher said. The need for more truthfulness in advertising was also called for by about a third of this group and one in four suggested that there should be less advertising.

"Other specific suggestions were given by about 10% of our respondents: they included less stress on sex, a ban of advertising on harmful and dangerous products, a desire for more realistic ads and a desire that some ads be made adult.

"4. A great many of the physical opportunities which consumers have for exposure to advertising pass them by."

Asked to keep track of all ads they saw or heard in television, radio, newspapers and magazines for a half-day, the average count was 37.9, which projects to 75.8 ads a person per day. Women counted slightly more ads than men; the 35-49 age group was the most ad conscious; the over-65 group the least.

"5. When an advertisement does engage the consumer's attention it is very likely not to strike him as offensive or annoying, but it is not very likely to strike him as enjoyable or informative, either."

**Little Irritation** ■ The responses to exact reactions, Mr. Weilbacher said, led to the conclusion that "the average consumer sees or hears something less than three advertisements in a day that annoy him in one way or another and that he sees or hears one advertisement about every two days that he considers offensive. In contrast, he sees about four-and-a-half advertisements a day that inform him and about four advertisements a day that entertain him.

"6. What a person is and what he thinks about advertising may affect his reaction to specific advertisements, to at least some degree."

Women find more enjoyable and fewer annoying or offensive ads than men; the 50-64 year-olds enjoy advertising more and are less annoyed or

offended by it than any other age group; people favorably inclined towards advertising categorize more ads than do those definitely unfavorable to advertising and like more and dislike less of what they see and hear.

"7. The analysis of consumer response to advertising as an institution and to individual advertisements is already sufficiently complete to suggest definite directions and implications for creative work."

Mr. Weilbacher gave seven creative guideposts derived from the study:

"Successful advertising does not make its beholders think that the creator believes them to be gullible.

"Successful advertising does not contradict consumer experience with, or knowledge of, the advertised product.

"Successful advertising says things that are informative and useful.

"Successful advertising is distinctive.

"Successful advertising does not repeat itself to extinction or tune-out.

"Successful advertising creates realistic consumer identification with the product or situation.

"Successful advertising does not lead to boredom, is not repetitious, and is not addy."

**Subconscious Effect** ■ Comparing the survey statistics with the common estimate that the average metropolitan male American is exposed to about 1,600 advertising messages a day, Charles F. Adams, executive vice president, MacManus, John & Adams, pointed out that of the total exposure of 1,600 ads, 80 were noticed, 12 provoked some reaction and nine provoked a positive reaction. "If these figures are to be believed," he observed, "about six-tenths of one percent of our ads are doing an effective job.

"Obviously this is a gross oversimplification—if not a lie. Because we have no way of measuring the number of ads that have a subconscious effect—or that have an accumulative effect from repeat exposure. But, it does underscore a fact we have all known or at least suspected: That the job of getting worthwhile attention in the advertising marketplace is getting tougher and tougher."

The public critics of advertising "do not speak for groups which are very like themselves," Raymond A. Bauer, professor of business administration at the Harvard Graduate School, commented. While analysis is not completed, the indication, he said, is that it will probably not disclose "any sizable subgroup in the population that is similar to the articulate militant public critics."

The group termed "unfavorable" towards advertising find it a "part of their environment to which they attach special irritation, but this irritation is not very intense nor are they as a group

likely to be especially intense about things in general . . . they are not likely to offer militant opposition."

The group to take seriously is that with mixed attitudes, Mr. Bauer stated.

"From the evidence we have so far been able to bring to bear this is a more informed and active group. What is also important is that while it tends to align itself with the favorable group on general issues, such as whether or not advertising is essential, it peels off and comes close to the unfavorable group on some key specific problems such as whether or not advertising insults the intelligence of the average person, whether or not it persuades people to buy things they don't need; etc.

"This mixed group should serve as

all the competitive differences between products have disappeared," Ray Mithun, board chairman, Campbell-Mithun, Minneapolis, stated.

"When that situation develops—the advertising man has to create a special atmosphere for his product that sets it apart and gives it added attraction, or he'd better help his client create something new that's inherent in the product itself.

"Then it becomes much easier to create great advertising—and you're almost sure to hit the jackpot."

"Product planning sounds so simple, but it can be frustratingly complex," Donald H. Arvold, vice president, marketing, grocery products division, Purex Corp., declared. His company makes

## Alberto-Culver has 5-in-1 integrated spot

Some may suspect there is something tongue-in-cheek about Alberto-Culver's new TV commercial jamming five products into 60 seconds. But there isn't. The spot hit the air last week.



Mr. Polk

Although the firm's advertising director, George Polk, likes to joke about his new "piggyback" commercial, the fact is that it has qualified as an "integrated" spot and is not piggyback at all, he says.

Mr. Polk reported that both the National Association of Broadcasters and CBS-TV have rated the spot as integrated. The commercial uses a special jingle theme and blends five VO5 products into a single promotion.

The new commercial has variations with three to five products integrated in one sequence, Mr. Polk explained, and probably will be only the first of a series of such spots. The firm's agencies are J. Walter Thompson Co., Compton Advertising and BBDO, all Chicago.

The new five-in-one spot is not

meant to suggest that Alberto-Culver is giving up its use of piggybacks, Mr. Polk emphasized, because these spots can do an important specialized job. The advertiser, he added, is continuing to boycott spot markets where there is a station piggyback ban in effect and where Alberto-Culver's alternative station choices do not permit the saturation deemed necessary.

Alberto-Culver continues to place virtually all of its annual \$40 million budget in TV but is slowly increasing its relatively small print schedule in magazines. Through Compton it is now scheduling six magazines starting in 1965 for New Dawn hair coloring and Get Set hair setting lotion. New Dawn is a 10-month-old product backed by a total all-media budget of about \$10 million.

The advertiser also has scheduled a heavy network and spot TV drive through JWT, for the introduction of its newest product, Rinse Away dandruff shampoo, effective Nov. 2.

Alberto-Culver's President Leonard Lavin, reports September sales were the highest in the company's nine-and-one-half year history. He predicted that gross sales for fiscal year 1964 ending Nov. 30 will top the \$100 million mark, up from \$80.2 million for 1963.

a very valuable barometer of the industry's vulnerabilities. They appear to be 'critical' not so much in the sense of being 'opposed,' but in the sense of being 'discriminating,'"

"Perhaps the toughest job . . . is to produce great advertising . . . where

itself available for suggestions from outside its own organization, then adds "the woman's touch" of its consuming public to other research in approaching the decision as to whether the new product is worth adding to the Purex line.

Mr. Arvold cited the example of

## Network TV billings for August

	Network TV gross time billings (\$000)			January-August		
	August 1963	1964	% Chg.	1963	1964	% Chg.
ABC-TV	\$16,271.6	\$17,038.1	+ 4.7	\$141,225.4	\$144,629.0	+ 2.4
CBS-TV	26,883.7	29,463.0	+ 9.6	212,194.7	233,446.2	+10.0
NBC-TV	23,002.3	26,833.2	+12.3	190,549.6	216,542.7	+13.6
Totals	\$66,157.6	\$73,334.3	+10.8	\$543,969.7	\$594,617.9	+ 9.3

### Network television net time and program billings by day parts

(Source: TVB/LNA-BAR)

	August			January-August		
	1963	1964	% Chg.	1963	1964	% Chg.
Daytime	\$17,672.3	\$18,192.4	+ 2.9	\$176,634.8	\$184,081.2	+ 4.2
Mon.-Fri.	13,669.3	14,143.7	+ 3.5	136,308.8	141,237.8	+ 3.6
Sat.-Sun.	4,003.0	4,048.7	+ 1.1	40,326.0	42,843.4	+ 6.2
Nighttime	48,898.9	49,429.1	+ 1.1	482,653.2	522,375.4	+ 8.2
Total	\$66,571.2	\$67,621.5	+ 1.6	\$659,288.0	\$706,456.6	+ 7.2

### Network television gross time billings by network month-by-month 1964

(Source: TVB/LNA-BAR)

	ABC	CBS	NBC	Total
January	\$18,474.6	\$29,134.7	\$26,801.0	\$74,410.3
February	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
August	17,038.1	29,463.0	26,833.2	73,334.3

### Corrected figures for July (\$000)

	July			January-July		
	1963	1964	% Chg.	1963	1964	% Chg.
ABC-TV	\$15,927.8	\$17,633.9	+10.7	\$124,953.8	\$127,590.9	+ 2.1
CBS-TV	27,401.9	29,838.9	+ 8.8	185,311.0	203,983.2	+10.1
NBC-TV	23,333.8	27,541.5	+18.0	167,547.3	189,709.5	+13.2
Totals	\$66,663.5	\$75,014.3	+12.5	\$477,812.1	\$521,283.6	+ 9.1

block pumice, a form of lava so light it floats. When wet it can be used to remove rust stains from toilet bowls, clean tile, cast iron and rusty tools and to take bobby pin rust marks off the bottoms of swimming pools. Lab reports, however, "showed that this product scratched many surfaces badly. An outside lab reported that pumice was available at relatively low cost and didn't recognize that this pumice was different.

The product was sent out to housewives and 60% of them reported that it worked better than anything they had ever tried for cleaning toilet bowls and the hard porcelain surfaces inside ovens. And they said they wanted it. Most negative reports showed misuse.

"At this point what do you do?" Mr. Arvold asked. "Believe the technical male expert and quit, or the fuzzy headed female and start spending money?" Purex, he said, believes "women can evaluate products, and we made a deal for those rocks. The product is now in hard and soft water test markets

and initial results look good.

"If we didn't have faith in the woman's touch approach, if we had listened to the lab experts on this subject, we'd never be off the ground with this product. This is a limited use-item and it may not work, but the profit potential is well worth the risk."

## Rep. appointments . . .

■ WERE-AM-FM Cleveland and WNUS Chicago: Peters, Griffin, Woodward, New York.

■ WDOK Cleveland: H-R Representatives, New York.

■ WEXL Royal Oak, Mich.: Vic Piano Associates, New York.

■ WJER Dover-New Philadelphia, Ohio: Gill-Perna Inc., New York.

■ KOKE Austin, KCAD Abilene, both Texas, and KMYC Marysville, Calif.: Grant Webb & Co., New York.

■ WLIR(FM) Garden City, N. Y.: Frederick W. Smith, New York.

## 13 toy ads pass NAB inspection

The code authority of the National Association of Broadcasters has approved 13 more toy commercials, adding them to the initial listing of 141 advertisements that have been cleared for the Christmas season (BROADCASTING, Oct. 12).

The new list was carried in the code authority's October *TV Code News*. All the commercials were judged to be in accordance with code standards and the top advertising guidelines.

The publication also warned code subscribers to send to the code for rulings any questionable ads they encounter. It was pointed out that commercials should not show a doll standing upright if the product cannot, and if a stand is needed this should be stated. Subscribers also were cautioned that ads should not show a child pointing a toy gun at a pet or another child.

The 13 newly classified toy spots are for products of nine companies. Multiple-product announcements are marked by one asterisk (\*) if judged piggybacks, two asterisks (\*\*) if integrated.

This is the NAB code authority list:

BLAZON INC.: (\*) #1, Sno-Wing/Horse (with guarantee information slide); (\*) #2, Horse/Sno-Wing (with guarantee information slide).

COLORFORMS: RT-5435-60 Rev., Miss Ballerina. DELUXE READING: BA-1-60, Baby Brite "Jingle"; 35-X-60, Crusader 101; 43-X-60, Betty's Beauty Parlor.

EMBREE MANUFACTURING CO.: (\*\*)—, Koppee-fun.

GABRIEL: U-2 Spy Plane.

IDEAL TOY CORP.: IG-148, Hands Down.

LIONEL TOY CORP.: Helios 21 (with source of power slide).

MATTEL: HRE-3-33, Hot Rodder Engine #3; HRE-4-60, Hot Rodder Engine #4.

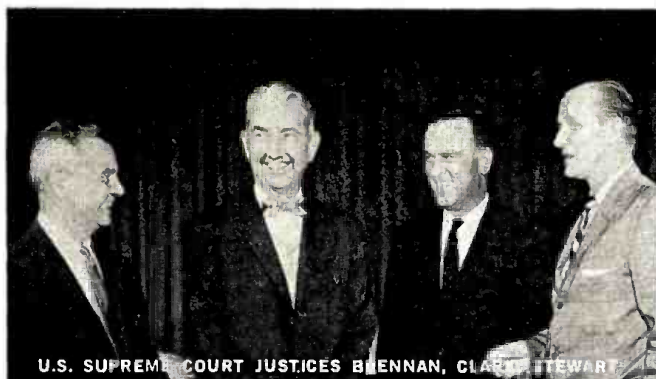
OHIO ART CO.: Carnival Shooting Gallery (Revised).

## NAFMB, GAB join chorus against SRDS proposal

There were more complaints last week against a plan by Standard Rate Data Service Inc. to change its method of station listing. The National Association of FM Broadcasters and the Georgia Association of Broadcasters lodged protests, the latter offering an alternate plan.

The row was touched off by the Pennsylvania Association of Broadcasters when SRDS announced its intention of continuing its monthly listing of major-market AM stations but relegating FM's and smaller-market AM's, previously included in the monthly publication, to a twice-a-year listing (BROADCASTING, Oct. 26). The PAB last week also offered an alternate proposal, and the National Association of

# WHO?



U.S. SUPREME COURT JUSTICES BRENNAN, CLARK, STEWART



VICE-PRESIDENTIAL NOMINEE SEN. HUBERT H. HUMPHREY



VICE-PRESIDENTIAL NOMINEE CONG. WM. E. MILLER



FLORIDA SEN. HOLLAND - U.S. SEC. OF COMMERCE HODGES



BILL BAYER

JOHN M. DERMOTT

JACK KASOWITZ

... The list is long and imposing. Key people of government and politics whose position and philosophy have impact on South Florida! Each week they're confronted by our panelists on the oldest program of its type: WLBW-TV's *Miami Press Conference*, the most talked-about, most written-about public service program in all of Florida. Yes, it's on Channel 10 where you find that acknowledged authority for the first and the final word!

... Shall we continue the list? There's former Vice-President Richard M. Nixon; OAS Ambassador DeLesseps Morrison; AFL-CIO President George Meany; Ex-Ambassador Earl T. Smith; Teamsters President Jimmy Hoffa; former Attorney General Robert Kennedy; Congressman Claude Pepper ... and oh! so many more! ... How about monitoring us for other important figures with major pronouncements, on *Miami Press Conference*! This coming week, perhaps?

Represented by



HR

Television, Inc.

**WLBW-TV**

Affiliated with WCKY 50KW  
CINCINNATI, OHIO

**MIAMI, FLORIDA**

Broadcasters arranged to meet with the SRDS to discuss the problem. Vincent T. Wasilewski, NAB executive vice president, had earlier protested the SRDS decision.

PAB's initial attack against SRDS was an emergency executive meeting, where a committee was named to make recommendations to SRDS. The committee last week asked SRDS to abandon its plan for separate publication and suggested that "a reasonable limit be placed on the amount of free listing space, with a reasonable charge being imposed for any additional space over the maximum [and that] a reasonable charge be made for making an unreasonable number of listing changes in any one year." SRDS is now studying the proposals.

Although the NAFMB registered only a complaint, offering no counter-proposals, the GAB suggested SRDS continue its present methods. The GAB offered to offset the costs involved by supplying SRDS with necessary information for changing the monthly listings. This would keep only Georgia stations current, but the GAB said other groups might adopt similar techniques.

Sherril Taylor, NAB's vice president for radio, said he had made tentative plans to meet with Harvey Harkaway, assistant to the SRDS publisher, in New York Thursday (Nov. 5). Mr. Wasilewski will probably attend the meeting also, Mr. Taylor said, and other prospective conferees are Edmund Bunker, president, and Miles David, administrative vice president, of the Radio Advertising Bureau.

Mr. Taylor said he was aware of the alternate proposals offered by the PAB and GAB, but that they involved details that would have to be worked out in conference.

## Changes considered in cigarette ad code

Robert Meyner, administrator of the cigarette advertising code, last week reportedly was considering "significant" changes that may have to be made in the claims found on cigarette packages and in cigarette advertising.

Mr. Meyner's principal concern apparently was in the area of health claims, and it was speculated that certain descriptive phrases about filters might be in for deletion or alteration.

Mr. Meyner was named by the cigarette makers June 7 to administer the code which had been issued April 27. The code itself had been described by Mr. Meyner as "rather strict." By its rules all cigarette advertising will have to be submitted to Mr. Meyner for approval, and any violations could cost up to \$100,000.

## Multiproduct list gets 24 additions

The running list of multiple-product announcements kept by the code authority of the National Association of Broadcasters has been expanded by 24 commercials, 13 classified as integrated and 11 as piggybacks.

The additions, listed in the NAB's *TV Code News* for October, bring to 204 the number of multiple-product announcements the code has classified through Oct. 8. The other 180 commercials were listed last month (BROADCASTING, Oct. 12).

The newly classified commercials, complete with company name, code designation and products advertised, are:

### INTEGRATED

BUXTON, INC.: BU-62-02-6(209R), Keytainer/Organizer.

EMBREE MANUFACTURING CO.: Koppeeful/Full-O-Fun Kit.

HELENE RUBENSTEIN, INC.: R-60-511-64 T, Long Lash/Fashion Stick; R-60-515-64 T, Long Lash/Tintillate.

HOLLOWAY CANDY: HSR-1-60, Slo-Poke/Milk Duds.

PETER PAUL, INC.: PPM-3-64-B, Mounds Candy Bar/Almond Joy Candy Bar.

STANDARD BRANDS, INC.: SBI-1E, Chase & Sanborn Coffee/Fleischmann's Margarine; SBI-2E, Chase & Sanborn Instant Coffee/Fleischmann's Margarine; SBI-4E, Royal Dessert/Burger Bits; SBI-5, Royal Dessert/Chase & Sanborn Instant Coffee; SBI-16E, Fleischmann's Margarine/Royal Dessert.

UNITED BISCUIT CO. of AMERICA: UBF-36K, Keebler Cookies/Saltines; UBF-37K, Keebler Cookies/Saltines; UBF-38K, Keebler Cookies/Saltines.

### PIGGYBACK

GENERAL MILLS, INC.: CH-147/LC-3R, Cheerios/Lucky Charms; CH-148/LC-3R, Cheerios/Lucky Charms; CH-149/LC-3R, Cheerios/Lucky Charms; LC-19R/CH-188, Lucky Charms/Cheerios; LC-20R/CH-188, Lucky Charms/Cheerios; 202-CCF/GMKT-CCF-58/KTF-197, Country Corn Flakes/Gold Medal Flour; 205-CCF/Layer Cakes-CCF-58/M-EL-F-26R1, Country Corn Flakes/Betty Crocker Cake Mixes; 215-GMKT/Layer Cakes-KTF-197/M-EL-F-26R1, Gold Medal Flour/Betty Crocker Cake Mixes.

PILLSBURY CO.: 1289 Double Dutch CB-60, Double Dutch Devils Food Cake/Fudge Brownie Mix.

SAUTER LABS, INC.: 4-60-8, Romilar CF/Children's Romilar; 4-60-10, Romilar CF/Children's Romilar.

## American Home defends Preparation H ads

The American Home Products Corp., New York, has slapped back at the Federal Trade Commission's complaint that the firm's Preparation H ointment and suppository advertising has been misleading (BROADCASTING, Sept. 14).

American Home said its commercials through Ted Bates & Co., New York, for the hemorrhoid treatment, did not misrepresent that Preparation H will shrink hemorrhoids or relieve all pain.

The firm also denied claiming the drug would make surgery for piles unnecessary and said that it had adjusted its advertising following an FTC complaint in 1954. It was then advised, American Home said, that the FTC would take no further action on Preparation H, and the firm has made "no significant change in its advertising" since then.

Preparation H has long been involved with broadcast advertising, although the television code review board of the National Association of Broadcasters banned its commercials five years ago, primarily for reasons of taste. The treatment is still advertised on radio-TV.

The FTC's complaint regarding Preparation H also cited four other hemorrhoid remedy advertisers. Among them was Humphreys Medicine Inc., New York, maker of Humphreys Ointment, another broadcast advertiser. Humphreys also denied FTC charges, and along with American Home asked that the complaints be dismissed. The FTC plans to hold a hearing on the complaint at an undetermined date.

## ABC Films, Seeger join to form Channel Films

The formation of Channel Film Productions Inc., New York, by ABC Films in partnership with Hal Seeger Productions, New York, was announced last week by Henry Plitt, president of ABC Films. The new company will provide on-premise animation, optical, editing and sound facilities for on-the-air promotional spots, commercials, shorts, features and industrial films and openings to shows, trailers and station breaks.

Channel Films is located at 48 West 48th Street. The officers are Mr. Plitt, president; Harold J. Klein and Raymond Fox, vice presidents; Hal Seeger, treasurer, and Beverly Seeger, secretary.

## Business briefly . . .

Old London Foods Inc., through Richard K. Manoff, both New York, will be participating sponsor in NBC-TV's *Dennis the Menace* (Saturday, 11-11:30 a.m. EST). Old London will also use spot TV in selected markets.

The Bonomo Candy Division of Gold Medal Candy Corp., through Hicks & Greist, both New York, is sponsoring the largest fall TV advertising campaign in its history. Bonomo will run 247 spots weekly on 46 stations in the country's top markets—a 200% increase in number of spots and a 100% increase in number of stations over last year.

Schenley Imports Co., through Norman, Craig & Kummel, both New York, began a 26-week campaign on CBS Radio's *The Arthur Godfrey Show*

(Monday-Friday 9:10-10 a.m. EST) for its Dubonnet aperitif wine.

Shields Inc., through Edward M. Meyers Associates, both New York, will run a TV spot campaign beginning Dec. 1 in the 25 top markets for its Dante Cologne and after shave lotion.

## Mrs. Peterson cancels her date with AFA

A flurry of angry exchanges involving the Advertising Federation of America and Esther Peterson, President Johnson's special assistant for consumer affairs, has led Mrs. Peterson to cancel a Nov. 7 speech before the AFA. Instead, she has accepted an invitation to address a regional conference of the American Association of Advertising Agencies in New York Nov. 11, where she is expected to present her side of the AFA squabble.

AFA President Mark Cooper promptly sent Mrs. Peterson's cancellation when he sent a memorandum to AFA members criticizing her for "doing irreparable damage to the reputation of American businessmen and the advertising industry—perhaps unwittingly." He enclosed an editorial, with which he said the AFA agreed completely, from *Printers' Ink*, a trade magazine. The editorial declared, in part, that "Mrs. Peterson and her new office represent the most pernicious threat to advertising today."

Following the mailing, Mrs. Peterson cancelled her speech, refusing to address a group that supports a position "rejecting the two-way exchange between business and government. . . ." Several AFA members also said they did not support the criticism, and the AFA executive committee met last week and issued this terse statement: "We unanimously endorse Mark Cooper's action in alerting AFA members to matters which might be inimicable to advertising and business in general. However, we do not necessarily endorse all of the opinions expressed in the editorial which accompanied Mr. Cooper's memo."

## Phillips buys TV basketball

Phillips Petroleum Co., Bartlesville, Okla., through J. Walter Thompson Co., New York, will be one-quarter sponsor of TV coverage of the Missouri Valley Conference basketball season of 10 games on a midwestern special TV hookup of 14 stations. Season will start the first week in January, with the games being broadcast live on Saturdays, starting at 1:30 p.m. and continuing to conclusion. Tom Vickers Productions, headed by a Wichita investment banker



## Hot item from Schick

More than \$2 million, the lion's share of the fourth-quarter advertising budget of Schick Safety Razor Co., has been earmarked for the new Schick Hot Lather Shave Cream. Campaign, to include spot and network TV as well as network radio, will use the theme that the new product gives "rich, hot lather from a push-button can" — barbershop style. Christmas packages of the shave cream with other Schick products are being stressed.

In the TV commercials being produced by Filmways Inc. for agency Compton Advertising, actors depict barber and customers in a steaming barbershop.

Bruce Altman (l) of Compton and James L. Badgett, vice president in charge of advertising for Schick, examine one of the oversized props used to give the illusion of a barber half the size of the aerosol can.

and oil man, is handling the basketball package, with John Vrba, president of The Fourth Network, sports program organization, acting as national sales representative.

## Maxon to close in Chicago

Maxon Communications Inc., New York, last week announced the closing of its Chicago office, effective Jan. 1, 1965. The management, creative and media services for the A. E. Staley Manufacturing Co., the Chicago office's single account, have been served by the New York office for several months. Mr. Haakon Groseth, senior vice presi-

dent of the Chicago office, will be transferred to New York immediately with other members of the staff essential to the Staley operation. Mr. Raymond Stricker, vice president in charge of the Chicago office, will become a consultant to the New York office, effective Jan. 1.

## FTC tells NRC to stop 'false' Enurol claims

The Federal Trade Commission last week ordered National Research Corp. to stop making, what the FTC thinks, are false therapeutic claims for NRC's Enurol, a medicinal product that has been advertised on radio-TV.

The FTC's action essentially backed an earlier recommendation by a hearing examiner (BROADCASTING, July 27), but overturned his stand that the Lafayette, La., firm should not be required to delete the word "research" as part of any trade name in its advertisements. The FTC said NRC "is not engaged in scientific or any other kind of research" and such advertising could mislead the public.

Enurol won't prevent, relieve or cure "arthritis, bursitis, rheumatism or any other degenerative disease," the FTC said, although its radio-TV advertising had made these claims.

## 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.

Jefferson Productions, One Julian Price Place, Charlotte, N. C.

Delta Air Lines, Atlanta; twenty-one 20's for TV, live on tape. Jim Rogers, production manager. Agency: Burke Dowling Adams, Atlanta. Heyward Siddons, agency producer.

St. Regis Paper Co., New York (notebooks); one 60 for TV, live on tape. Jim Rogers, production manager. Agency: Cunningham & Walsh, New York. Ed Kogan, agency producer.

Coca-Cola Co., Atlanta (Coke); two 30's for TV, live on tape. Jim Rogers, production manager. Agency: McCann-Erickson, Atlanta. Don Naylor, agency producer.

Brown & Williamson Tobacco Corp., Louisville, Ky. (Tube Snuff); one 60 for TV, live on tape. Jim Rogers, production manager. Agency: Ted Bates, New York. Bob North, agency producer.

Standard Oil Co. of Kentucky, Louisville (oil); one 60 for TV; live on tape. Jim Rogers, production manager. Agency: Burke Dowling Adams, Atlanta. Bob Hendrickson, agency producer.

Poss Canned Products, Charlotte; one 60 and three 20's for TV, live on tape. Jim Rogers, production manager. Agency: Sonny Smith, Charlotte. Bob Hicks, account executive. Sonny Smith, agency producer.

# NAB meets enter home stretch

New Orleans gathering hears FCC's Ford call for repeal of Section 315, defend fairness doctrine

The last leg of the regional meetings of the National Association of Broadcasters begins next Monday (Nov. 9) in Detroit, to be followed by meetings in Albany, N. Y. (Nov. 12-13), and Richmond, Va. (Nov. 16-17).

Already completed are the first five of this year's fall conferences, with the fifth taking place in New Orleans last week.

John F. Dille Jr., Communicana Stations, vice chairman of the television board, will be the principal board speaker in Detroit and in Albany. Jack W. Lee, WSAZ-AM-FM-TV Huntington, W. Va., vice chairman of the radio board, will be the board speaker in Richmond.

FCC Commissioner Kenneth A. Cox will represent the commission at the Detroit and the Albany meetings; Commissioner Robert E. Lee will appear at the Richmond meeting.

Meanwhile, one commissioner's opinion of whether or not broadcasters should own community antenna TV systems was made known last week. Speaking to the New Orleans conference, Commissioner Frederick W. Ford said that he favors broadcasters owning cable systems and vice versa. Mr. Ford said he agrees that urban areas should have a choice of TV signals through the medium of CATV, but, he added, he's against CATV when it destroys local TV service to rural areas. Rural areas, he maintains, must be protected.

Discussing the problems of Section 315 Mr. Ford urged that it be repealed.

But, he added, a new section of the Communications Act should be adopted by Congress giving the FCC the power to establish rules to govern political broadcasting.

These rules, he said, should be drawn up in consultation with congressmen, the national committees of the two major political parties, communications lawyers, broadcasters and other interested parties.

Section 315, Mr. Ford said, has given rise to "a whole host of problems that seem to be limited only by the ingenuity of campaign managers."

**Weigh All Factors** ■ Mr. Ford also contended that the FCC should not take any action to limit the number of commercials on the air; he would let the "marketplace" decide. But, he added, he thought this would require the FCC to publicize the amount of commercial time carried by each station so that the public would know.

Although he said he was loathe to suggest an optimum limit on commercial time, Mr. Ford pointed out that in the "golden age" of radio, the most popular program, *Amos 'n Andy*, was about 25% commercial.

Alluding to the controversy over the FCC's fairness doctrine, Mr. Ford noted that at no time has any station been set down for hearing for being unfair, and, in fact, he observed, no station has ever been censured for violating the policy.

"The commission is convinced," he said, "that 98% of all broadcasters

## South will rise again

It was too good to miss, and the National Association of Broadcasters couldn't resist: For the Richmond, Va., regional conference, scheduled to be held Nov. 16 and 17 in that former capital of the Confederacy, the board speaker will be Jack W. Lee, WSAZ-AM-FM-TV Huntington, W. Va., vice chairman of the radio board, and the FCC speaker will be Commissioner Robert E. Lee. Missing from the agenda is Traveler, General Robert E. Lee's horse.

want to be fair. It isn't a serious problem."

Highlight of the New Orleans meeting, as it has been at all of the NAB regional meets, was the panel on CATV and pay TV.

The first out and out advocate for pay TV at the NAB meetings was John Pinto, vice president of RKO General's WHCT-TV Hartford, Conn., which has been operating as a pay-TV station for the last two-and-a-half years.

Answering attacks that are based on the fear that if successful subscription television will wean away standard programs now on free TV, Mr. Pinto stated categorically that RKO General wouldn't be in pay TV if it would harm free television. Pay television, he said, is supplementary to free TV, and will use programs not on regular broadcasting schedules—such as current movies, Broadway plays, sports and other such fare.

Responding to an inquiry on why he included sports in his list, Mr. Pinto observed that many sports programs already have left regular TV fare for theater television circuits.

Mr. Pinto's position was challenged by Dwight W. Martin, WDSU-TV New Orleans and chairman of the NAB's Future of Television in America Committee. That committee, Mr. Martin said, is opposed to pay TV, both wired and wireless, because it is fearful that subscription broadcasting will take programming from free TV. Notwithstanding the argument that pay TV is only interested in programs not now on free TV, Mr. Martin stated, proponents of pay TV will find that "there are more dollars in appealing to the mass audience than to a limited audience." At that point, he said, free TV will begin to lose programs.

Mr. Martin also emphasized that the Future of TV in America Committee has



A quintet of broadcasters pays attention at the National Association of Broadcasters' regional conference in New Orleans. (L-r): Eugene B. Dodson, WTVT-TV Tampa-St. Petersburg, Fla.; Carter Hardwick, WSFA-TV Montgom-

ery, Ala.; Marshall H. Pengra, KLTU (TV) Tyler and KTRE-AM-TV Lufkin, both Texas; Jack Harris, KPRC-AM-TV Houston, and George Whitney, KFMB-AM-FM-TV San Diego. Detroit is next on the NAB circuit.

# EIMAC

## four-cavity amplifier klystrons power new GE UHF-TV 50 kw transmitter

The new General Electric TT-59-A UHF-TV transmitter sets new standards for stability, economy and performance. The TT-59-A provides 50 kw peak synchronizing-video signal and a 28 kW aural signal. A major factor in the excellence of these new GE transmitters is the use of Eimac four-cavity klystrons in both visual and aural power amplifiers. The Eimac 4KM150 series of tubes features low random AM noise — more than 60 db below black level. Linearity is excellent. Large cathode with loading less than 150 mA per cm<sup>2</sup> means long life. If your trans-

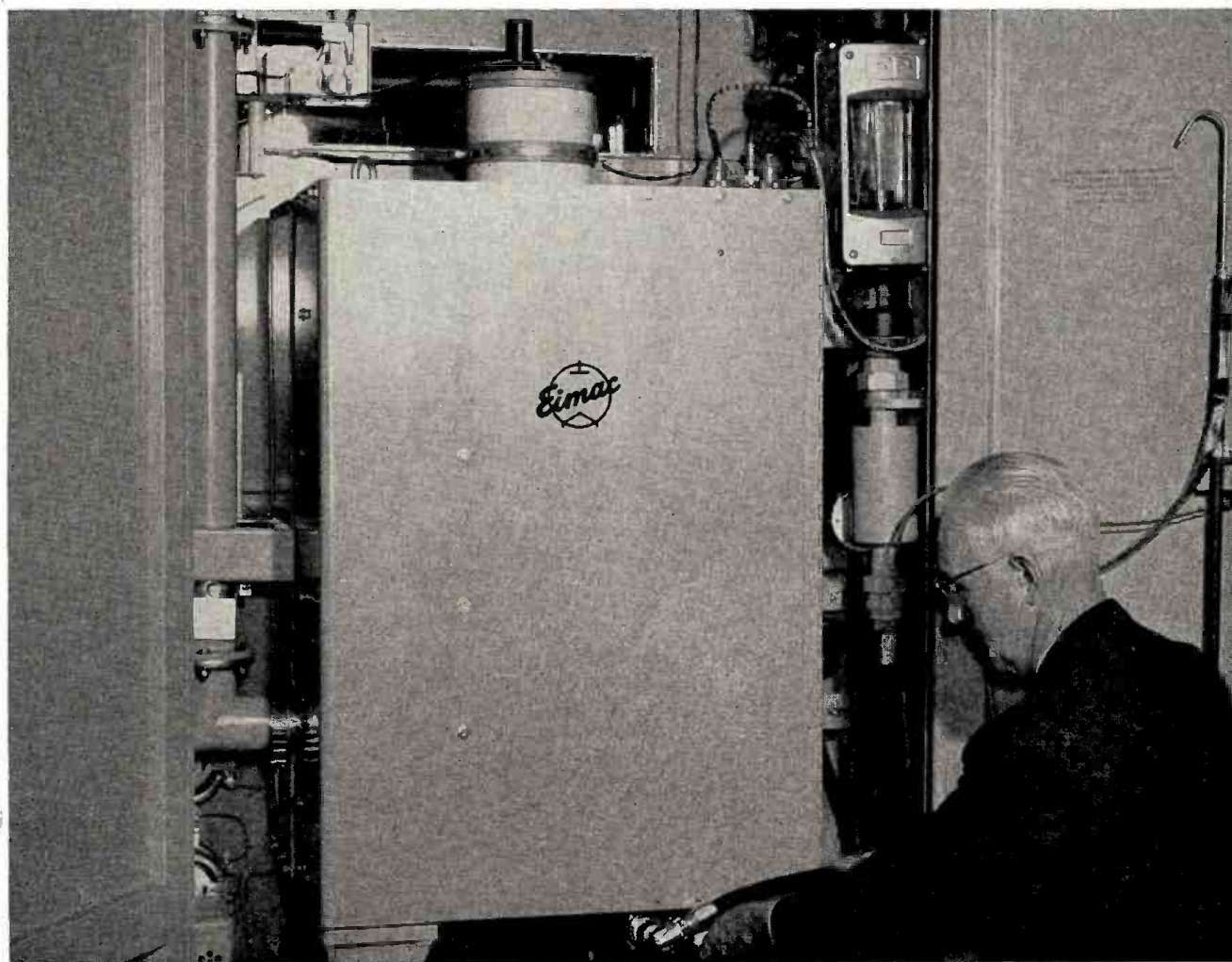
mitter requirements include easy cooling, low rf drive power, simple tuning, and operating economy, contact Eimac. We have, or can design, the tube for you.

EITEL-McCULLOUGH, INC., San Carlos, Calif.  
In Europe contact Eitel-McCullough, S.A.,  
15 rue du Jeu-de-l'Arc, Geneva, Switz.



### 4KM150 SERIES TYPICAL CHARACTERISTICS

Frequency	(4KM150LA)	470-610 Mc
	(4KM150LF)	590-720 Mc
	(4KM150LH)	700-890 Mc
Output Power		50 kw
Drive Power		20 W
Heater Voltage		26 Vdc
Heater Current		11.5 Adc
1 db Bandwidth		8 Mc
Cooling		Liquid and Forced Air



# Minow revisited: a chairman with a mission

*"Equal Time: The Private Broadcaster and the Public Interest," by Newton N. Minow. Edited by Lawrence Laurent. Atheneum Press, New York. 316 pp. \$5.95.*

It was no accident that Newton N. Minow was probably the most controversial chairman in the FCC's history. In a sense, he planned it that way. For when he accepted President Kennedy's call in 1961, he did so, he indicates in *Equal Time: The Private Broadcaster and the Public Interest*, with a sense of mission. Quite simply, he wanted to uplift broadcasting, particularly television, whose potential for education and entertainment he recognized as immense. And the technique he chose was public speeches—blistering, eloquent speeches that would arouse public opinion and goad broadcasters.

*Equal Time*, which will be published Nov. 9, is a collection of the major speeches and writings produced by Mr. Minow (with the help of a stable of assistants whose aid he acknowledges) during his 28 months as chairman. Lawrence Laurent, radio-TV editor of the *Washington Post*, has edited the speeches and provided comment to set the stage, in time, place and atmosphere, for each of the Minow offerings, and to



Ex-chairman Minow  
Broadcasting's uplifter

describe the aftermath.

Included, of course, is Mr. Minow's first address to the National Association of Broadcasters, at its 1961 convention, in Washington. It was then that he invited the broadcasters to sit down in front of their television sets for a full day. "I can assure you," he said, leading into a phrase that has proven durable if not memorable, "that you will observe a

vast wasteland."

**Another Speech to NAB** ■ There is also the speech, before another NAB convention, this one in Chicago, in which he advocated enactment of legislation that would not only compel broadcasters to join the NAB but would give the association authority to enforce its own commercial time standards.

There are also speeches in which he called on broadcasters to put on more news, to do more editorializing and to do it more aggressively, to do more public service programming and to produce more and better children's shows. The book also contains essays restating positions Mr. Minow held as chairman—on the need for freeing broadcasting's "creative forces" from advertiser influence (by separating advertising material from editorial content, as in newspapers and magazines) and for providing political candidates greater access to radio and television (by requiring broadcasters to make free time available) (BROADCASTING, Sept. 7).

**View from the Bridge** ■ In all of this, there is more than the lifted eyebrow technique of regulation. Mr. Minow was, quite frankly, using the office of FCC chairman as a platform from which to command attention for his views, on the kind

not determined if it should seek legislation to outlaw pay TV, or if it should support such legislation if it is introduced.

Marcus Bartlett, WSB-TV Atlanta, Ga., urged broadcasters to get into the ownership of CATV, while Marshall H. Pengra, KLTU-TV Tyler, Tex., recounted what he termed were some of the dangers of CATV to broadcasters.

## Rochester ch. 13 case won't be reopened

The FCC denied a joint request by eight of the original eleven applicants for channel 13 in Rochester, N. Y., to postpone the oral argument in the case scheduled for today (Nov. 2) and to reopen the record and remand the proceedings to the hearing examiner for further evidence.

The initial decision had recommended granting the share-time application of Rochester Area Educational Television Association and Rochester Telecasters Inc. (BROADCASTING, Feb. 3). The

eleventh applicant, Rochester Broadcasting Corp., was subsequently dropped from the proceeding by default.

The eight petitioners—Flower City Television Corp., Star Television Inc., Citizens Television Corp., Genesee Valley Television Corp., Community Broadcasting Corp., Federal Broadcasting System Inc., Heritage Radio & Television Broadcasting Inc. and Main Broadcasting Inc.—in support of their request for a new hearing had informed the commission that the Rochester school district, the largest school district in the area proposed to be served by RAETA, was planning to construct and operate an instructional television system of the type established by a commission rulemaking last year (BROADCASTING, July 29, 1963). In further support of their request, the petitioners said that it now appears unlikely the Rochester school district would contribute 50% of RAETA's operating funds as had been determined in the initial hearing.

In a separate order, the commission granted a request by ABC to participate in the channel 13 oral argument on

Nov. 2 as friend of the court and allotted the network 5 minutes to make its presentation (BROADCASTING, Oct. 21).

## USIA's Rowan headlines educational meeting

About 650 persons attended the 40th annual convention of the National Association of Educational Broadcasters in Austin, Tex., last week (Oct. 25-28). Delegates heard an explanation of the activities of the broadcasting arm of the U. S. Information Agency by its director, Carl T. Rowan, featured guest speaker.

William G. Harley, president, and Harold E. Hill, vice president and treasurer, were reappointed by the board of directors, as was Board Chairman Richard B. Hull, director of radio and TV broadcasting at Ohio State University.

The group adopted a new constitution and bylaws designed to facilitate its reorganization into four operating divisions—Educational Television Sta-

of service broadcasters should provide. Many broadcasters—and some civil libertarians, too, for that matter—complained that by urging particular kinds of programming Mr. Minow was moving dangerously close to the line—indeed, if he hadn't already stepped over it—which is supposed to restrain government from censorship. But Mr. Minow had two answers—censorship involves *prior* restraint; and (2) the commission, if it is to do its job, must examine the record of a broadcaster before determining whether to grant him a renewal of license.

But if being chairman of the FCC assured him of an audience for his views, it was still a frustrating experience. He saw the commission being drowned in paper work, and unable to move fast enough to meet its responsibilities. He felt, too, that the commissioners should not both make rules and interpret them. Accordingly, on leaving the commission, on May 31, 1963, he wrote President Kennedy recommending a proposal that had been made in part before he joined the agency—that the commission be split in two. He suggested that the FCC be replaced by a single administrator-policy maker, appointed by the President, and an administrative court. The present members

of the commission are still shooting at that idea.

**History's Role** ■ There remains to be assessed his reign as chairman. And while one may not agree that Mr. Minow played as large a role as Mr. Laurent suggests that he did in the enactment of the all-channel receiver, aid to educational television, and communications satellite bills, it is true his speeches helped in their passage.

It's true, too, of course, that many broadcasters disagreed violently with the former chairman's views on programming. But still, many are programming now along lines he suggested. It seems, then, that his ideas, expressed with clarity of style and forcefulness, had an impact. And for that reason, they are worth re-reading.

In view of the furor Mr. Minow created in broadcasting, however, it's ironic to read, in his introduction to *Equal Time*, what he regards as his single most important achievement as chairman—the \$1, after-9 p.m. long-distance telephone rates for three-minute, station-to-station calls.

The book is dedicated to the late President, "For whom there was so little time," and a royalty from the sale is being contributed to the John F. Kennedy Memorial Library.

tions, National Educational Radio, Instructional, and Individual Member.

Resolutions passed by the delegates recognized the "timely and effective" coverage of national and international events by the broadcasting industry as "a contribution of immeasurable value to the American people," dedicated the convention to the memory of the late Herbert Hoover and the contribution he made to the structure of the American broadcasting, and expressed appreciation for the efforts of the federal administration, the 88th Congress and the FCC in behalf of educational broadcasting.

## Review board wants both applicants to stay in

The FCC's review board has turned down a proposed agreement which would have paved the way for TVue Associates Inc. to remove itself from the proceedings for channel 23 in Houston.

The proposal, between TVue and

United Artists Broadcasting, the other applicant for the channel, called for payment by United of \$27,500 in expenses incurred by TVue in seeking the channel. TVue could then have asked that its application be amended to specify operation on another channel in Houston.

If the petition to amend had not been granted, the agreement provided that TVue "agrees to immediately petition the commission to dismiss its application" for the construction permit on channel 23. TVue then, reportedly, intended to apply for either channel 29 or 68 in Houston or channel 17 in Rosenberg, Tex.

The Broadcast Bureau earlier refused to approve the agreement between the two companies for reason of the amount of reimbursement involved.

In refusing to allow TVue to withdraw from the proceedings, the board said the case includes issues that could disqualify United Artists, and the net effect of the approval of the agreement might be that no service could be instituted on the television channel for some time.

# What to do with the 1% interests

15 group owners to ask FCC for more time on duopoly, multiple-ownership inquiry

Representatives of 15 publicly owned companies, whose assets include millions of dollars in AM, FM and TV properties, met in New York last week to consider a multimillion-dollar question—what to do about the FCC's recent inquiry and proposed rulemaking relating to its multiple-ownership and duopoly rules.

They plan to ask the FCC for more time to work on the problem.

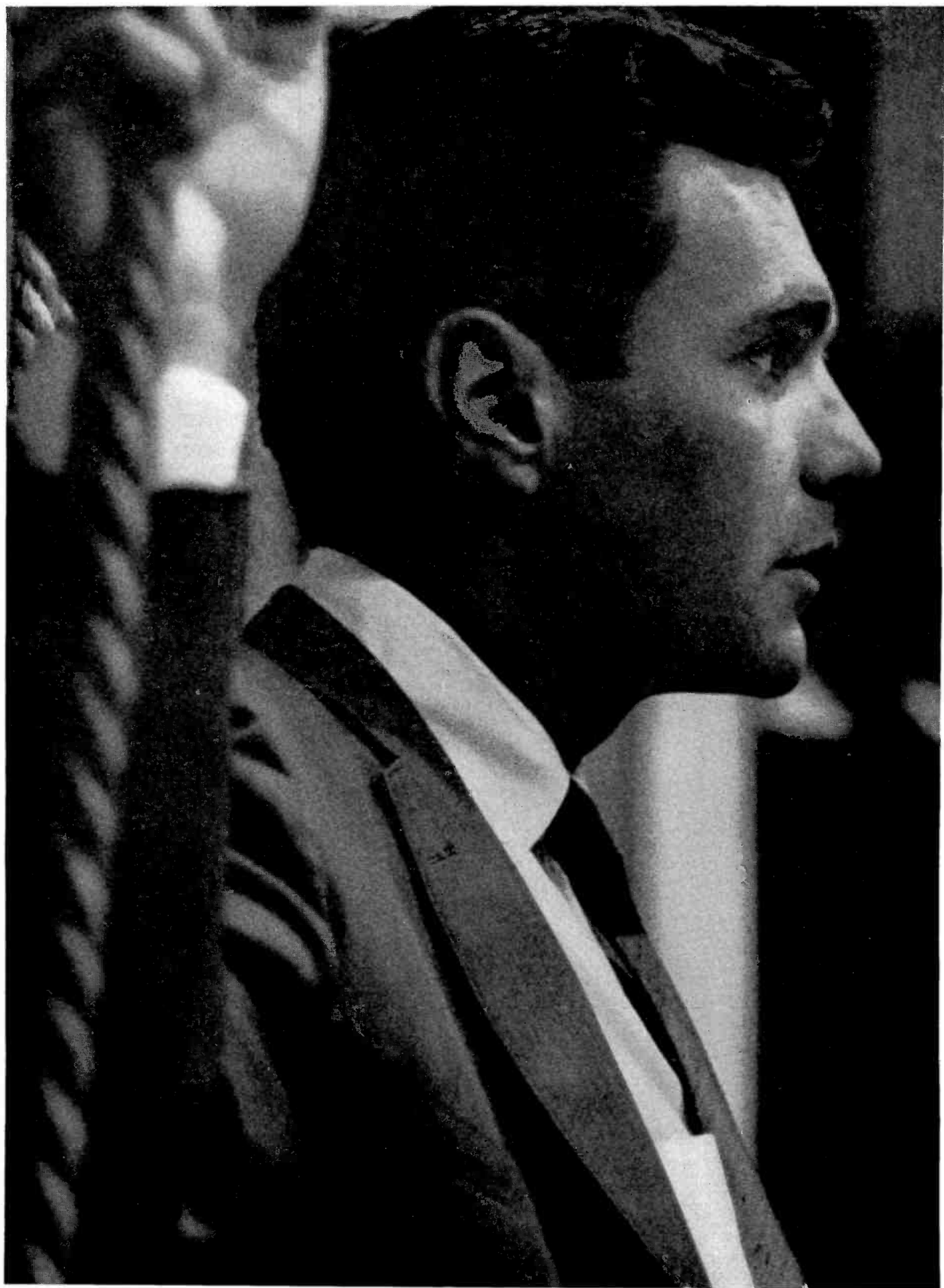
The commission, which has grown increasingly concerned about incomplete information on ownership of corporations which operate broadcast facilities, and consequently is at a loss in enforcing its 1% multiple-ownership rule, last month called for comment on how to meet the problem and proposed that it be allowed to move against stockholders who violate the rule (BROADCASTING, Sept. 21). At present the FCC is limited to action against station licensees for enforcement of the ownership limit.

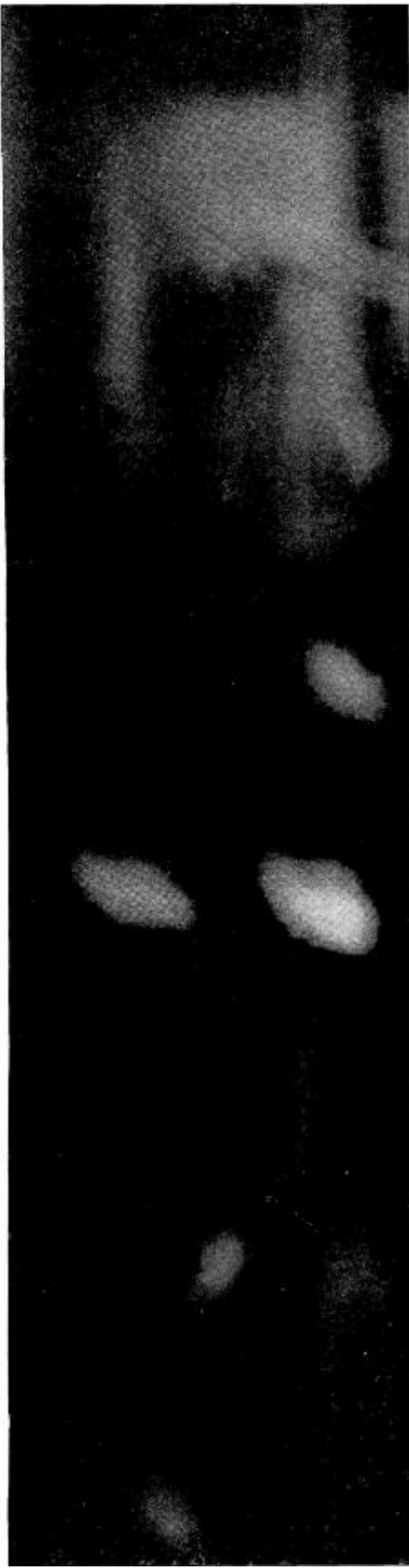
The problem is potentially explosive, involving possible detrimental effects on investments in broadcasting companies by institutions, especially mutual funds; limitations on acquisition of stations by broadcasters who do not exceed ownership limitations but who might become involved through the common ownership of broadcasting properties of one of their stockholders, and the possibility of forced divestiture of stockholders who are already in violation of the rule.

Executives or legal counsel of the 15 companies gathered at Metromedia's New York headquarters last Tuesday (Oct. 27) to discuss the issue and possibly to determine some common reply to the commission request. No position was formulated but it was decided to ask this week for a 90-day extension of the Nov. 23 deadline for filing comments. The group will reconvene sometime this month.

Companies participating were Capital Cities, Cox, Crosley, Meredith, Metromedia, RKO General, Storer, Taft, Time-Life, Wometco, Rollins, Chris-Craft, Crowell-Collier, 20th Century-Fox and Plough.

Robert A. Dreyer, Metromedia vice president and general counsel, who organized the meeting, said there was absolutely no criterion for participation





# Profile of the future

It belongs to Les Crane, a bright and bold young man who started talking to radio audiences on KGO in San Francisco. People listened. When he moved to KGO-TV *more* people listened, and looked. A year ago he came to New York and repeated his success on WABC-TV. But it didn't stop there. Backed by a unique Program Development Plan, the ABC OWNED TELEVISION STATIONS then got together and gave Les an exciting new format, an important new time period and an audience in five great cities. Result. *Smash* hit, and now Les and the show are a vital part of the ABC TELEVISION NETWORK. Another station-developed program has made good. Like SHINDIG. Like BABE RUTH: A LOOK BEHIND THE LEGEND. RUN TO DAYLIGHT, REQUIEM FOR AN ARENA, PINOCCHIO. Like THE PHYLLIS DILLER SHOW and MAKING OF THE ALL-STARS. And, of course, THE LES CRANE SHOW—a local show you'll soon be able to see almost *anywhere*.

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KABC-TV Los Angeles • KGO-TV San Francisco

ABC Owned Television Stations



in the discussion beyond that of being a publicly held broadcaster and that any such group not represented at the meeting is perfectly free to join in the cooperative effort to meet the problems posed by the commission.

**Questions Raised** ■ Research projects directed at gathering information requested by the FCC were "parceled out" among the participants.

According to the FCC's duopoly rule no ownership of two stations within the same service area and within the same band—AM, FM or TV—is allowed, and its multiple-ownership rule limits station ownership to seven AM, FM and TV properties, with a 1% holding or more considered ownership. But publicly owned broadcasting companies in recent years have often found it a practical impossibility to inform the commission of stockholders who own 1% or more of their companies.

The problem is aggravated by "beneficial" owners of stock whose names are not actually on record as the owners. For instance an actual owner may have his holdings in a broadcasting company in the "street name" of his broker, or a trust fund may own stock for an unidentified beneficiary. Banks hold stocks as custodians for mutual funds.

Among the problems to be studied by

the participating station operators: determination of "street name" holdings and beneficial owners, attributed ownership (that is, to family members), voting trusts, the position of the New York Stock Exchange, feasibility of the 1% limitation in light of growing mutual fund investment and the problems of duopoly.

It is widely felt within the financial community and among many station owners that the commission's current ownership rules are completely unworkable, especially in the duopoly area. By the letter of the duopoly rule, for example, a man owning just one share of RCA, one share of American Broadcasting-Paramount Theaters and one share of CBS would have interests—though infinitesimal—in three AM, three FM and three TV stations within the same service areas.

## Changing hands

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

■ **WKIS-AM-FM Orlando, Fla.:** Sold by Mrs. Naomi T. Murrell to T. K. Cassel for \$300,000 plus \$50,000 for covenant not to compete. Mr. Cassel owns WBIL Leesburg, Fla., and is the former own-

er of WATS Sayre, Pa. WKIS is fulltime on 740 kc with 5 kw day and 1 kw night. WKIS-FM is on 100.3 mc with 5.5 kw. Broker: Blackburn & Co.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (FOR THE RECORD, page 76).*

■ **WICU-AM-TV Erie, Pa.:** Sold by Gibraltar Enterprises Inc. to Dispatch Inc. for \$6,385,687. Both companies are owned by Edward H. Lamb and family. Transaction required valuations because of sale of assets from one corporation to another. Wicu is fulltime on 1330 kc with 5 kw. Wicu-TV is on channel 12.

■ **WFAS-AM-FM White Plains, N. Y.:** Sold by Valentine and Everett Macy to Westchester Corp. for \$850,000. Westchester Corp. group of Cleveland investors, including Norman Wain, Robert C. Weiss, Joseph T. Zingale, former members of the sales staff of WHK Cleveland, and Frank P. Celese, Nick J. Milet and Mrs. Harry H. Stone. WFAS is fulltime on 1230 kc with 1 kw day and 250 w night. WFAS-FM is on 103.9 mc with 120 w.

■ **WTMP Tampa, Fla.:** Sold by Robert W. Rounsaville to Joe Speidel III for \$250,000. Mr. Speidel owns WOIC Columbia, WYNN Florence and WPAL Charleston, all South Carolina; WHH Portsmouth, Va., and WSOK Savannah, Ga. Rounsaville stations are WLOU and WTAM-TV Louisville, Ky.; WFUN South Miami, Fla.; WCIN Cincinnati; WVOL Berry Hill, Tenn.; WYLD New Orleans, and WATL-TV Atlanta. WTMP is a 5 kw fulltimer on 1150 kc. See WDAE-AM-FM Tampa below.

■ **WDAE-AM-FM Tampa, Fla.:** Sold by the estate of David E. Smiley to Robert W. Rounsaville for \$375,000 and \$240,000 for covenant not to compete. WDAE is fulltime on 1250 kc with 5 kw. WDAE-FM operates on 100.7 mc with 64 kw. See WTMP Tampa above.

## COMMUNITY ANTENNA TELEVISION

■ Collier Community TV Co.'s six systems, four to Community TV Inc. for \$1,920,000 and two to Multi-Pix Inc. for \$340,000 and Collier's microwave assets serving five of these CATV's to Mountain Microwave Corp. for \$90,000, all pending FCC approval of microwave transfer (see page 50).

■ System with about 600 subscribers serving West Monroe and Monroe, La., sold for in excess of \$250,000 by David Weiner and Max Rhulen of Ellenville and Monticello, N. Y., respectively, to Louisiana CATV Inc., owned principally by Narragansett Capital Corp.,

## Blackburn & Company has moved into new offices in Atlanta, Ga.

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CRestview 4-8151

Providence, R. I. (see page 48).  
Brokers: Daniels & Associates, Denver.

▪ Vestal Video Inc., Vestal township, N. Y., system serving 750 subscribers with a potential of 5,000 was sold Oct. 24 to Larry Flynn of New York for an undisclosed price. Mr. Flynn owns 50% of Video Cable Inc., CATV in Waynesville, N. C., and has an interest in development of a CATV in Washington, N. J.

## Supreme Court asked to rule on FCC fees

The U. S. Supreme Court has been asked to rule on the legality of the FCC's policy of charging fees for applications.

Seeking Supreme Court review of the commission's right to impose filing fees—upheld last July by a federal appeals court in Chicago—were a group of aeronautical interests and WISM-AM-FM Madison, Wis.

They charged that the basis on which the FCC began to charge for applications—a rider to the 1952 appropriations bill—was illegal and did not represent legislative authority.

In a unanimous decision by a three-judge panel of the U. S. Court of Appeals for the Seventh Circuit, the FCC's right to collect fees for processing applications was upheld (BROADCASTING, July 20). The commission instituted its fee policy last March.

In addition to the Madison broadcaster, other parties are: Aeronautical Radio Inc., Air Transport Association of America, Aircraft Owners & Pilots Association, Braniff Airways Inc., David Ingle Jr., Lake Central Airlines Inc., North Central Airlines Inc., Northwest Airlines Inc. and United Air Lines Inc.

Intervenors are the National Association of Broadcasters, the American Trucking Association, American Merchant Marine Institute and the American Radio Relay League.

## WHZN renewal set for hearing

The FCC last week set for hearing the renewal application of WHZN Hazleton, Pa. The points in question include violations of the licensee, Radio 13 Inc., pertaining to first-class operator and log-keeping rules, failure to comply with the rebroadcast provisions of the Communications Act and the commission's rules, and misrepresentation.

The order included a notice of apparent liability and based on the hearing record, the commission will decide whether a \$10,000 fine or refusal to renew the station's license would best serve the public's interest.

BROADCASTING, November 2, 1964

# NAB wants no partial measures

## Tells FCC broadcasters need full protection from CATV 'threat'; urges safeguards for grade B areas

The "threat of CATV to public service programming and the future development of local broadcasting" precludes anything less than the full protection provided by the FCC's proposed rules, the National Association of Broadcasters told the commission last week.

The NAB, a growing number of whose members own CATV's, thus placed itself squarely behind those broadcasters who have appealed for FCC protection from cable systems.

The association's views were submitted last Monday (Oct. 26) in reply comments on the commission's proposed rulemaking to require microwave-fed CATV's to protect local television stations.

The NAB based its comments on a study of the impact of CATV competition on local TV stations made by Dr. Franklin M. Fisher, associate professor of economics at Massachusetts Institute of Technology, which the association said provides for the first time actual dollar losses a television station suffers in areas served by CATV's (BROADCAST-

ING, Oct. 26).

**Cites Need** ▪ The rate of growth of CATV's, their steady advance into larger cities and their gradual movement from fringe areas into primary areas, the NAB said, clearly demonstrates the urgent need for the proposed rules. Television stations, NAB said, cannot long survive the competitive assault of CATV's and continue high-cost public service programming.

The NAB said that the FCC's rulemaking, as now proposed, falls short in two respects. With reference to Dr. Fisher's study, which showed that small-market stations depend heavily for survival on their entire audience, the NAB recommended that the commission amend its proposed rules to provide protection to the perimeter of a station's grade B contour. It also pointed out that the rules, as proposed now, must be amended to provide protection to satellite stations.

The association said that many communities which are not large enough to support a local TV facility do provide

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sufficient audience to make a satellite operation feasible. And the likely source of new local programming in areas which at present receive none is existing satellites, not new stations.

The NAB said the FCC has the legal right to regulate CATV's and cited the court of appeals' decision in the Carter Mountain case which affirmed the FCC's imposition of those conditions that it now proposes to enact as rules (BROADCASTING, Dec. 18, 1961). The Carter Mountain case, NAB said, offers a "sweeping affirmation" of the commission's authority to impose conditions in connection with the licensing of microwave facilities.

**Effect on UHF** ■ The NAB also pointed out the harsh impact of CATV's on UHF's. Contrary to the arguments of the National Community Television Association, the NAB said, CATV systems have a discouraging affect on UHF development. The NAB likened CATV's "assistance" to UHF, as claimed by the NCTA, to a Trojan horse.

Among others filing reply comments last week were the Television Accessory Manufacturers' Institute (TAME) and the National Association of Educational Broadcasters, both favoring regulation; Meredith Broadcasting Co., in opposition, and Fortnightly Corp., which directed its comments to the single area of copyright and other proprietary interests.

TAME said that it was in full support of the comments filed by ABC two weeks ago that favored the proposed rulemaking and indicated that the commission has both the authority and the responsibility to regulate all CATV's including those not served by microwave relay.

**No Local Urging** ■ However, TAME said it disagrees with the ABC suggestion that local officials be urged to give preference to broadcasters for CATV franchises. TAME said that any such urging by the FCC could only be interpreted as an invitation from the FCC for all broadcasters to enter the CATV field and, in effect, be a confession from the commission that it is unable or unwilling to protect the present system of free off-the-air TV from the incursions of CATV.

The NAEB said it fully recognizes the valuable service CATV's render, but their rapid growth and development can only be allowed to proceed under continuing vigilance and regulation.

Meredith, a broadcast licensee and CATV operator, said the adoption of any rule having as its object the economic protection of television through the imposition of restrictions on CATV systems is clearly outside the meaning and authority of the FCC. The company said it shares the concern expressed by Commissioner Lee Loewinger



### On top of ol' Hogback

The radiant smile here belongs to Walter J. Brown, president of WSPA-TV Spartanburg, S. C. It is prompted by the document he holds in his right hand—a license to transmit from Hogback Mountain. His left arm is draped over a stack of legal papers that represents a decade of litigation with the FCC over the location of the station's transmitter.

In 1953 WSPA-TV received FCC permission to operate from Hogback, then asked to move to Paris Mountain and the litigation began. The station later asked to move to Caesar's Head Mountain, and the fight continued, both with the FCC and in the courts, producing the mountainous legal documents pictured here. Last year the FCC granted the station's request to clear the books and gave it a permit for Hogback (BROADCASTING, July 1, 1963).

WSPA-TV now has its license—and the first thing Mr. Brown did was to head up Hogback to personally tack it on the wall of the station's building.

that the proposed rules are designed only to restrict the freedom of operation of CATV's, and appear to prejudge the outcome of the proceedings or assume that CATV's must be limited.

Fortnightly, licensee of WBOY-TV Clarksburg, W. Va., and owner-operator of the Clarksburg TV Cable Co. (9,200 subscribers) and the Fairmont (W. Va.) TV Cable Co. (5,200 subscribers), asked the commission to refrain from making any reference in its proposed rules to the existence or nonexistence of copyright material in the program content of TV signals relayed to CATV systems. Fortnightly is a defendant in a law suit now pending with United Artists

Associated before the U. S. District Court for the Southern District of New York. The suit, instituted by United Artists in June 1960, seeks injunctive relief and charges that Fortnightly violated copyright laws by carrying on its CATV system, without permission, copyrighted motion pictures that were broadcast by a television station.

Fortnightly told the commission that the adoption of any rule regarding copyright or other proprietary interests will adversely affect the rights of either United Artists or itself in the private litigation.

The FCC rulemaking, as initiated in December 1963, proposes that a CATV system within the grade A contour of a regular TV station not duplicate simultaneously, or 15 days before and after, a program broadcast by the TV station, but that the CATV system would carry the station's program at the latter's request. Also, that a CATV system located within the grade B contour of any TV station would be required to notify in writing all such stations of the filing of its application for microwave relay facilities in either the domestic public point-to-point microwave radio service or the business radio service.

### New York; La. CATV's sold for \$325,000

David E. Weiner and Max Rhulen, of Ellenville and Monticello, N. Y., owners of community antenna TV systems, last week sold two CATV's in New York and Louisiana to separate buyers for more than \$325,000.

According to Bill Daniels & Associates, Denver, media brokers, a system serving 600 subscribers in Monroe and West Monroe, La., was sold to Louisiana CATV Inc. for more than \$250,000. More than 125 miles of additional lines will be constructed to serve a potential 20,000 homes, the broker said.

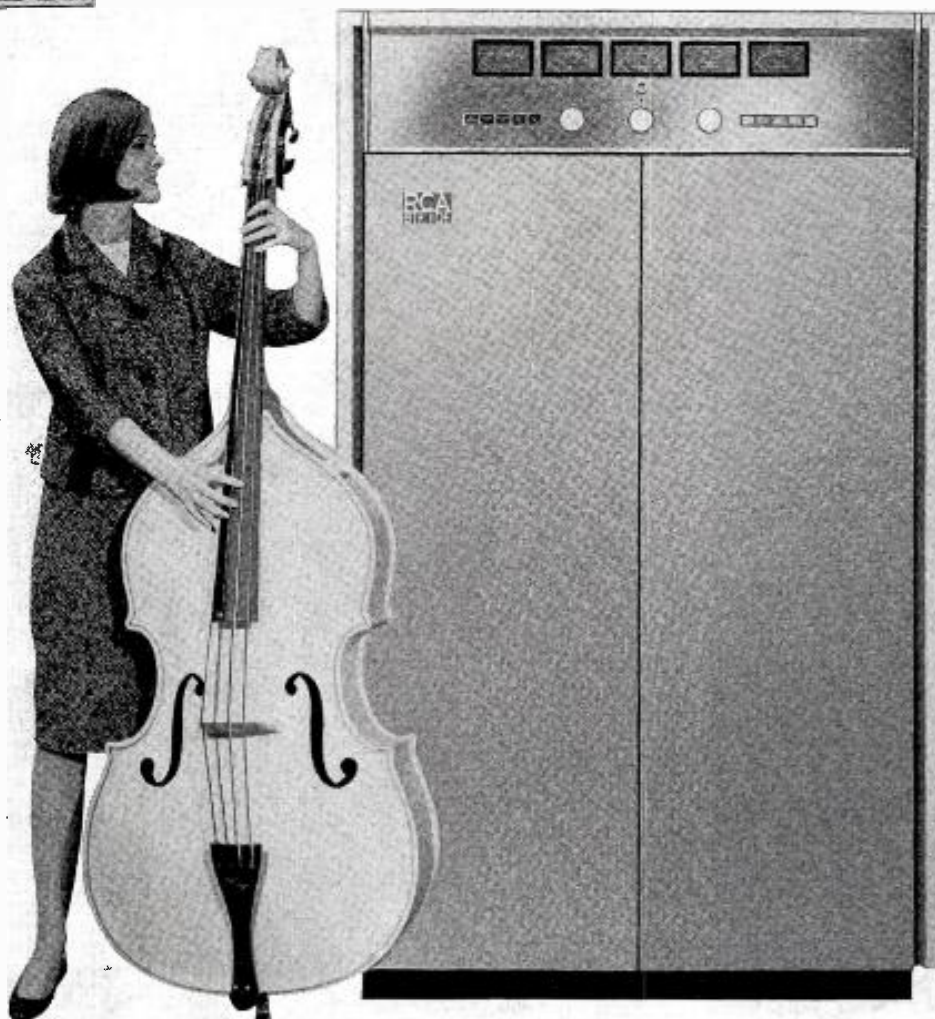
Louisiana CATV is owned principally by Narragansett Capital Corp., which sold six CATV's to American Cablevision Co. (owned by Jack Kent Cooke) for \$4.6 million two weeks ago (BROADCASTING, Oct. 26).

An Ogdensburg, N. Y., CATV was sold for \$75,000 to W. J. Calsam and A. E. Farone, who own systems in New York, and Eastern Microwave. Mr. Calsam said he planned to spend another \$250,000 to improve the Ogdensburg plant, which has a potential of 4,000 subscribers but hasn't been in full operation.

The Ogdensburg system will be operated by Ogdensburg Video which, like Carthage Video (Carthage, N. Y.), is a division of Oneonta Video Inc. (Oneonta, N. Y.). Messrs. Calsam and Farone also have CATV's in Delhi, Sidney and Endicott-Union, all New York.



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# Future of TV unit sets timetable

NAB group sets target date for position on CATV

legislation; TV board to get proposal by January

The broadcasters' position on community antenna legislation should be known next month. This is the target date set by the Future of TV in America Committee of the National Association of Broadcasters at a meeting in New Orleans last week.

The group sketched out this timetable: (1) a meeting next week between Douglas A. Anello, general counsel of the NAB, and E. Stratford Smith, counsel for the National Community Television Association; (2) a meeting between special subcommittees of the Future of TV in America Committee and of the NCTA; (3) a full meeting of the NAB committee, and (4) the presentation of the NAB group's recommendation to the television board of the association—either at the January board meeting in Palm Springs, Calif., or at a special meeting earlier.

Members of the CATV subcommittee are C. Howard Lane, KOIN-TV Portland, Ore.; Willard E. Walbridge, KTRK-TV Houston, and Dwight W. Martin, WDSU-TV New Orleans, chairman of the

NAB committee. Their NCTA counterparts: Bruce Merrill, chairman of NCTA, president of Ameco Inc., CATV equipment manufacturer, owner of CATV and microwave systems; Fred Stevenson, immediate past NCTA chairman and CATV operator; Al Stern, chairman of Television Communications Corp., CATV operator.

**All Day CATV** ■ The NAB committee meeting in New Orleans was concerned solely with the CATV question.

Three major questions remain in the attempt to meld the NAB position on legislation with the NCTA's: (1) a duplication ban to protect local TV stations; (2) a prohibition on bringing in TV signals from distant cities for CATV systems through the use of long-line-microwave-relay systems, and (3) a ban on origination of programs by CATV's, except for a weather-time channel.

Other elements of the broadcasters' thinking on CATV legislation, which are believed acceptable to NCTA officials: (1) that CATV's carry local stations without degradation of signals, and (2) engineering standards.

station brokers. Messrs. Tornberg and Kahle have ownership in WBRI Indianapolis. Mr. Kahle owns KLMR Lamar, Colo., and a CATV there.

Mountain Microwave Corp. is purchasing Collier's microwave assets for \$90,000 and has requested FCC permission to provide two more channels of service to the Collier CATV's in Colorado and Nebraska. Bob Magness, president of Mountain Microwave, is president of Community Television Inc.

The Collier organization will continue to operate its systems pending FCC approval of the microwave transfer, said J. E. Collier, president.

## Cascade backs CATV station ownership

Cascade Broadcasting Co. last week told the FCC that there is less possibility of conflict of interest problems in common ownership of community antenna TV systems by television licensees than presently exists as to common ownership interests in TV stations and newspapers, or AM and FM, or any combination of them.

Cascade's views were submitted last Monday (Oct. 26) in reply comments to the commission's inquiry into television licensee acquisition of community antenna television systems. Comments filed have predominantly urged the FCC not to adopt any rule that would prohibit broadcasters from entering the CATV field (BROADCASTING, Oct. 26).

Cascade, which owns KIMA-TV Yakima and KEPR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho, said a case-by-case basis would be the only proper approach to solving any problems arising from joint ownership. However, the company said, if the commission deems regulations are required, the only road to follow would be by way of rulemaking.

Fortnightly Corp., licensee of WBOY-TV Clarksburg, W. Va., and owner of the Clarksburg Cable TV Co. and the Fairmont (W. Va.) TV Cable Co., said there is nothing inherent in common ownership of CATV's and stations serving the same community that would justify prohibiting such joint ownership as a matter of rule or policy. Moreover, Fortnightly said, it doubted that such issues as may from time to time arise as a result of common ownership could be resolved by any general rule.

Comments submitted jointly by Knorr Broadcasting Corp., Reeves Broadcasting Corp. and six other broadcaster-CATV companies, advised the FCC that any rule precluding local broadcasters from having the option of owning a CATV system in his community would be discretionary and punitive.

## Immaturity has passed

Vincent T. Wasilewski, executive vice president of the National Association of Broadcasters, has a better appreciation of the political maturity of broadcasters.

Back at his Washington desk after being chairman at the first five of this year's eight NAB regional conferences, Mr. Wasilewski expressed this point as the most distinct impression he has gained in the three weeks with broadcasters in their home territories.

"In years past," Mr. Wasilewski said, "anywhere from a fourth to a third of one day at the regional meetings was taken up answering questions on Section 315. This year, in the first five meetings, we spent little time on the subject. And this in a presidential election year. We anticipated much more discussion this year than ever before, but it failed to materialize. It proves that broadcasters now have a mature grasp of this problem, even in the height of a campaign, I'm happy to note."

## Collier's 6 CATV's bring \$2,350,000

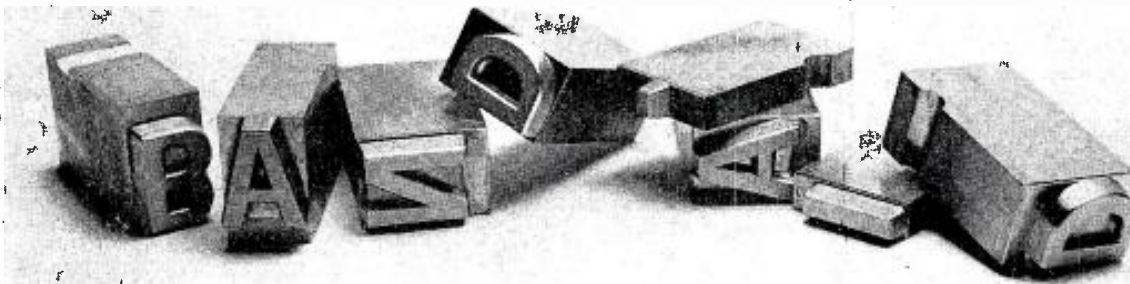
Community TV Inc., one of the nation's largest multiple owners of community antenna television systems, last week purchased four of six CATV's being sold for \$2,350,000 by the Collier Community TV Co., pending FCC approval of a microwave transfer involved in the transactions. Multi-Pix Inc. of New York is buying Collier's remaining two CATV's.

The Collier systems serve about 10,725 subscribers.

Community TV is buying Collier's systems in Sterling, Colo.; Laramie, Wyo., and Sidney and Scottsbluff counties, both Nebraska, for \$1,920,000. Community TV owns and operates CATV's in Montana, Wyoming, Nevada and California. George Hatch, vice president, is related to the A. L. Glasman family which owns stations and a newspaper in Utah, Idaho and Montana.

Multi-Pix Inc. is buying Collier's systems in Alliance and Kimball, both Nebraska, for \$340,000. Multi-Pix is a newly formed corporation owned by Edwin Tornberg and Douglas D. Kahle, principals in Edwin Tornberg & Co.,

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# No protection for translators

## TV stations needn't ask for protection from CATV systems for translators in remote areas

The FCC indicated last week that television stations can't expect protection from community antenna television systems in distant areas where their programs are beamed in by translators.

At the same time, the commission took the position that translators, like CATV's, might be harmful to local TV stations and should, therefore, protect them.

In one action, the commission denied a petition by KIFI-TV Idaho Falls, Idaho, opposing the grant of a license for a microwave station to serve a CATV in Burley, Idaho. The commission noted that Burley is outside of KIFI-TV's grade B service area. The station's programs are carried in Burley by a locally owned translator but the FCC held that since the service wasn't direct, KIFI-TV had no grounds for complaint.

The commission made the grant of the facility to Idaho Microwave Inc., conditional on the Burley CATV protecting KMVT-TV Twin Falls, Idaho, which furnishes a grade A signal over Burley.

As in all such cases, during the pendency of a rulemaking to afford stations protection from CATV's, the Burley CATV is required to refrain from carrying KMVT programs for 15 days before and after they are broadcast and must carry KMVT's programs, if requested.

In another case involving a translator, the commission granted an application for one to KCKT-TV (ch. 2) Great Bend, Kan. The translator, operating on channel 74, is to rebroadcast the station's programs in Salina. But the FCC conditioned the grant on the translator refraining from duplicating, 15 days before and after, the programming of stations in whose grade A contour it operates.

Meanwhile, it was learned last week that the commission two weeks ago granted an application of Northco Microwave Co. for a microwave station to carry the programs of WPIX-TV New York to a CATV in Bennington, Vt., a distance of about 150 miles.

The commission split on the vote, and the announcement is being held up while Commissioner Kenneth A. Cox writes a dissent. The grant had been opposed by Springfield Television Broadcasting Corp., which operates WRLP-TV (ch. 32), in Greenfield, Mass., about 38 miles from Bennington. The commission reportedly held that Springfield had not demonstrated that a substantial amount of the station's service in Bennington would be adversely affect-

ed by the grant. WRLP is a satellite of WWLP-TV (ch. 22) Springfield.

In another CATV matter last week, the FCC dismissed a petition by KCRL-TV Reno. The station opposed the grant of microwaves to Television Microwave Inc. to transmit the programs of five San Francisco-Oakland stations to cable companies in Orland, Willows and Redding, all California. The commission said KCRL made no showing as to how the grant could adversely affect it. The CATV's are outside the station's normal service area.

The grant to Television Microwave permits it to increase its service to seven channels.

## Texas, N.Y. move on criminal case guides

Moves to establish guidelines for newsmen and lawyers in the coverage of criminal law cases took place in two states last week.

In New York, a special committee of the New York City Bar Association outlined procedures for its investigation of the effect of radio and television on "the administration of justice."

In Texas, a special subcommittee of the Texas Bar Association has been formed of lawyers and newsmen to work out a code for pretrial coverage.

On the subcommittee, which will meet formally for the first time in mid-December are Eddie Barker, KRLD-AM-FM-TV Dallas-Fort Worth; James A. Byron, WBAP-AM-FM-TV Fort Worth-Dallas; Joe Brake, KONO-AM-FM-TV San Antonio; Beverly E. Brown, KOCA Kilgore, and Ken Dunnigan, KRIG Odessa.

Talbott Rains, Dallas attorney, is chairman of the subcommittee, which also contains four representatives of newspapers.

The group hopes to recommend a canon of ethics for the Texas bar which would govern a lawyer's comments to newsmen before and during a trial. The code would have to be approved by the full membership of the Texas association.

Retired federal Judge Harold R. Medina, chairman of the committee, has said that the committee will prepare a preliminary survey of background material, but will not hold public hearings at present.

Robert D. Wachs, research assistant to the committee, and Murray Laulicht,

law clerk for Judge Medina, are using written material and accounts by interested lawyers to develop a survey of alleged abuses by radio and television in covering the legal contests, as well as apparent constructive uses of radio-TV facilities in this area.

The survey will be made public after study by Judge Medina's 10-member committee, and will be the basis for further investigations by the law group.

The committee is expected also to hold public hearings, with representatives of the radio and television industries invited to appear, once the initial survey phase is completed.

## Voters to decide STV's future

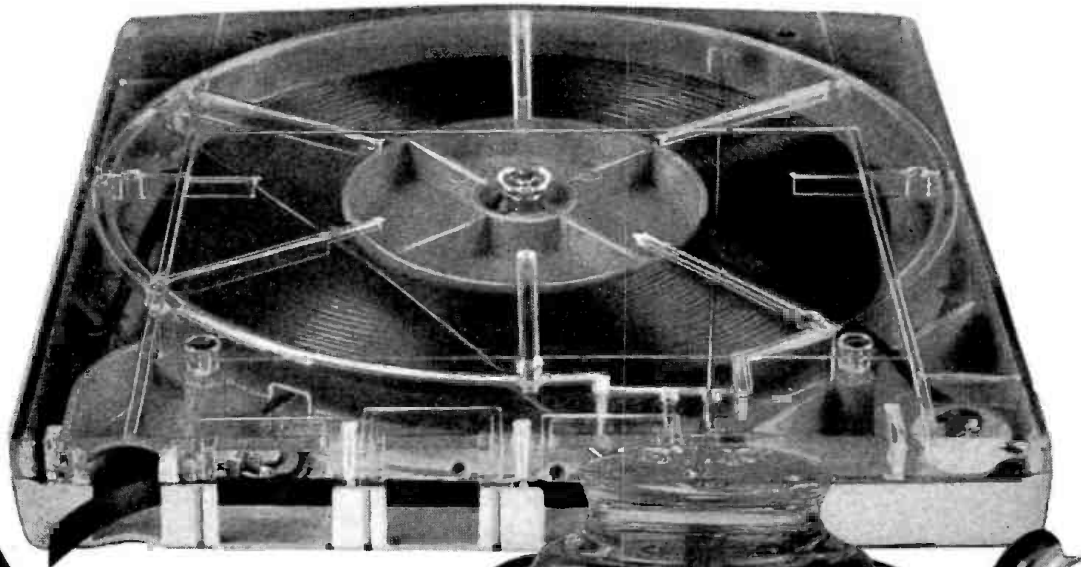
Subscription Television Inc. is conducting a last-minute election-eve campaign to defeat Proposition 15 on the California ballot. The measure would outlaw pay TV in the state and bring an abrupt halt to STV's operations. STV began closed-circuit program service to subscribers in Los Angeles and San Francisco last summer.

Sunday night (Nov. 1) STV sponsored a 2½-hour television "Phonathon" on KHJ-TV Los Angeles (10:30 p.m.-1 a.m.). An array of Hollywood stars and other notables were to take phone calls from viewers to explain how pay television operates and why it is no threat to free TV, but merely a new additional service.

Today (Nov. 2), newspapers in Los Angeles, San Francisco, Oakland, San Jose, Sacramento and San Diego are to carry 1,000-line advertisements in which STV will explain the reasons why readers should vote "no" on Proposition 15. The same papers will also carry 600-line ads placed by William R. Staats & Co., Los Angeles brokerage firm which handled the initial distribution of STV stock when it was put on public sale a year ago (BROADCASTING, Nov. 4, 1963). The Staats-sponsored ads in each daily newspaper will reprint an editorial previously appearing in that paper urging readers to vote "no" on 15.

**The Other Side** ■ The Citizens Committee for Free TV, which has been advertising consistently on TV and radio and in newspapers, stepped up its advertising in all media over the weekend to offset STV's end-of-campaign splash. No program like STV's Phonathon was planned ("we haven't got the stars," a spokesman for the antipay-TV committee said). Spots are being used on a saturation basis in both radio and TV and the volume of newspaper advertising also was increased.

The citizens committee on Thursday (Oct. 29) reported results of a poll



**FIDELIPAC® WILL EVEN CUE YOUR COFFEE POT**



Fidelipac is already used by over 2,860 stations as the standard tape cartridge for the continuous and repeated playback of recorded messages. But Fidelipac does more than repeat messages. It stores recorded information on one compact reel that never requires rewinding and is always ready to play the correct message at the correct time.

Now, about the coffee pot. Fidelipac accepts two kinds of cues: the first stops and starts the tape at the proper spot, so that it is never necessary to cue-up a commercial by hand; the second type of cue will activate turntables, slide and film projectors, other tape machines — and your coffee pot. With Fidelipac's automated assistance a whole day's programming can be set up and controlled with a minimum of supervision.

What are the benefits? All material that has to be programmed can be contained on compact Fidelipac cartridges, saving the time usually spent cueing discs and other tape machines. All of the material can be recorded at one speed selected by the engineer and played back at that speed without any chance of error. As a result of this efficiency fewer engineering hours are needed to control a day's programming, and this means savings to your personnel in valuable time. To sum up: Fidelipac saves engineering man hours, and you save money! What's more, you get better sound in the bargain.

Write to TelePro Industries for free literature and the name of your nearest Fidelipac distributor. Then polish up the coffee pot!

**TELEPRO INDUSTRIES, INC.** A subsidiary of Defiance Industries  
Cherry Hill Industrial Center • Cherry Hill, N.J. 08034

**TelePro Industries, Inc.** A subsidiary of  
Defiance Industries  
Cherry Hill Industrial Center • Cherry Hill, N.J. 08034

**I need a coffee break! Please send me your free literature and the name of the nearest Fidelipac distributor.**

Name \_\_\_\_\_ Title \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

made for it by Facts Consolidated in the period Oct. 23-26. The poll showed a trend toward a "yes" vote (equal to a vote against pay TV). Statewide the pollsters found 50.5% who said they would vote "yes," 34.5% "no" and 15% with no recorded opinion.

Temperatures were short and arguments frequent last week over the Proposition 15 issue. The Hollywood Chamber of Commerce board of directors recommended a "no" vote, and two motion picture theater chains resigned from the organization. Stanley Warner Theaters and United Artists theater circuit dropped their memberships in protest.

The Los Angeles Better Business Bureau, acting on the insistence of STV, asked the Citizens Committee for Free TV to delete from future advertisements such statements as "this could be the last World Series on free TV" and claims that pay TV was charging as much as \$7.50 a program.

**Choosing Sides** — The National Association for Better Radio and Television came out against Proposition 15 and for the increased competition for audience which pay TV can create.

Three ministerial groups endorsed the proposition to outlaw pay TV on the ground that it would force the public to pay for programs now seen without charge. The Southern California Hotel and Motel Association also went on record as approving Proposition 15.

## ARB plans 1965 start for individual diaries

The American Research Bureau is aiming for a September 1965 start for its projected service using an individual viewing diary instead of the present family viewing diary, Jack L. Gross, director of the advertiser and agency sales division of ARB, told the Rochester, N. Y., chapter of the American Marketing Association last Wednesday (Oct. 28).

He observed that more than 20% of U. S. homes now have two or more sets and added:

"As viewing becomes more and more decentralized, the family viewing diary becomes less and less useful. It will soon be impossible for families to record viewing in one diary if one family member is viewing in the kitchen, another in the living room and still another in a taxicab."

Mr. Gross also reported that ARB plans to institute a market research service using the individual diary to provide product and brand usage information and profile of consumers by brand. Initially, this service will be related to TV viewing, he said, but later ARB will employ a new all-media diary to include newspapers, radio and magazines.

## NABET honors ABC page-boy picket line

Forty page boys employed by ABC in New York went on strike against the network on Tuesday (Oct. 27), and their picket lines were respected by approximately 900 ABC workers belonging to the National Association of Broadcast Employees & Technicians in New York, Los Angeles, Chicago and San Francisco.

The network reported that all radio and television programs were carried on schedule with supervisory and non-union personnel substituting for the absent technicians, publicity men and clerical employees.

ABC announced on Thursday (Oct. 29) that it had filed a suit against NABET for \$5 million in damages in the United States District Court for the Southern District of New York. The network claimed the strike was "unlawful" and violated a no-strike clause in ABC's contract with NABET. It said the action was filed under Section 301 of the Labor-Management Relations Act.

An ABC statement said the pages in New York had gone on strike because of the failure of the company and NABET to reach agreement on a contract covering the pages. A network spokesman said the New York pages have been earning about \$60 a week and want the same wages as pages in Hollywood who are paid \$6 to \$8 more weekly. He added that Hollywood pages "perform duties that carry a higher level of skill."

A NABET official said the union had not called a strike against ABC and that union members were voluntarily observing the page boys' picket lines. The official added that the pages recently voted to join NABET and the union had been seeking to negotiate a contract covering their services at ABC.

NABET and ABC held several meetings during the week in an effort to settle the dispute.

## Two groups apply for WDKD facilities

Two applications for the facilities of WDKD Kingstree, S. C., were filed with the FCC last week. The station was denied license renewal in July 1962 and is now scheduled to go off the air Nov. 22 after two unsuccessful court appeals.

The applicants are Santee Broadcasting Co. and Collins Corp. of Georgia. Each asked that it be granted temporary operating authority when the present licensee ceases operations so the

community will not lose the service of its only broadcast station.

Santee Broadcasting, comprising nine Kingstree residents, is equally owned by Basil Ward, president; William Hewitt Cox, vice president and general manager; R. C. Fennell, secretary; J. B. Clarkson, treasurer, and Cornelius Graham Bass Sr., William E. Jenkinson (mayor of Kingstree), Esadore E. Goldstein, John C. Flagler and Gary C. Meares.

Collins Corp., which is licensee of WBSG Blackshear, WBBT Lyons and WVOH Hazlehurst, all Georgia, is principally owned by Frank K. Graham (55.2%), with Richard C. James Jr., secretary-treasurer, owning 31.6%, and John C. Duggan, vice president, having 5.3% interest. Mr. Graham also owns WGOO Georgetown, S. C.

The FCC refused to renew WDKD's license in mid-1962 on the grounds that disk jockey Charlie Walker broadcast programs that were "coarse, vulgar and suggestive of indecent double meanings" and that E. G. Robinson Jr., owner of WDKD, misrepresented his knowledge of the questioned broadcasts. Mr. Robinson appealed the decision to the U. S. Court of Appeals in Washington and the court upheld the FCC. Early last month he asked the U. S. Supreme Court to review the case but it refused (BROADCASTING, Oct. 19).

## Commission reaffirms Grand Rapids ch. 13 grant

The FCC last week, acting on appeal, upheld its earlier decision granting the application of West Michigan Telecasters Inc. for channel 13 in Grand Rapids, Mich., and denied the petitions for reconsideration of Grand Broadcasting Co., MKO Broadcasting Corp. and Peninsular Broadcasting Co.

The commission also rejected requests by Grand and Peninsular for further oral argument in the case.

In awarding the channel to West Michigan last spring, the commission reversed an initial decision by Hearing Examiner Forrest L. McClenning that favored Grand Broadcasting (BROADCASTING, April 27). At that time the FCC said West Michigan had "established a degree of superiority over all other applicants on the criteria of area familiarity and planning for program proposals."

## Lawlor faces tax charge

Boyd W. Lawlor, formerly vice president and general manager of WJJD Chicago, was charged in New York last week with failing to file U. S. income

tax returns there for 1958 and 1959. Robert D. Morgenthau, United States attorney for the Southern District of New York, said Mr. Lawlor, a former writer and producer of *The Lone Ranger* and *The Green Hornet* radio programs, earned about \$33,000 during the two years, on which a tax of approximately \$10,000 was due.

## Houston FM starts

KLEF(FM) Houston was to start broadcasting on Sunday (Nov. 1). KLEF is a multiplex stereo station and operates from 6 a.m. until midnight on 94.5 mc with 45 kw.

Ronald Schmidt, station vice president and general manager, said that the station would program only classical music.

KLEF is the key station of the Apollo Broadcasting Co. network which also owns KBRG(FM) San Francisco and has an application for a station in St. Louis.

## New occupant at the top

A 20-year lease has been signed with the Empire State building in New York by New Jersey Television Corp., owner of WNJU-TV(ch. 47) Linden, N. J., which is scheduled to go on the air next spring. The new UHF station is headed by Edwin Cooperstein, president and general manager. The lease provides for the location of WNJU-TV's antenna system on top of the Empire State building and its transmitting facilities on the 84th floor.

## Media reports . . .

**PGW expands** ■ Peters, Griffin, Woodward Inc. moved its San Francisco offices to Suite 2102 in the International building. The telephone number YU 2-9188 remains the same. PGW noted the move represents a 25% increase in space.

**Office move** ■ The Thompson-Koch Co., New York, has moved to 90 Park Avenue. Telephone: 972-4141.

**Agency set** ■ KGFJ Los Angeles has appointed Jack Lawlor Advertising, that city, to handle advertising and promotion.

**New study** ■ A radio listening poll of the Iowa City area was compiled by James K. Buckalow, instructor in broadcast journalism at the University of Iowa School of Journalism and news director of the university's radio station, WSUI. The survey reported that KXIC and WSUI, both Iowa City; WMT Cedar Rapids, and WHO Des Moines, all Iowa, were the most popular among the 26 stations mentioned in the 1,338 random sample household study.

BROADCASTING, November 2, 1964

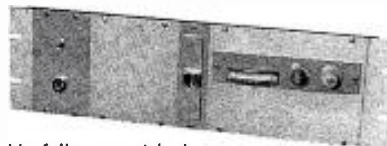


**Let FAIRCHILD  
put teeth  
into your  
sound!**

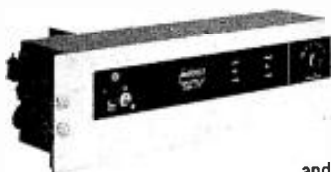
## FAIRCHILD DYNALIZER

The newest approach for the creation of "apparent loudness" — the Dynalizer is an automatic audio spectrum equalizer which redistributes frequency response of the channel to compensate for listening response curves as developed by Fletcher-Munson. Adds fullness and body

to program material. Completely automatic with flexible controls. Easily integrated into existing equipment. Two models available: Model 673 — Dynalizer only (17 db insertion loss.) Model 683 — Complete no loss Dynalizer system (as illustrated.)



## FAIRCHILD CONAX



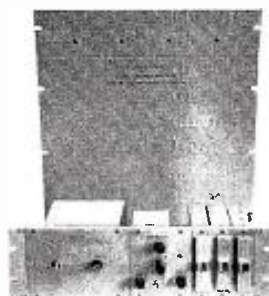
The world-acknowledged device that eliminates distortion problems caused by pre-emphasis curves. Allows higher average program levels through inaudible control of high frequencies. Invaluable in FM broadcast and disc recording. Eliminates stereo splatter problems in multiplex channels. Mono or stereo.

## FAIRCHILD LIMITER

Fast attack stereo limiter with low distortion and absence of thumps. Sum and difference limiting position eliminates floating stereo image, despite amount of limiting used in one of the two channels. Also includes regular channel A and B limiting. Dual controls and dual meters provided. Now used throughout the world in recording and broadcast studios. (Mono model available).



## Introducing the New FAIRCHILD REVERBERTRON



Reverberation now comes in a compact, portable, attractive and rack mountable package 24½" high by 19" wide with the FAIRCHILD REVERBERTRON. The REVERBERTRON, Model 658A, comes complete with mixing system for reverberated to regular signal mixing and contains a unique electronic control of reverberant time. Three time periods available at the flick of a switch — fast (staccato); a moderate time period; and a prolonged time decay for unusual effects.

The compact size of the FAIRCHILD REVERBERTRON and its relatively low cost now allows every studio and broadcaster to have the production-plus of controlled flexible reverberation with the FAIRCHILD REVERBERTRON.

Write to Fairchild — the pacemaker in professional audio products — for complete details:

# FAIRCHILD

FAIRCHILD RECORDING EQUIPMENT CORP., 10-40 45TH AVE., LONG ISLAND CITY 1, N. Y.

# At last, wraps taken off the Dodd report

Claims what subcommittee set out three years ago to prove—TV violence affects children

The Senate Special Subcommittee on Juvenile Delinquency reported last week that "expert testimony and impressive research evidence [show] that a relationship has been conclusively established between televised crime and violence and antisocial attitudes and behavior among juvenile viewers."

An interim report, *Television and Juvenile Delinquency* warns broadcasters to curb programing excesses themselves or face congressional action—"the patience of Congress, though considerable, is not endless."

Relying heavily, but not exclusively, on studies finding that excessive tele-

vised violence is harmful to children—"normal as well as . . . the emotionally disturbed"—the report charges that broadcasters ignore their own program codes and evade responsibility. Despite limited signs of improvement, the report adds, portrayals of violence exceeding reasonable standards "dominate network prime-time programing to the virtual exclusion of shows specifically designed to meet the needs of children."

Having rendered this indictment of television, the report recommends five measures to eliminate abuses and improve programing—basically "self-policing" by broadcasters coupled with still further research into the effects of television on the young.

The report notes that the subcommittee will watch carefully what broadcasters do to reform. The panel, headed by Senator Thomas J. Dodd (D-Conn.), undertook its examination of television with a sensational hearing in 1961, followed by more in 1962 and another this summer.

The sessions were characterized by the views of Senator Dodd, and the report reflects his convictions—and those of academicians invited by the subcommittee—about television's effects on children. The document also has the support—at least the tacit approval—of five subcommittee members who agreed to its publication. But as of last Thursday (Oct. 29) two other members had not indicated their feelings, and it was known that at least one had serious reservations.

The chairman's handling of the subcommittee became an issue in his reelection campaign (BROADCASTING, Oct. 26).

The report says broadcasters haven't fulfilled their repeated promises to curb excesses in violence. The TV networks, it is charged, ignore the advice of their own program watchdogs, although CBS-TV is improving. Individual licensees, it continues, seek "to evade their responsibilities to the community simply by pointing their finger at forces which are beyond their own control."

And, as Senator Dodd stressed at

the most recent hearing (BROADCASTING, Aug. 3), many programs the subcommittee considered bad in 1961 and 1962 sessions now are being syndicated by the networks and are on local stations in even earlier hours than when shown initially on the networks.

The subcommittee recommendations:

**Network Coordination in Child Programing** ■ To provide "good children's programs of a cultural and educational nature" in prime time each week night the networks should coordinate to save any network from bearing the brunt of scheduling problems presented.

**New Programing Standards** ■ Broadcasters should work with the FCC to find "an early agreement" on revisions of the program-report form "so that realistic standards for programing in the public interest [that bear directly on programing for children] are laid out."

The report says the FCC admits its current standards "are inadequate." Direct improvement in programing would be likely to result, the panel assumes, because networks would find it "practical" to accept standards required of their affiliates.

If broadcasters and the FCC don't hurry up and reach agreement on standards ("negotiations have dragged on for far too long"), the subcommittee says, "We may well be moved to seek a legislative remedy. . . ."

NAB staff and policy-making board members agreed last week not to comment on the report at this time.

**Teeth for the Code** ■ Provisions for eliminating excessive violence and crime found in the National Association of Broadcasters TV Code of Good Practice are impressive, the report says. But almost a third of the TV stations don't subscribe, the subcommittee finds, and of those that do none has ever lost its right to display the code of good practice seal because of program violations—and the subcommittee says violation "is chronic if only because [the code] cannot be realistically enforced."

The solution—make the code mandatory. The subcommittee says it is considering an amendment to the Communications Act that would do just that. The self-regulating practices of the National Association of Securities Dealers in conjunction with the Securities and Exchange Commission, backed up by law, are cited as precedent. Initiative, however, should remain "in the hands of the television industry"—not with the government.

**Get the Community View** ■ The subcommittee urges FCC "promulgation of a new . . . rule which makes it mandatory for licensees" to 1) broadcast daily announcements asking what the public wants in children's program-

ONLY  
**WALB-TV**  
ALBANY, GEORGIA 10

ONLY...WALB-TV reaches all of the rich 49 county area surrounding Albany! Contact Venard, Torbet & McConnell, Inc., nationally...or, in the South, contact James S. Ayers Co....for current availabilities!  
Raymond E. Carow, General Manager.

ing and 2) to "conduct an annual statistically valid poll" to determine community views on programing generally and children's in particular.

**And, Finally, More Research** • While it's been clearly shown "television violence can inculcate antisocial attitudes and motivate delinquent behavior in young viewers, much remains to be learned. . . ." How TV interacts with "other environmental forces" and definition of standards for children's programs are suggested as "gap" areas of study.

A joint broadcasting-government committee set up more than two years ago to review and sponsor research (BROADCASTING, July 9, 1962) has made "a promising start," the Senate panel said. But it's not going fast enough and it doesn't seem to have adequate financial support.

The subcommittee urges the joint group to keep the findings spelled out in this report "firmly in mind as the guidelines for its research effort." The Senate group also recommends research grants be made to social scientists abroad—24 of 25 planning grants have been made to people in the U. S.

Long-term studies on the cumulative effect of TV viewing are recommended, as is development of "more effective research tools for measuring and evaluating audience attitudes and responses."



Senator Dodd (I) at last summer's hearing, flanked by Senator Kenneth B. Keating (R-N.Y.)

**Behind Panel's Conclusions** • The data on which the subcommittee based its conclusions was either reviewed or conducted by three men whose words appeared in appendices to the report.

Dr. Peter B. Lejins, University of Maryland sociology professor who served as subcommittee consultant, testified at length on the history of research into effects of the mass media on behavior.

Also in the report are reprints of articles on their own research by Dr. Leonard Berkowitz of the University of Wisconsin who studied behavior of college students confronted by filmed violence and Dr. Albert Bandura, Stanford University professor of sociology, who compared behavior of pre-school children in the face of violence performed on film and by live models.

## Mark Century adds 2 packages from Ullman

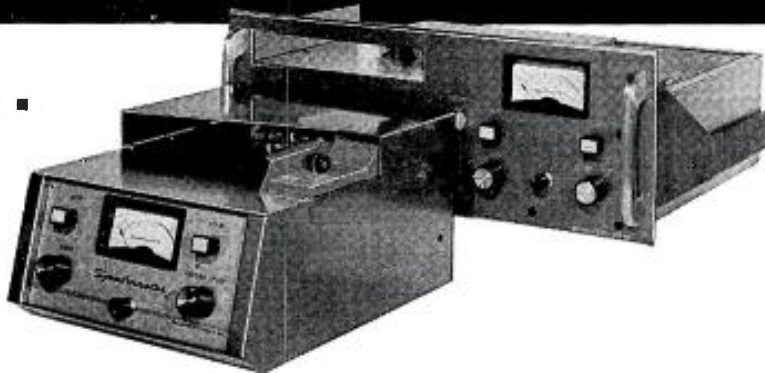
Mark Century Corp., New York, has acquired exclusive rights to "Formatic" and "Big Sound," two radio production packages formerly sold by the Richard H. Ullman Co. Both properties, which are being re-styled, are being offered for sale by the Mark Century Sales Corp.

Mark Century Sales has also moved into its new national headquarters at 3 East 57 Street, New York.

The new properties have been added to Mark Century's "Radio a la Carte" and "Festival Radio."



## NEW 500 SERIES . . . World's Most Advanced Cartridge Tape Equipment



From the established leader in tape cartridge systems —SPOTMASTER—comes today's most advanced units, the 500B series. Featuring all-modular, all-solid-state design and your choice of 1, 2 or 3 automatic electronic cuing tones, the 500B continues the SPOTMASTER tradition of superior quality at sensible prices.

Check these other SPOTMASTER features:

- Meets or exceeds all existing and proposed NAB standards.
- Separate record and reproduce heads. A-B monitoring. Biased cue recording. Zener controlled power supply.
- Popular 500A series, today serving over 1,000 sta-

- tions world-wide, now available at new low prices.
- 14 models match every programming need: recorder-playback and playback-only . . . compact and rack-mount . . . monophonic and stereo.
- Delayed Programming option permits instant deletion of objectionable material from live originations.
- Heavy duty construction throughout, with rugged hysteresis synchronous motors, top specs and performance.
- Lease/purchase option. Ironclad guarantee for one full year.

Write for complete information:

**BROADCAST ELECTRONICS, INC.**

8800 Brookville Rd., Silver Spring, Md. JU 8-4983 (301)



# ABC takes lead in 1st national Nielsen

Beats CBS by 1 point; NBC is 2.3 off pace; in

Arbitrons CBS leads NBC by 0.8, ABC by 1

ABC-TV scored high in a two-week Nielsen report that ended Oct. 11 and average ratings the three networks received in the Arbitrons for the week ended Oct. 28, indicated a continued trend to a possible "horse race" this season.

The highlights:

■ The first "meaningful" national Nielsen ratings report for the season, covering Sept. 28-Oct. 11, gave these average ratings (7:30-11 p.m. period): ABC-TV, 20; CBS-TV, 19; NBC-TV, 17.7.

■ The Arbitron overnights for the seven days ending Oct. 28 gave CBS-TV, 17; NBC-TV, 16.2, and ABC-TV, 16 in average ratings.

In the Nielsen report, ABC placed five, CBS four and NBC one in the top 10; ABC nine, CBS ten and NBC two in the top 20. In the list of 50 top shows, as rated by Nielsen and reported to the networks and advertising agencies and their clients, two World Series games on NBC-TV and *Lassie* on CBS-TV (Sunday, 7-7:30 p.m.) were among the audience leaders. These ratings, however, are not published in the top 50 below as they fell outside of the 7:30-11 p.m. period. The World Series Sunday game received an average rating of 29.2 and on Saturday 25.4, while *Lassie* was rated with 24.9. All three would have placed in the top 20.

## Nielsen Top 50

Sept. 28-Oct. 11

1	Bonanza (NBC)	32.8
2	Bewitched (ABC)	32.3
3	Gomer Pyle (CBS)	29.5
4	My Three Sons (ABC)	27.4
5	Fugitive (ABC)	27.1
6	Dick Van Dyke (CBS)	26.9
7	Petticoat Junction (CBS)	26.1
8	Addams Family (ABC)	25.8
8	Combat (ABC)	25.8
10	Red Skelton (CBS)	25.6
11	Ed Sullivan (CBS)	25.5
12	Andy Griffith (CBS)	25.2
13	Munsters (CBS)	25.0
14	My Favorite Martian (CBS)	24.9
15	No Time for Sgts. (ABC)	24.7
16	McHale's Navy (ABC)	24.5
16	Lucy Show (CBS)	24.5
18	Patty Duke (ABC)	24.2
19	Peyton Place II (ABC)	23.4
20	Flipper (NBC)	23.3
21	Beverly Hillsbillies (CBS)	23.1
22	Voyage to Bottom of Sea (ABC)	22.8
23	Saturday Night Movie (NBC)	22.3

24	Peyton Place I (ABC)	21.9
25	Jackie Gleason (CBS)	21.8
26	Gunsmoke (CBS)	21.7
27	Ben Casey (ABC)	21.5
28	Many Happy Returns (CBS)	21.3
28	Daniel Boone (NBC)	21.3
30	Tycoon (ABC)	21.2
31	Virginian (NBC)	21.1
31	Wendy and Me (ABC)	21.1
33	Donna Reed (ABC)	20.9
33	Walt Disney (NBC)	20.9
35	Gilligan's Island (CBS)	20.7
36	Ozzie and Harriet (ABC)	20.6
37	Farmer's Daughter (ABC)	20.4
38	Sunday Night Movie (ABC)	20.3
93	Broadside (ABC)	20.2
40	Cara Williams (CBS)	20.1
40	Perry Mason (CBS)	20.1
42	Bing Crosby (ABC)	19.9
43	Valentine's Day (ABC)	19.7
43	Shindig (ABC)	19.7
45	Candid Camera (CBS)	19.4
46	I've Got a Secret (CBS)	19.1
47	12 O'Clock High (ABC)	18.8
48	Lawrence Welk (ABC)	18.7
48	Kentucky Jones (NBC)	18.7
48	Wednesday Night Movie (NBC)	18.7

## Arbitron

Rating Share

Friday, Oct. 23

7:30	ABC	Jonny Quest	12.4	23.0
	CBS	Rawhide	17.9	36.0
	NBC	Olympics	9.6	19.0
8:00	ABC	Farmer's Daughter	14.5	29.0
	CBS	Rawhide	17.9	36.0
	NBC	Olympics	11.0	22.0
8:30	ABC	Addams Family	17.4	33.0
	CBS	Entertainers	13.9	26.0
	NBC	Bob Hope	18.7	35.0
9:00	ABC	Valentine's Day	13.5	25.0
	CBS	Entertainers	18.6	35.0
	NBC	Bob Hope	16.7	31.0
9:30	ABC	12 O'Clock High	11.2	21.0
	CBS	Gomer Pyle	23.4	44.0
	NBC	Jack Benny	13.4	25.0
10:00	ABC	12 O'Clock High	12.2	24.0
	CBS	The Reporter	15.1	29.0
	NBC	Jack Paar	15.1	29.0
10:30	ABC	Local	—	—
	CBS	The Reporter	14.9	32.0
	NBC	Jack Paar	15.6	33.0

Saturday, Oct. 24

7:30	ABC	Outer Limits	10.0	20.0
	CBS	Jackie Gleason	19.4	38.0
	NBC	Flipper	13.3	26.0
8:00	ABC	Outer Limits	12.1	22.0

Arbitron  
Rating Share

CBS	Jackie Gleason	23.6	43.0
NBC	Mr. Magoo	10.4	19.0
8:30			
ABC	Lawrence Welk	19.8	34.0
CBS	Gilligan's Island	21.5	37.0
NBC	Democrats (Political)	8.5	15.0
9:00			
ABC	Lawrence Welk	21.5	37.0
CBS	Mr. Broadway	13.0	23.0
NBC	Saturday Movie	18.9	33.0
9:30			
ABC	Hollywood Palace	18.0	32.0
CBS	Mr. Broadway	11.4	20.0
NBC	Saturday Movie	22.3	40.0
10:00			
ABC	Hollywood Palace	15.5	28.0
CBS	Gunsmoke	13.6	25.0
NBC	Saturday Movie	23.3	42.0
10:30			
ABC	Local	—	—
CBS	Gunsmoke	18.9	36.0
NBC	Saturday Movie	21.6	41.0
Sunday, Oct. 25			
7:30			
ABC	Wagon Train	11.5	21.0
CBS	My Favorite Martian	21.7	40.0
NBC	Walt Disney	17.4	32.0
8:00			
ABC	Wagon Train	12.6	21.0
CBS	Ed Sullivan	24.6	40.0
NBC	Walt Disney	20.8	34.0
8:30			
ABC	Broadside	11.7	20.0
CBS	Ed Sullivan	29.1	50.0
NBC	Bill Dana	12.9	22.0
9:00			
ABC	Sunday Movie	14.3	24.0
CBS	Living Doll	15.1	26.0
NBC	Bonanza	25.6	43.0
9:30			
ABC	Sunday Movie	14.6	25.0
CBS	Joey Bishop	9.9	17.0
NBC	Bonanza	28.8	50.0
10:00			
ABC	Sunday Movie	14.4	27.0
CBS	Candid Camera	19.7	37.0
NBC	Rogues	15.2	28.0
10:30			
ABC	Sunday Movie	14.0	30.0
CBS	What's My Line	15.8	34.0
NBC	Rogues	14.1	30.0
Monday, Oct. 26			
7:30			
ABC	Voyage to Bottom of the Sea	16.9	31.0
CBS	To Tell the Truth	14.9	27.0
NBC	90 Bristol Court	11.5	21.0
8:00			
ABC	Voyage to Bottom of the Sea	19.9	33.0
CBS	I've Got a Secret	19.8	33.0
NBC	90 Bristol Court	9.9	16.0
8:30			
ABC	No Time for Sergeants	19.1	32.0
CBS	Andy Griffith	25.7	43.0
NBC	90 Bristol Court	8.0	13.0
9:00			
ABC	Wendy and Me	14.6	24.0
CBS	Lucy Show	21.3	36.0
NBC	Andy Williams	17.0	28.0
9:30			
ABC	Bing Crosby	14.3	26.0
CBS	Many Happy Returns	12.9	23.0
NBC	Andy Williams	19.8	36.0
10:00			
ABC	Ben Casey	18.4	37.0
CBS	Slattery's People	13.3	27.0
NBC	Alfred Hitchcock	13.2	26.0
10:30			
ABC	Ben Casey	20.3	43.0
CBS	Slattery's People	11.6	25.0

		Rating	Arbitron Share
Tuesday, Oct. 27			
7:30			
ABC	Combat	18.9	34.0
CBS	Local	—	—
NBC	Mr. Novak	17.8	32.0
8:00			
ABC	Combat	20.7	35.0
CBS	World War I	5.8	10.0
NBC	Mr. Novak	19.0	32.0
8:30			
ABC	McHale's Navy	16.9	28.0
CBS	Red Skelton	26.1	43.0
NBC	Man from U.N.C.L.E.	13.0	22.0
9:00			
ABC	Tycoon	16.1	26.0
CBS	Red Skelton	28.1	45.0
NBC	Man from U.N.C.L.E.	14.2	23.0
9:30			
ABC	Peyton Place I	23.9	42.0
CBS	Petticoat Junction	18.3	32.0
NBC	GOP Political	10.1	18.0
10:00			
ABC	Fugitive	24.5	47.0
CBS	Doctors & Nurses	16.1	31.0
NBC	Campaign & Candidates	7.8	15.0
10:30			
ABC	Fugitive	24.5	51.0
CBS	Doctors & Nurses	14.7	31.0
NBC	Campaign & Candidates	6.0	13.0
Wednesday, Oct. 28			
7:30			
ABC	Ozzie & Harriet	17.0	32.0
CBS	Face the Nation	7.9	15.0
NBC	Virginian	21.5	40.0
8:00			
ABC	Patty Duke	17.4	32.0
CBS	Local	—	—
NBC	Virginian	22.7	41.0
8:30			
ABC	Shindig	18.8	32.0
CBS	Johnson-Democrats	9.9	17.0
NBC	Virginian	25.9	45.0
9:00			
ABC	Mickey	10.8	19.0
CBS	Dick Van Dyke	19.8	34.0
NBC	Wednesday Movie	20.3	35.0
9:30			
ABC	Burke's Law	15.6	29.0
CBS	Cara Williams	13.0	24.0
NBC	Wednesday Movie	19.4	37.0
10:00			
ABC	Burke's Law	16.2	31.0
CBS	Danny Kaye	16.3	31.0
NBC	Wednesday Movie	20.0	38.0
10:30			
ABC	Politics '64	2.3	5.0
CBS	Danny Kaye	17.6	38.0
NBC	Wednesday Movie	19.1	42.0

# Young viewers raise new program ratings

Average nighttime show ranks about the same as counterpart did in 1963, TVQ reports

Audiences rate the appeal of this fall's nighttime network television programming on a par with last year's—thanks mostly to the new shows.

The new programs, in turn, are indebted almost entirely to younger viewers for their above-average popularity.

These findings stand out in a special analysis prepared for BROADCASTING by the TVQ service of the Home Testing Institute, market research firm of Manhasset, N. Y.

TVQ, now in its seventh year, undertakes to measure the "basic appeal" of TV programs by polling different but matched national samples of 1,000 families 12 times a year. The TVQ score is the proportion of people who, having said they are familiar with a program, also say it is "one of my favorites."

The current findings on 1964-65 programs, based on polling conducted Oct. 10-19, show the average nighttime program's TVQ is 28—exactly the average a year ago. This is one point below the 1961 and 1962 averages and one above the 1960 average.

Where the average TVQ score for all nighttime programs is 28, however, the average for the shows introduced this year is 30—and among younger viewers the average for some new-program categories ranges into the 60's.

**Choice of Youth** ■ Children (ages 6-11) and teen-agers (12-17) traditionally give higher TVQ scores than do viewers in older age brackets. Among chil-

dren for example, the average TVQ for all programs is 40, and among viewers in the 12-17 age group it is 34. But in scoring this fall's 37 new programs both of these age groups far exceeded their customary levels.

The 21 new comedies, for example, drew an average TVQ score of 60 among children and 45 among viewers in the 12-17 age bracket. The six new adventure shows averaged 64 and 42.

In contrast, viewers in the 18-34, 35-49 and over-50 brackets consistently gave both of these categories TVQ scores below the category averages and the all-new-program average.

Thus the new adventure programs, which as a whole had an average TVQ score of 31, averaged 23 among viewers in the 18-34 age group, 22 among those in the next oldest group and 18 among viewers aged 50 and over. The comparable averages in the new-comedy category were 22, 19 and 17—as compared to an overall average of 30 when the high scores given by younger viewers are figured in.

The new programs in the drama category had an average TVQ score of 22, eight points below the average for all new programs and six points below the average for all nighttime shows, old and new. The new dramas got their highest score in the 12-17 age group (33 average), in the 6-11 bracket (27 average) and in the 18-34 group (23 average). Among viewers above 35 the new-drama

Average TVQ scores, all evening network programs  
By program type—1960-1964

	Oct. 11 1964	Nov. 1963	Nov. 1962	Nov. 1961	Nov. 1960		Oct. 11 1964	Nov. 1963	Nov. 1962	Nov. 1961	Nov. 1960
Program type											
Total—all types <sup>1</sup>						Average TVQ	22	25	29	28	38
No. of programs	97	91	102	110	116	Quiz & Panel					
Average TVQ	28	28	29	29	27	No. of programs	5	6	7	5	8
Adventure						Average TVQ	23	25	23	25	25
No. of programs	7	3	3	6	9	Suspense & Mystery					
Average TVQ	33	30	36	27	24	No. of programs	6	9	6	17	19
Comedy						Average TVQ	28	28	27	30	30
No. of programs	38	22	29	34	28	Variety <sup>2</sup>					
Average TVQ	29	30	30	30	31	No. of programs	10	10	7	5	4
Drama						Average TVQ	24	23	26	21	26
No. of programs	11	15	17	10	8	Western					
Average TVQ	28	28	29	29	24	No. of programs	5	8	13	15	21
Musical <sup>3</sup>						Average TVQ	37	38	34	30	31
No. of programs	5	6	6	5	5	<sup>1</sup> Miscellaneous programs like sports, movies, etc., included in total although not shown as separate categories.					
Average TVQ	27	23	26	30	31	<sup>2</sup> Includes musical variety.					
News & Documentary						<sup>3</sup> Includes comedy variety.					
No. of programs	5	5	8	6	3						

## NBC has 5, CBS 3, ABC 2 of TVQ's top 10

The top 10 network television programs in TVQ's second October report are shown here, plus the six highest and six lowest scoring new shows. Scores are for the 10-day period that started Oct. 10. They

compare with an average of 28 for all nighttime (7:30-11 p.m. EST) programs and an average of 30 for all new nighttime shows. All material is copyright by the Home Testing Institute Inc., 1964.

Rank	Program	Age groups					
		Total audience	6-11 TVQ*	12-17 TVQ*	18-34 TVQ*	35-49 TVQ*	50 plus TVQ*
1	Bonanza (NBC)	53	56	61	47	50	55
2	Walt Disney (NBC)	48	75	51	42	45	39
3	Bewitched (ABC)	47	77	68	44	34	21
4	Fugitive (ABC)	46	36	57	55	43	34
5	Beverly Hillsbillies (CBS)	44	75	53	33	33	42
6	Flipper (NBC)	43	79	56	27	23	32
6	Gomer Pyle (CBS)	43	71	64	42	32	31
8	Saturday Night Movie (NBC)	41	44	48	43	42	31
9	Daniel Boone (NBC)	40	73	54	32	27	29
10	Dick Van Dyke (CBS)	39	49	51	39	36	31

\*Percentage of those who, having said they are familiar with a program, also say it is "one of my favorites."

Top six new shows			Bottom six new shows		
Rank	Program	Total audience TVQ	Rank	Program	Total audience TVQ
1	Bewitched (ABC)	47	1	Mr. Broadway (CBS)	15
2	Flipper (NBC)	43	2	Bing Crosby (ABC)	16
2	Gomer Pyle (CBS)	43	3	Entertainers (CBS)	17
4	Daniel Boone (NBC)	40	4	Baileys of Balboa (CBS)	18
5	No Time for Sgts. (ABC)	36	4	Slattery's People (CBS)	18
5	Voyage to Bottom of Sea (ABC)	36	6	Valentine's Day (ABC)	19

average was about 18.

NBC's *Bonanza* scored a 53 TVQ to head the list in the mid-October polling. ABC's *Bewitched* had a 47 to lead the new shows, and CBS's *Mr. Broadway* was on the bottom of the new entries with a 15 (see above).

Taking old and new nighttime (7:30-11 p.m.) programs together, TVQ found that the adventure, musical and variety categories were exceeding their average scores of a year ago; the comedy, quiz-panel, news-documentary and western categories were down, and the suspense-mystery classes were holding even.

Trends over the past five years are shown in the table on page 60, which covers both new and established programs in each year.

## IATSE wants residuals on TV film programs

Members of the International Alliance of Theatrical Stage Employees—the cameramen, stage hands, film editors, publicists and some 20 other occupational groups who work behind the cameras—will receive residual payments for their work on TV film programs just as the actors and writers do if they win acceptance of the terms they have

outlined for a new contract with the film producers.

The IATSE demands were published last week under a requirement which calls for their submission to the Association of Motion Picture and Television Producers 90 days before the expiration of the current contract on Jan. 31, 1965.

Other major IATSE demands include a wage increase of 15% or 65 cents an hour, whichever is greater; extra pay for pay-TV films, a percentage of the producer's revenue from the sale of motion pictures to free or pay television, at home or abroad; increased employer contributions to the pension and health-and-welfare plans and a prohibition against foreign "runaway" production.

The demands for residual payments for TV reruns from the sale of motion pictures which went into production after Jan. 31, 1960, and for work on films produced for original release on pay television are that IATSE members shall receive sums "equal to the highest payments, compensation and/or wage adjustments for such respective types of motion pictures previously or hereafter negotiated by the producer with any other union or guild."

For films sold to television abroad, IATSE asks the producer to make a contribution to the motion picture pension plan, again "equal to the largest percentage contribution previously or

hereafter negotiated by the producer with any other union or guild." Producers are also asked to add 20 cents an hour per employee to their payments to the pension plan and to boost their payments to the health-and-welfare plan by 22½ cents an hour per employee.

The proposed new contract would go into effect Feb. 1, 1965, and continue through July 31, 1967.

## Health group asks NBC to reconsider VD show

The American Health Association has asked NBC to reconsider its decision not to broadcast a two-part drama dealing with a high school student who contracts a venereal disease. The association said that the two broadcasts would help alert the public to the increase of venereal disease among young people.

Metro-Goldwyn-Mayer, which produces the shows in question for NBC, notified the network that it wanted to prepare a two-part series about venereal disease. The initial part was to be presented on *Mr. Novak*, in which the high school teacher protagonist of the program learned that a student had VD. In the second episode, on *Dr. Kildare*, the male student would be treated for the disease.

A script written for the *Mr. Novak* episode was submitted by MGM, but was rejected by NBC. It was understood that NBC officials believed that a valid treatment of the subject would have to include passages and dialogue containing a discussion of sexual intimacies, which they considered inappropriate for television and especially for the *Mr. Novak* show.

## Bourgholtzer back in Moscow for NBC News

NBC News is back in Moscow for the first time since March 1963 when the network was ordered to close its bureau there after broadcasting two documentaries dealing with the death of Stalin and the rise of Khrushchev. Frank Bourgholtzer, who represented NBC in the Russian capital until expelled, arrived in Moscow Oct. 26 with two television cameramen.

The correspondent has been admitted on a tourist visa. NBC has wired the Russian government, asking that Mr. Bourgholtzer be allowed to reopen the Moscow bureau.

The documentaries in 1963 were broadcast Jan. 27 and Feb. 3. Mr. Bourgholtzer was ordered to close the bureau and leave the country on March 15. He had been in Moscow for NBC since 1961.

# 'Open door policy' on programs

TV program source development group invites producers and syndicators to join in search for more TV shows

The new group of telecasters intent on developing new TV program sources took a second step forward last week when its program development committee met in Chicago and declared an "open-door policy" to all syndicators and producers, in addition to TV operators, in an attempt to get a complete background to report to the full membership, which will hold a meeting Dec. 1-2 in New York.

The telecasters first met at WGN-TV Chicago (BROADCASTING, Sept. 14) to discuss their program problems. The meeting was called by Ward L. Quaal, executive vice president and general manager of WGN Inc., and the group decided to band together at that time. The group's initial hopes are to produce film and video-tape features, syndicated series, etc., on a cooperative basis.

Last week's committee meeting was primarily organizational, and the committee, headed by William Michaels, vice president for television of Storer Broadcasting Co., will make its recommendations to the general meeting in December. It is to recommend the basic structure and membership of the group and propose how to best "encourage and assist the production of additional film program product of all types for television."

Mr. Michaels said the group's primary aim now is to gather ideas for programming advances. He said "all of the members of our committee have pledged full and conscientious effort to make themselves available in their various geographic locations between now and Dec. 1 to hear out any and all suggestions from the trade as to how the over-all group can best devote its efforts." He said many ideas had already been advanced, but the complexity of the problems involved necessitated help

from "the people who are either going to respond to or reject the actions we eventually take—the people who actually produce or distribute the shows. We not only welcome but seek their counsel."

He said the committee's primary need is for advice "as to how we can best encourage new product and remove whatever barriers are standing in the way of additional production—including finances."

Besides Mr. Michaels, the committee includes Richard Krolik, program manager of Time-Life Broadcast Inc.; Richard Shiveley, executive vice president of Polaris Corp.; Thomas Jones, executive program manager of Triangle Publications Inc. stations; Thomas (Al) Bland, vice president in charge of programming for Crosley Broadcasting Corp., and Dalton Dannon, who is director of film programming for Golden West Broadcasters.

## MBS pays \$250,000 for Liston-Clay bout

Mutual has obtained the exclusive radio rights in the U.S. and Canada to the Cassius Clay-Sonny Liston heavyweight championship fight in Boston on Nov. 16, it was announced last week by Robert F. Hurleigh, president of MBS. The price for the rights was given at \$250,000.

The bout will be sold to four advertisers with commercials rotated. Three sponsors already signed are Schick Safety Razor Co., Culver City, Calif., through Compton Advertising, Los Angeles; Pepsi-Cola Co., New York, through BBDO New York; and Chemical Compounds Inc. Division of Studebaker Corp., South Bend, Ind. (STP motor additive) through Standart and O'Hern, Kansas City, Mo.

Mutual obtained the rights from Intercontinental Promotions, promoter of the event. The first Clay-Liston fight last February was broadcast on ABC Radio, which paid \$115,000 for the rights. ABC Radio paid \$300,000 for the first Patterson-Liston fight in 1962, said to be a record for radio rights to a boxing match.

The fight will be carried on closed-circuit theater television and will not be available on home sets. Mutual has granted the Canadian rights to the Canadian Broadcasting Corp.



## WTRF-TV STORY BOARD

7

Rep Petry\*

REVIVAL! A gullible man is one who thinks his daughter has got religion when she comes home with a Gideon Bible in her suitcase!

wtrf-tv Wheeling

GALS! It's nice to have an hour glass figure but be careful so all the sand doesn't shift to the bottom!

Wheeling wtrf-tv

HANDICAPPED golfer is one who is playing with his boss.

wtrf-tv Wheeling

FASHION! A sack dress doesn't always conceal a slip.

Wheeling wtrf-tv

UNMENTIONABLES! You never hear about the guy who started at the bottom and stayed there. Nor does anyone mention poor Texans, clean bums, smart blondes, uneasy payments and well-fed writers. Wish some of your wealthy bums would contribute some of your 'unmentionables' to our list, be pleased to add them to Story Board.

wtrf-tv Wheeling

REMEMBER when the moon figured in love songs and not in the national budget?

Wheeling wtrf-tv

LADIES, you can now buy bathing suits for a ridiculously low figure!

wtrf-tv Wheeling

FALL! He stood in the museum, gazing rapturously at a portrait of "Spring," a pretty girl dressed only in a few strategically placed green leaves, when his wife caught up with him. "Well," she snapped, "what are you waiting for—autumn?"

Wheeling wtrf-tv

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# ASCAP getting ready to gloat?

Its president hints rival BMI may be neutralized this year

The president of the American Society of Composers, Authors and Publishers told ASCAP members last Thursday (Oct. 29) that some of their "BMI problems" might be resolved by the end of the year.

He said this might come about in the disposition of current music-license lawsuits brought by television and radio broadcasters, or by action of the Justice Department.

The basic "BMI problem" that ASCAP has historically complained about is that BMI—Broadcast Music Inc., ASCAP's only major competitor—was formed and is owned by a group of broadcasters. ASCAP contends U. S. broadcasters are engaged in a conspiracy to favor BMI music over ASCAP music, and has repeatedly demanded that BMI be divorced from broadcasting ownership.

ASCAP President Stanley Adams's observations therefore were interpreted as suggesting that some change in BMI's status might be contemplated in negotiations involving current litigation over new TV and radio music licenses. This speculation was probably encouraged by the recollection that an All-Industry Television Music License Committee once entertained—but later overwhelmingly rejected—a proposal that would have reduced TV stations' ASCAP music rates but would have required broadcasters to give up BMI (BROADCASTING, March 12, 1962, et seq.).

**No Deal** ■ Representatives of both the current All-Industry TV committee

and the All-Industry Radio Music License Committee, queried after Mr. Adams made his remarks at a semi-annual ASCAP membership meeting in New York, denied that they were in any way involved in anything affecting BMI or its status.

Both groups have met intermittently with ASCAP officials—the All-Industry TV Committee more often than the radio group—to explore the possibility of settling their respective lawsuits by negotiation. But no agreement has been reached, and representatives of both committees said Thursday that no question relating to BMI was involved.

In addition it was recalled that Judge Sylvester J. Ryan of the U. S. Southern District Court in New York, who is presiding over the litigation, had ruled BMI divestiture out of consideration in the round of negotiations initiated last summer to seek settlements for all major music-license disputes currently pending (BROADCASTING, July 20).

Mr. Adams said ASCAP is "aiming for a determination of the issues" in the television and radio rate cases by the end of this year. He said this determination might come by litigation or by agreement.

He did not say what "BMI problems" might be resolved, but indicated at another point that he considered them major. Reporting on an ASCAP committee recommendation that BMI members be made ineligible to serve on the ASCAP board, he said that although he agreed with the principle, this was not a "propitious" time to act.

The reason, he said, was that the rate cases are still pending in court and the Justice Department "has not yet concluded its investigation of BMI," and ASCAP shouldn't divert its attention from the larger BMI problem.

Justice Department investigators have looked into BMI operations off and on over the years but have not acceded to ASCAP's demand that BMI should at least be forced to operate under a consent decree similar to the one governing ASCAP. There were reports that an-

## ABC-TV renews show

20th Century-Fox reported last week that ABC-TV has renewed three of the film studio's TV series for the balance of the current season. All are new shows this season. They are: *12 O'Clock High*, Friday, 9:30-10:30 p.m.; *Valentine's Day*, Friday, 9-9:30 p.m., and *Voyage to the Bottom of the Sea*, Monday, 7:30-8:30 p.m.

other Justice study of BMI was in progress several months ago, but there have been no signs of activity recently. It is understood, however, that the government investigation is still alive.

**More Court Action** ■ Meanwhile the All-Industry Television Committee last Thursday filed a petition asking Judge Ryan to set ASCAP music fees under the form of license currently used by broadcasters. This move followed the U. S. Supreme Court's refusal last summer to reconsider lower court decisions holding that ASCAP is not required to offer a new type of license that the committee had sought.

The new license would have made it unnecessary for TV stations to pay ASCAP for ASCAP music in syndicated programming, but with the Supreme Court's turn-down the committee went back to the old form of license and asked that "reasonable fees" be set under that.

ASCAP had offered, after the Supreme Court refusal, to hear the TV group's appeal, to renew the old TV licenses on the same terms formerly in effect. The all-industry group rejected this offer as unacceptable.

Last Thursday's petition for the court to fix the fees is prelude to a rate hearing but does not rule out the possibility of a negotiated settlement.

In answer to queries after President Adams' remarks, Charles Tower of Corinthian Broadcasting, current chairman of the All-Industry TV Committee, noted that the rate petition was filed in accordance with procedures specified in ASCAP's consent decree.

"This does not mean that a negotiated settlement is impossible," he said. "We are open for negotiations at any time they may be fruitful. But as far as this committee is concerned, BMI is not a part of the negotiation. The committee is just as determined as ever to get a fair rate for music for TV stations."

**Radio Rates** ■ In the radio music license case, the All-Industry Radio Committee, headed by Robert Mason of WMRN Marion, Ohio, is seeking a 22%

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reduction in radio station rates and ASCAP is seeking a 22% increase.

Other ASCAP officials indicated that the society will move to establish fees for the use of its music on pay television when pay TV passes beyond "the experimental stage." There have been indications that ASCAP will move to license CATV operators before pay TV, however.

A preliminary financial report showed that for the first eight months of this year ASCAP's revenues included \$27,375,832 from licensees, \$215,950 in interest on U. S. treasury notes and \$123,556 in dues. After \$5,108,182 in salary and expenses for ASCAP's home and branch offices, the amount left for distribution to members was put at \$22,616,156.

Mr. Adams had indicated earlier that television and radio account for about 85% of ASCAP's domestic distribution.

## 'Theft' of 'Shindig' audio may bring suit

In a move to stamp out what it asserts to be "broadcast piracy," ABC and its Hollywood subsidiary, Selmur Productions, announced Wednesday (Oct. 28), that they are considering legal action against several radio stations which, they said, have illegally recorded or obtained recordings of ABC-TV's Oct. 7 telecast of *Shindig*.

The "pirate stations" were alleged to have rebroadcast the segments removed from *Shindig* (including one featuring The Beatles) as part of their local programming.

A spokesman for ABC would not identify the stations said to be involved, or if the network and Selmur have already filed suit.

## NER grants funds for educational radio shows

Five program grants, one for a series by Arch Oboler, were made last week by National Educational Radio, the radio division of the National Association of Educational Broadcasters, at NAEB's annual convention in Austin, Tex. Funds for the creative production awards came from a grant by the National Home Library Foundation.

Mr. Oboler, a veteran radio writer, will write, produce and direct a series of 13 dramas in collaboration with educational outlet KEBS(FM) San Diego. NER, only two months old, hopes the program awards will help spark "a first-rate program service for the American people."

Other grants went to WDET-FM Detroit, station WHA-AM-FM Madison, Wis., and WRVR(FM) New York (a

joint grant); WBGO(FM) Newark, N.J., and WKAR-AM-FM East Lansing, Mich.

Final arrangements for the grants, NER said, will be worked out with the recipients about Nov. 15.

## Film sales . . .

*Golden Gallery* (Walter Reade-Sterling): KTTV(TV) Los Angeles.

*The Lloyd Thaxton Show* (MCA-TV): WEAU-TV Eau Claire, Wis.; WIS-TV Columbia, S. C., and KLFY-TV Lafayette, La.

*Thriller* (MCA-TV): KGBT-TV Harlingen, Tex.

*Anthology* (MCA-TV): KRLD-TV Dallas-Fort Worth.

*Love That Bob* (MCA-TV): KCRI(TV) Reno and WTVJ(TV) Miami.

*M-Squad* (MCA-TV): WBRC-TV Birmingham, Ala.

*Leave It to Beaver* (MCA-TV): WZZM-TV Grand Rapids, Mich.

*The Lieutenant* (MGM-TV): Kvos-TV Bellingham, Wash.; KODE-TV, Joplin, Mo., and KONA-TV Honolulu.

*Zero One* (MGM-TV): KOIN-TV Portland, Ore.; WFMJ-TV Youngstown, Ohio, and WKYT(TV) Lexington, Ky.

*MGM Cartoons* (MGM-TV): KFDM-TV Beaumont and KOSA-TV Odessa-Midland, both Texas; KVOO-TV Tulsa, Okla.; WDBJ-TV Roanoke, Va., and WAIL-TV Atlanta.

*Passing Parade* (MGM-TV): WDBO-TV Orlando, Fla.

*Christmas in the Holy Land* (MGM-TV): KHJ-TV Los Angeles.

*Our Gang Comedies* (MGM-TV): KBOI-TV Boise, Idaho, and WFBC-TV Greenville, S. C.

*Northwest Passage* (MGM-TV): KOOL-TV Phoenix, and KOLD-TV Tucson, both Arizona.

*The Islanders* (MGM-TV): KONA-TV Honolulu.

*The Making of the President, 1960* (Wolper): WROC-TV Rochester, N. Y.; WPIX(TV) New York, and WTCN-TV Minneapolis-St. Paul. Now in 25 markets.

*Superman* (Wolper): WPTV(TV) West Palm Beach, Fla.; WTEV(TV) New Bedford, Mass., and KLZ-TV Denver.

*Flamingo Features* (Wolper): WLBZ-TV Bangor, Me. and WKBW-TV Buffalo, N. Y.

*A Thousand Days* (Wolper): WJW-TV Cleveland, Ohio.

*Olympiad 1964* (Wolper): KCRA-TV Sacramento, Calif.; KLAS-TV Las Vegas, and WPIX(TV) New York.

*30/62's* (MGM-TV): KOSA-TV Odessa-Midland, Tex.; WRVA-TV Richmond, Va.; KTWO-TV Casper, Wyo.; KFBB-TV Great Falls, Mont.; WJBF(TV) Augusta, Ga.; WKTU(TV) Utica, N. Y.; KCRG-TV Cedar Rapids, Iowa; WDBJ-TV Roanoke, Va., and KMVT(TV) Twin Falls, Idaho.

*30/61's* (MGM-TV): KMVT(TV) Twin Falls, Idaho; WRVA-TV Richmond, Va.; WKTU(TV) Utica, N. Y., and KCRG-TV Cedar Rapids, Iowa.

*Pre-48's* (MGM-TV): KFME(TV) Fargo, N. D.; WPTA(TV) Fort Wayne, Ind.; WOLO-TV Columbia, S. C.; WGTU(TV) Athens, Ga.; WTVM(TV) Columbus, Ga.; WDBJ-TV Roanoke, Va.; WJXT(TV) Jacksonville, Fla.; Kvos-TV Bellingham, Wash.; WTVU(TV) Rockford, Ill., and WFMJ-TV Youngstown, Ohio.

*Volume 7 and 8* (Seven Arts): Wow-TV Omaha.

*Volume 2* (Seven Arts): WJW-TV Cleveland.

*Volume 7* (Seven Arts): KVOA-TV Tucson.

*Special Features* (Seven Arts): WRVA-TV Richmond, Va. and WWL-TV New Orleans.

*A Christmas Carol* (Seven Arts): WHYN-TV Springfield, Mass.; WFMV-TV

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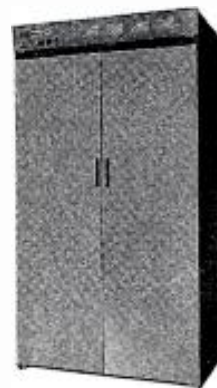
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Greensboro, N. C.; WAVE-TV Louisville, Ky.; WSBT-TV South Bend, Ind. and WOI-TV Ames, Iowa.

*Boston Symphony Orchestra* (Seven Arts): WREX-TV Rockford, Ill. and WSCS-TV Pullman, Wash.

*En France* (Seven Arts): WGAL-TV Lancaster, Pa.; WHYN-TV Springfield, Mass., and KCRA-TV Sacramento, Calif.

*The Thin Man* (MGM-TV): WHIO-TV Dayton, Ohio.

*Pete Smith Specialities* (MGM-TV): WLAC-TV Nashville.

*40/64's* (MGM-TV): WCCO-TV Minneapolis-St. Paul; WJXT-TV Jacksonville, Fla.; WKTV-TV Utica, N. Y.; KCRG-TV Cedar Rapids, Ia.; KVOS-TV Bellingham, Wash.; KORK-TV Las Vegas; KOTV-TV Tulsa, Okla.; KGMB-TV Honolulu; KTBC-TV Austin, Tex., and KOCO-TV Oklahoma City.

*30/63's* (MGM-TV): KGUN-TV Tucson, Ariz.; WBIR-TV Knoxville, Tenn.; WKTV-TV Utica, N. Y.; WTOL-TV Toledo, Ohio; KOCO-TV Oklahoma City; KOLO-TV Reno, and WFMJ-TV Youngstown, Ohio.

*The Law and Mr. Jones* (Four Star): KTVU-TV Oakland-San Francisco; WBIR-TV Knoxville, Tenn., and KALB-TV Alexandria, La.

*Richard Diamond* (Four Star): KBTU-TV Denver; KIVA-TV Yuma, Ariz.; KNTV-TV San Jose, Calif.; KAKE-TV Wichita, Kan.; WCNV-TV Watertown-Carthage, N. Y., and WXYZ-TV Detroit.

*The Detectives* (Four Star): WCTV-TV Tallahassee, Fla.-Thomasville, Ga. and WTKR-TV Meridian, Miss.

*The Titan and Over There* (Four Star): WMAR-TV Baltimore; WBRC-TV Birmingham, Ala.; KTVI-TV St. Louis; WCSH-TV Portland, Me.; KTHV-TV Little Rock, Ark., and KPTV-TV Portland, Ore.

*Spectacular Showcase* (Four Star):

WBRC-TV Birmingham, Ala.; WMAR-TV Baltimore; KTVI-TV St. Louis; WCSH-TV Portland, Me.; WLOS-TV Asheville, N. C.; WTVJ-TV Miami; KTHV-TV Little Rock, Ark.; KPTV-TV Portland, Ore., and WTVD-TV Durham, N. C.

## Too much TV seen as cause of child ills

Children can become ill from too much television viewing, according to a study reported last week to the American Academy of Pediatrics. The illness was named the "tired-child syndrome" by two Air Force doctors who discovered it.

Fatigue, loss of appetite, depression, headaches and vomiting were described as the symptoms of the illness in a report prepared by Richard M. Narkewicz and Stanley N. Graven, both captains in the Air Force Medical Corps. The report was based on a study of 30 children treated at two Air Force base hospitals in Texas and Washington. A summary of the report:

The children in the study were brought to the hospital by their parents. A common pattern of excessive television viewing was discovered after questioning the children and their parents. The 30 youngsters, between 3 and 12 years old, had been watching television an average of three to six hours daily on weekdays and six to ten hours daily on weekends.

Another Air Force study of 160 children revealed weekday television watching of two and one half hours daily with six hours daily on weekends. These children did not suffer from the "tired-child syndrome."

Some sensitive children, according to the Narkewicz-Graven report, became so tired that they could not participate in other activities, and were only able to watch more television.

Parents were advised to stop all tele-

vision viewing by their children and have them engage in "reasonably vigorous physical activities immediately after school and quiet recreational activities in the evening."

Twelve children who discontinued television completely improved within a week and were completely cured of the syndrome within two to three weeks. The other 18 were allowed to watch television up to two hours daily and all but four of them lost all symptoms within three to six weeks.

The four remained nervous and excitable after a month of limited viewing, "but ate and slept well and had no further difficulty with vomiting . . . headaches or fatigue."

Twenty-six cases were followed for several months. Many of the children resumed their television habits. All but 9 of the 26 had a recurrence of symptoms.

The *New York Times* last week published the results of the newspaper's survey gauging parents' reaction to the Narkewicz report and to a warning by the Dodd subcommittee against "excessive" crime and violence shown on television during popular viewing hours for children (see page 56).

In the *Times* survey "middle-class" parents in the New York area were informally polled.

Parents were said to be generally concerned about the amount of "violence and sex" portrayed on television. They were reported to be even more vigorously concerned about "the lack of quality programs."

Television viewing time by children varied from a half-hour to as much as six hours a day. The amount of time spent viewing decreased as children reached school age. Several parents said that "a specific program" caused children's reactions ranging from fear to chronic nightmares. Others criticized programs under discussion, but said their children were not affected.

A number of parents insisted that more quality is needed in programming for children, but were not sure how this could be done. They were generally critical of proposals for a "full-scale" Senate investigation—when that possibility was suggested by the *Times* pollsters.

## Radio series sales . . .

*Dr. Paul* (Charles Michelson): WUST Washington.

*The Shadow* (Charles Michelson): WGPA Bethlehem, Pa.

*Anniversaries in Sound* (Triangle): WGON Munising, WBRN Big Rapids, WKLA Ludington and WHFB Benton Harbor, all Michigan; WBBW Youngstown, WHBC Canton, WGER Dover and WTIG Massillon, all Ohio; WEDO Pittsburgh, WNOW York, WAEB Allentown,



WRAW Reading, WHP Harrisburg and WILK Wilkes-Barre, all Pennsylvania; WEAV Plattsburgh, WNBZ Saranac Lake, WYKW Troy, all New York; WPTF Raleigh, N. C.; WSPB Sarasota, Fla.; KOTA Rapid City, S. D., and KFAB Omaha.

*Jimmy Fidler in Hollywood* (Jimmy Fidler): Kewi Topeka, Kan.; KUTI Yakima, Wash., and WKSJ Jamestown, N. Y.

*July 4 1776* (Woroner Productions): WTRX Flint, Mich., and WAAB Worcester, Mass.

*Motor Racing Review* (Triangle): WJMX Florence, S. C. and WZOK Jacksonville, Fla.

*Word Picture* (Triangle): WFLR Penn Yan, N. Y.

*Window on Washington* (Triangle): WRIN Rensselaer, N. Y. and WVTR White River Junction, Vt.

*Keiter Contacts* (Triangle): WVTR White River Junction, Vt.

## Program notes . . .

**TV special** ■ Screen Gems will produce a one-hour special, "Around the World of Mike Todd," for 1965-66 season. Herb Sussan is developing the special.

**Back when** ■ *Memories In Music* with Paul Bragg, KXRO Aberdeen, Wash., as narrator is being syndicated by Sight & Sound Library, Chicago. The series of 13 one-hour programs contains original versions of best selling records of the past 40 years and old and rare cylinder records.

**New daytime series** ■ Sterling Silliphant, co-creator of *Route 66*, for which he wrote 70 one-hour episodes, and of *Naked City*, for which he wrote 32 half-hour and 20 hours shows, has created a half-hour daily daytime series *The Bitter and the Sweet*, which he owns in partnership with Universal TV. He will serve as writer and story consultant for the series, which will signal Universal TV's entry into daytime television. Bert Berman, executive producer of daytime programing, will supervise production.

**Food documentary** ■ General Mills, Minneapolis, has produced a 29-minute color documentary film, *Sounds of Freedom*, which is dedicated to food industry's "food is a bargain" campaign and will be available to TV stations for use as public service material. Film stars Bob Richards, director of Wheaties Sports Federation.

## RTNDA convention planned for Houston

The Radio Television News Directors Association convention will be held Nov. 11-14 at the Rice hotel, Houston.

Featured events include an awards luncheon address by Governor John B. Connally, a tour of the National Aeronautics & Space Administration's Manned Space Flight Center, radio and television workshops, and the Paul White dinner with John Scali, ABC News diplomatic correspondent, as banquet speaker.

A meeting of the RTNDA board will precede the convention on Nov. 10.

## FINANCIAL REPORTS

# AB-PT has bullish 9-month report

Operating profits up 26% in period; third-quarter earnings show increase of 20% over 1963 period

American Broadcasting-Paramount Theaters, riding a wave of financial prosperity and bolstered by favorable early season rating reports for its television network (see page 58), last week reinforced its fiscal outlook with a nine-month report showing operating profits up 26%.

AB-PT, whose stock has climbed from a low of 28½ this year to a price around 51 last week, had third-quarter earnings of \$2.5 million, a 20% gain over 1963's third quarter, representing per-share earnings of 56 cents.

In 1963 it is believed that the television operations of AB-PT, including network and owned-stations, contributed 68.6% of the corporation's pretax profit

total of \$16.9 million. This is based on financial data that is thought to have been leaked from the FCC and from AB-PT's consolidated 1963 report (BROADCASTING, Oct. 26).

Reporting both third-quarter and nine-month earnings at record highs, AB-PT President Leonard H. Goldenson said the company's position had been aided by "excellent theater business." He also credited lower 1964 federal taxes for some of the improvement, while noting that third-quarter earnings had picked up in spite of heavy costs incurred in covering the political conventions.

Mr. Goldenson said the company has been "greatly encouraged by the greater

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 Nine months ended Sept. 30:

	1964	1963
Net earnings per share*	\$1.77	\$1.52
Pretax operating earnings	16,022,000	13,611,000
Federal tax provision	8,000,000	7,228,000
Earnings from operations	8,022,000	6,383,000
Capital gains, net, after tax	71,000	523,000
Net earnings	8,093,000	6,906,000

\*Based on average shares outstanding, adjusted for 2% stock dividend in 1963.

## Time Inc. profit double in nine-month period

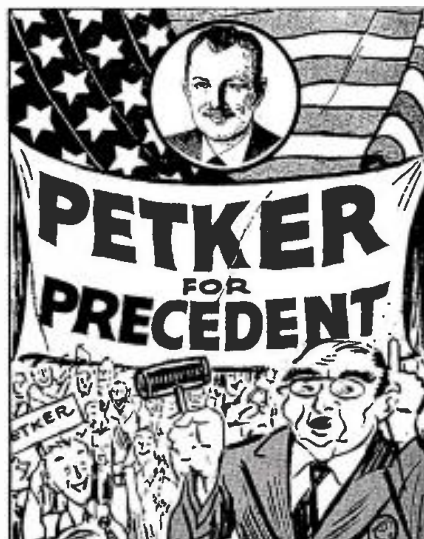
Time Inc., New York, has reported record revenues and net income for both the third quarter and the first nine months of 1964. Third-quarter revenues increased 16.7%. Earnings per share and after-tax income more than doubled.

Revenues for the third quarter were \$96,999,000 compared with \$83,006,000 for the same period in 1963.

Per share earning figures reflect the three-for-one stock split that took effect in April, 1964.

Nine months ended Sept. 30:

	1964	1963
Earned per share	\$2.26	\$1.04
Net revenues	292,902,000	251,417,000
Pre tax income	26,176,000	11,176,000
After tax income	14,976,000	6,764,000



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## Columbia Pictures net is up 21%

Columbia Pictures Corp., New York, last week reported a 21% increase in consolidated net earnings for the fiscal year ended June 27, 1964. A. Schneider, president of Columbia Pictures, said that preliminary figures indicate that income in the first quarter of this fiscal year should exceed income during the corresponding period in 1963.

Mr. Schneider said that "the outstanding record of Screen Gems Inc., our TV subsidiary, and the public acceptance of a number of quality pictures we will have available for release in the months ahead, should give Columbia added momentum in the future."

Year ended June 27, 1964:

	1964	1963
Earnings per share	\$ 1.73	\$ 1.40
Income before taxes	4,719,000	6,299,000
*Consolidated net income	3,154,000	2,597,000

\*Attained after special inventory write-off of \$1,100,000.

## 3M hits 3d-quarter high in sales and profits

The 3M Co., St. Paul, last week reported higher sales and profits for its third quarter than for any three-month period in its 62-year history. The firm, which owns Mutual Broadcasting System and is a major producer of broadcast tape, also set records for 1964's first nine months.

Its net income for the three months ended Sept. 30, 3M said, was up 11% over 1963's third quarter, rising to \$26,511,945, or 50 cents per share, from \$23,891,551, or 45 cents per share. Sales for the same period jumped 9% to \$230,665,941 from \$210,983,284. The firm said it expects profits and sales to continue to rise for the remainder of the year.

Nine months ended Sept. 30:

	1964	1963
Earned per share	\$1.38	\$1.26
Sales	663,740,724	603,082,680
Net income before taxes	145,098,951	137,468,024
Net income	73,698,951	67,168,024

## Wometco declares 25% stock dividend

The board of directors of Wometco Enterprises Inc., a diversified Miami-based company with broadcast holdings, last week declared a 25% stock dividend on all outstanding shares in addition to its regular quarterly dividend of 14 cents a share on class A stock and five cents a share on class B.

At the same time, the board announced plans to pay quarterly cash dividends in the future that would total

50 cents on class A and 18 cents on class B annually. After the stock dividend, this means the cash dividend will be boosted 11.5%, the firm said.

The stock dividend announced last week will be distributed Dec. 22 to stockholders of record Dec. 1, and the cash dividend will be payable Dec. 15 to stockholders of record Dec. 1.

## Jerrold anticipates profit in fiscal '64

Jerrold Corp., Philadelphia, last week reported improved sales and a lower pretax loss for the six months ended Aug. 31 than registered during the same period last year.

The firm showed sales of \$13,024,000, 29% higher than the period in 1963, and its pretax loss was \$193,000 compared to \$1,629,000 last year. Jerrold said its corporate backlog on Sept. 1 was \$8,123,000, more than twice as high as last year on that date, and it expects to operate profitably during the second half of its fiscal year and "report a profit for the full fiscal year which ends Feb. 28, 1965."

Jerrold's six-month deficit was attributed largely to the liquidation of tube-type high-fidelity equipment by its subsidiaries prior to introducing solid-state lines.

## PKL shows 9-month earnings, billings up

Papert, Koenig, Lois, New York, has reported a 32.3% increase in billings for the nine months, ended Aug. 31, of this year over the corresponding period in 1962-63.

Commission and service fees for the period increased from \$2,189,633 a year ago to \$2,902,298, this year.

Nine months ended Aug. 31:

	1964	1963
Earned per share	\$0.54	\$0.50
Gross Billings	18,847,756	14,252,315
Pretax income	563,420	527,657
After tax income	283,310	256,278
Shares outstanding	516,560	511,910

## Motorola has 3d quarter high

Color TV sets using Motorola's new 23-inch rectangular picture tube are selling well and the company should hit its sales goal of 100,000 units by the end of the year, Motorola Inc. reported last week in its third-quarter report, which also showed record sales and earnings. Motorola expects to top the \$400 million mark for the first time this year.

Third quarter:

	1964	1963
Profit per share	\$1.26	\$1.02
Earnings	5,090,772	4,117,165
Total sales	\$105,267,346	\$98,163,073

BROADCASTING, November 2, 1964

# A polish job on Emmy

NATAS reveals new method of picking winners for its annual awards, but CBS News calls it a 'grab bag'

Remedial measures to mend the damaged reputation of TV's Emmy awards were announced by the National Academy of Television Arts & Sciences last week. But acceptance of the restructured award system by networks and their news divisions fell short of blanket approval.

It appeared that one network news department—CBS News, first to repudiate the academy's award system last May and followed in this move by CBS-TV and ABC-TV—is not apt to endorse or participate in any award system administered by the academy either now or in the future.

A statement by CBS News President Fred W. Friendly, following a NATAS public explanation of how its new method of picking Emmy winners would work, asserted a belief that broadcast journalism would eventually "find its own award system apart from the entertainment broadcasts which deserve their own academy and their own awards." Mr. Friendly suggested that awards for radio and TV journalists might be bestowed under the auspices of a university.

Major overhauling of the method of selecting Emmy winners includes steps to eliminate block voting and to do away with a category system which placed unrelated kinds of TV programs and performances in competition with each other. Academy leaders said removal of these features, which many felt were inherent evils in the old Emmy system, have brought indications of endorsement for the revised system from NBC and ABC, while the CBS-TV network has said it will participate in the next Emmy presentations.

An ABC spokesman said, "We haven't seen the final plan for the Emmy awards. When we do, we'll make a decision." NBC said it would take no position on the academy's proposal until it has been ratified by the NATAS membership.

**Structure Stands** ■ A NATAS official, however, said the plan already had been adopted by the academy's trustees and

would stand without further ratification unless something could be done to construct an award system in the news areas which would be acceptable to all parties.

In order to escape the "category problem" the academy has outlined four broad areas in which it will honor "excellence," covering virtually every individual performance, program or series on television within the award year beginning and ending June 1. The areas are program achievements in entertainment, individual achievements in entertainment programs and individual achievements in news, documentaries, information and sports.

NATAS has devised a three-phase selection process for the awards, the first phase a solicitation of the some 6,000 academy members for their nominations. These may be made throughout the year by any member on forms provided by the academy.

Phase two, the method of culling entries, will be conducted by secret vote but will differ according to area as follows: for the program entertainment field, a national entry committee; for individual achievements in entertainment, by members of the academy according to craft; for programs in the news, documentary, information and sports areas, by a national entry committee of academy members in these fields only and for individual achievements in the same area, by all academy members involved in these fields.

In the entertainment program sector a national nomination committee consisting of 18 members will view the choices of the national entry committee, again selecting as many or as few entries as the committee considers "excellent."

**Blue-ribbon Panels** ■ Final selection in each of the four general areas will be made by "blue-ribbon panels" not to consist of less than five members each. These final judges would be "of the highest accomplishment in their respective fields of television."

In the division for individual achievement in programing, the original nominations will be submitted to the membership by six craft categories: actors and performers, writers, directors and choreographers, art directors-costume design-make up artists, musicians and cinematographers and technical men. Choices obtained in this manner will be presented to craft committees for nomination and then submitted to blue rib-

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bon panels of the same craft categories.

In the news-documentary-information-sports program achievement area, a national entry committee—21 members at each of the founding chapters and 21 members from local chapters—will have first review of the general membership's nominations. A national nomination committee of at least nine members, two-thirds of them from New York and one-third from Washington, will then consider the selections of the entry committee, and their choices will pass to a final panel of at least five members from New York and Washington. This panel is to be chosen by the academy president with the approval of the national awards committee and principal officers.

A similar arrangement for individual achievements in the news area was explained by the academy. However, culling of nominations will be by a craft committee, perhaps to include some of the same members as the committee for program achievement in this area.

The academy hastened to point out that "no one directly involved in a program or individual achievement under consideration may serve on a nomination committee or blue ribbon panel."

**Blind Choice** ■ Mr. Friendly referred

to the provisions for the news and informational area as "vague, contradictory, and in general undisciplined" and "a grab bag out of which the academy blindly hopes it can pluck the right awards."

Rod Serling, NATAS president, in an answer to the CBS News position, said Mr. Friendly had refused to meet with the academy. He asserted that "in spite of Mr. Friendly's lack of cooperation," the academy had succeeded in eliminating basic objections to the old system.

## Political glamour can pay off on radio-TV

Mark Evans, vice president in charge of public affairs for Metromedia Inc., last week said in political elections, "with television and radio being added to other media . . . the chances are very real that to the most glamorous will go the spoils."

Speaking to the second annual public service awards luncheon of WIP Philadelphia, Mr. Evans said "print media in many, many instances have sacrificed believability by flavoring front-page news stories with editorial-page opin-

ions and shadings." Radio-TV strike him as less partial, he said, but he warned against the possibilities of news distortions.

Awards went to 18 Philadelphia-area public service organizations at the luncheon addressed by Mr. Evans, with a special award going to the guest of honor, Mrs. Esther Peterson, special assistant to President Johnson for consumer affairs. She was named "Outstanding Public Servant of 1964."

## duPont award deadline

Nominations for the 23d annual awards of the Alfred I. duPont Awards Foundation must be in by Dec. 31, 1964, the foundation announced last week. Broadcasters who did outstanding work in the public interest in 1964 are eligible. Three citations are made, one for a large radio or TV station, one for a small station and one for a commentator. A \$1,000 grant accompanies each award. Nominations may be made by station personnel or the general public, and should be sent to the Curator, Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Va.

## INTERNATIONAL

### Are government tapes news or propaganda?

Are tapes sent to radio stations by government departments a form of news release for the broadcast media or a means for the government to put across its political message? The question was broached at Toronto late in October when leaders of the two opposition parties in the Ontario legislature claimed the tapes were attempts by the Ontario Conservative party to manage the news to its advantage.

William Kinmond, a former newspa-

perman and now executive officer to Ontario Premier John Robarts, said the government was not doing anything new. The premier defended the use of the tapes at the Central Canada Broadcasters Association convention at Niagara Falls, stating the tapes were a refinement of the traditional news release, and were designed for the broadcast media.

Opinions varied at the CCBA meeting. Edmund Blake, radio news director of CKSL London, Ont., was reported to have said "we wouldn't touch these things with a 10-foot pole."

Bill Hutton, Canadian president of

the Radio and Television News Directors Association, said the handing out of government tapes could not fairly be termed news management. "The tapes contain the party line, but the stations are under no compulsion to use them. It is just a tip service," he stated. Hutton felt most broadcasters would welcome the tapes.

Hugh Bremner, news director of CFPL London, Ont., said there was a danger that smaller stations would come to depend on them, and that larger stations might use them unedited at rush times.

### TV spending up in Britain

Media Records Ltd. reports advertisers spent \$20,731,816 on Britain's commercial television network in August. This is an 11% increase over the August 1963 figure of \$18,699,276.

Food advertisers were the biggest spenders at \$6,429,707 with household goods and services next at \$4,977,688. Toiletries and cosmetics took third place with \$2,787,223 followed by tobacco and cigarettes at \$1,786,246. Medicinal advertisers spent \$1,423,128; alcoholic beverages \$1,132,910; cars and motorcycles \$465,253; clothing \$254,800; household equipment \$214,141; radio, TV and music \$103,235. The miscellaneous category accounted for \$1,157,485.

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## Need for contract, rate card standards noted

A working party report on TV advertising presented to the International Chamber of Commerce commission on advertising, which met in Paris, recommended that advertisers and agencies press for standardized rate cards and contact terms from all European commercial TV companies.

The report said these should contain standard conditions of acceptance of advertising material, technical requirements, ownership and liabilities, length of commercials and films required, and cancellation procedures.

The commission, with delegates from 10 European countries and from the U. S., Japan and Morocco, approved the report. It also recommended that adequate professional standards to safeguard the independence of agencies in relation to media should be established where they do not currently exist.

## 3 firms get pay-TV license

Three companies out of the five which want to go into pay TV in Britain have now received post office approval. They are Telemeter Ltd., Choiceview Ltd. and Pay Television Ltd.

Telemeter received its license to begin the standard three-year experiment for the Merton, Morden, Mitcham and Wimbledon area in July. Now it has permission to cover the Billingham, Stocton and Thornaby area. Choiceview will supply programs to Leicester. Pay Television will cover Southwark, Westminster and Sheffield.

## Commercial network's share of viewers rises

For the fourth month running Britain's commercial network has increased its share of viewing, according to Television Audience Measurement Ltd.

During September, says TAM, the TV audience spent 67% of its viewing time with the commercial network and 33% with BBC-TV. This is an increase of 1% over August's 66%. The September figure was the highest share the commercial network had since September 1961 when it reached 68%. Figures for the last four months:

	Commercial Network %	BBC-TV %
June	63	37
July	64	36
August	66	34
September	67	33

On the average for September each home capable of receiving both the

commercial network and BBC-TV watched 3.9 hours a day—2.6 hours of commercial network and 1.3 hours of BBC-TV.

In the London UHF area, BBC-2 viewing during September increased slightly over the previous month among those able to receive the new channel. The TAM report shows the following percentages for BBC-2 set owners, together with the August figures:

	September %	August %
Commercial Network	61	60
BBC-1	31	33
BBC-2	8	7

Of the average 3.6 hours viewing a day, 2.2 hours were spent with the commercial network, 1.1 hours with BBC-1 and .3 of an hour with BBC-2.

## Advertising sets record

Time sales on Radio Luxembourg's English-language station have already beaten all of 1963 by almost \$280,000. Revenue to Oct. 1, 1964, was \$1,725,040 while total 1963 income was \$1,464,055. This year's sales are an all-time record, says Radio Luxembourg's general manager Geoffrey Everitt.

In the first six months of 1964 sales were \$889,526 compared with \$693,585 for the first half of 1963. Total sales were \$1,190,000 for 1962 and \$968,800 in 1961.

## EQUIPMENT & ENGINEERING

### TV camera to be used for pictures of Mars

A Mariner fly-by of the planet Mars is expected to be launched this week by the National Aeronautics & Space Administration—and the hope is to receive TV pictures comparable to pictures of the moon taken by the best earth-based telescopes. A second Mars fly-by is planned for next month.

A key element of the Mars project will be a TV camera on Mariner which will take pictures of the planet from about 8,600 miles. The TV project, however, will only be successful if the probe enters the critical zone (an oblong roughly 7,000 miles wide and 10,000 miles long). The pictures will travel 150 million miles back to earth.

The single TV camera, viewing Mars through a reflecting telescope, will take as many as 22 black-and-white shots of the Martian surface. The images will be stored on TV tape in digital form and will be played back to earth after Mariner passes the planet. Each photograph will consist of about 250,000 bits, taking 8½ hours to play back.

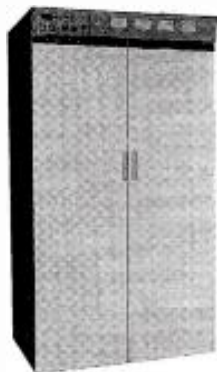
The camera was built by General

Electro-Dynamics Corp., Garland, Tex., with its optical system made by Farrand Optical, New York. The TV subsystems were put together by General Dynamics/Electronics, San Diego. Jet Propulsion Laboratory, Pasadena, Calif., was the prime contractor.

The camera head and two sensing devices are mounted on a movable platform on the underside of the spacecraft. The platform will sweep through 180 degrees until a wide-angle sensor (50

degrees field of view) signals that the planet is in view. At this point the platform will stop and center the planet in the sensor's field of view. Picture recording will begin when Mars enters a narrow-angle gate sensor (1½ degrees field of view). This device generates a command to turn on the tape recorder.

Photographs will be taken in groups of two. The recorder, to be turned off after each recording and then turned on again for the next recording, is fed



### FM 10G by GATES

Broadcasting's new 10,000 watt FM Transmitter designed and manufactured utilizing the "Value Analysis" technique resulting in greater reliability and higher performance standards.



**GATES RADIO COMPANY**  
A Subsidiary of Harris-Intertype Corporation  
QUINCY, ILLINOIS, 62302

by a 330-foot continuous loop tape. Data will be recorded on two tracks.

The camera system is equipped to increase or decrease its sensitivity to light to compensate for expected changing light conditions. Exposure time will be one-fifth of a second. If illumination levels are higher than expected, the shutter speed automatically will be shortened to 2/25th of a second. The shutter consists of a single rotating disc containing four openings for alternating filter; two will be blue-green, two will be orange-red.

## Ground station ownership problem in FCC's lap

Who should own the U.S. ground stations in the worldwide communications satellite system—the Communications Satellite Corp. or the common carriers? The question is now in the hands of the FCC, following a reply brief filed with the commission by Comsat last week.

Comsat asked the FCC to institute rulemaking in a petition filed last August to give it and it only authority to own and operate ground stations—at least the initial one to three ground stations over the next five years. Objections were filed by AT&T, RCA, IT&T, Hawaiian Telephone Co., Western Union International, United States Independent Telephone Association and the American Communications Association (Ind.). Favoring the Comsat proposal was Western Union Telegraph Co.

In its reply brief last week, Comsat claimed that it should have sole ownership and operational rights to ground stations in the communications satellite program because (1) Comsat has no interest in any other form of communications, and thus its ownership and operation would involve no conflict of interest; (2) it would be more likely to accept new developments and put them

into the system, and (3) it should have adequate control over the quality and quantity of the service provided by the satellites. And, it added, if it does not own and operate ground stations it would be the only member of the International Communications Satellite Committee with no responsibility for the terminal station in its own country.

## Sarnoff cites need of computer standards

The United States computer industry, now a "technological tower of Babel," should develop a uniform, technical standard and language to stimulate progress, Brigadier General David Sarnoff, RCA board chairman, said last week.

Speaking to more than 4,000 scientists and engineers at the fall joint computer conference in the San Francisco civic center, General Sarnoff said that television will play an important role in the computer industry. He said it will "become our major instrument for communicating general or specialized information. The same broad and channels that accommodate the TV picture signal can also transmit masses of computer data at ultrahigh speed for instant display."

General Sarnoff noted that the computer industry uses more than 1,000 programming languages, in addition to various dialects within these languages, and said "we have yet to produce a universally accepted computer glossary."

## Technical topics . . .

**Thin tape** ■ Reeves Soundcraft, Danbury, Conn., has announced a new Mylar-base recording tape designed to triple the playing time of each reel with no quality loss. The TP-18 tape uses a

specialty developed oxide to provide an output of 5 db more than any other extended-play tape, according to Reeves. It may be interspliced or programed with standard tapes without causing differences in playback level. TP-18 provides 1800 feet of 0.5 mil Mylar on a five-inch reel.

**New mike** ■ A new unidirectional boom microphone by Shure Brothers Inc., Evanston, Ill., is available in models SM5A (50 ohms) and SM5B (150 ohms). It features, says Shure: a cardioid polar pattern symmetrical about axis and exceptionally uniform with frequency; a wide-range frequency response; an integral windscreen for outdoor locations and fast boom swings; mechanical suspension with a two-stage mechanical filter; absence of transformers or response correcting inductors to prevent pickup of electrical noise, and perfect balancing.

**Oscilloscope accessories** ■ A 52-page catalog of oscilloscope accessories is being offered by Tektronix Inc., Beaverton, Ore. The catalog gives descriptions and prices of items such as cameras, probes, oscilloscope carts, etc.

## Maser work brings award

Dr. Charles H. Townes, 49, provost of the Massachusetts Institute of Technology, last week was awarded one half of the Nobel prize for physics for his work with the maser amplifier. The other half of the prize went to two Russian scientists who worked on the same project. Professor Townes conceived the idea for the maser (an acronym for microwave amplification by stimulated emission of radiation) in 1951 while on the faculty of Columbia University. Masers are capable of greatly amplifying waves in the microwave region of the radio spectrum and have been used with great success in long distance communications.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**William W. Lewis** elected VP and director of radio and TV programing at Maxon Inc., New York. Mr. Lewis was formerly manager of television productions. He joined agency in 1955.

**Stan Kohlenberg** joins Sudler & Hennessey, New York, as VP in charge of special promotional projects for Warner-Chilcott account. Mr. Kohlenberg was previously manager of product marketing at Tussy



Mr. Lewis

Cosmetics, New York.

**Gerald Branson**, media manager at Falstaff Brewing Corp., and **John E. Hussey**, also with Falstaff, join D'Arcy Advertising, St. Louis, as assistant manager of Budweiser regional marketing department and research analyst, respectively.

**Nancy Swiet**, formerly with Wade Advertising, Chicago, joins Doyle Dane Bernbach, there, as media buyer.

**E. Boyd Seghers Jr.**, with sales promotion staff of WGN-AM-TV Chicago for past year and formerly broadcast media director at Knox Reeves-Fitzgerald Advertising, New Orleans, appointed assist-

ant manager of WGN Inc.'s promotion and research department. **Michael J. Fogarty Jr.**, space salesman with *Chicago Tribune*, joins WGN as account executive.

**Tyler Macdonald** named to new position of senior VP, creative services, for Hixson & Jorgensen, Los Angeles with responsibility for basic creative strategy for agency's ultimate creative product in light of that strategy. Mr. Macdonald has been account supervisor and director of marketing for H&J.

**Henry Bohmbach** appointed director of advertising for Rexall Drug Co., Los Angeles. Mr. Bohmbach succeeds

**Murray Greer**, named VP and director of marketing at Rexall Drug Co. Ltd., Toronto.



Mr. Hatch

Campbell-Ewald, Detroit.

**Bob Powell**, head of own agency in Detroit for 17 years and more recently manager of Chicago office of Ogilvy, Benson & Mather, has been named VP of Roche, Rickerd, Henri, Hurst Inc., Chicago.

**John K. Grosspietsch**, marketing executive with Pure Oil Co. since 1958, joins MacManus, John & Adams, Chicago, as account supervisor on portion of American Oil Co. account.

**Fred Gerlach**, VP and director of research in St. Louis office of Gardner Advertising, appointed director of research for all domestic offices of Gardner with agency's consolidation of all research activities on corporate basis. **Stanley Matz** becomes director of research, New York, and **Norman A. Peskind** assumes same post in St. Louis.



Mr. Gerlach

**Roger W. Kiley** joins KISN Portland, Ore., as sales manager. At one time Mr. Kiley was mayor of Chesterfield, Ind.

**William Apy**, formerly with Benton & Bowles, New York, joins Post-Keyes-Gardner, Chicago, as VP. He will serve as assistant to executive account supervisor on Brown & Williamson Tobacco Corp. account.

**Robert W. Koch**, for nine years account executive at WXYZ-AM-FM Detroit, named director of local radio sales, newly created position. **Bruce Miller**, formerly head of his own advertising

agency in Norfolk, Va., joins WXYZ as director of production.

**David A. Neuman**, product manager for personal products division of Lever Bros., New York, joins Chesebrough-Pond's, there, as senior brand manager for Pond's creams, powders and other products.

**Robert H. Geis**, media buyer at Kenyon & Eckhart, New York, joins Gardner Advertising, that city, in same capacity.

**Gary Ferlisi** appointed manager of Portland, Ore., office of Jacobson-Simpson & Associates, station representative firm. Mr. Ferlisi had been station relations manager of TV Stations Inc., New York, program consulting and film buying firm.

**Jack Kline** appointed assistant sales manager of WFIL-TV Philadelphia. Mr. Kline was general manager of WGBI Scranton, Pa.

**Bill Lytle**, formerly with KXTR(FM) Kansas City, Mo., named account executive at KMBC-FM, that city.

**Clare Barnes**, art supervisor, elected VP at Sullivan, Stauffer, Colwell & Bayles, New York.

**William F. Miller**, manager of CBS Television Stations National Sales, St. Louis, named local sales manager of KMOX-TV St. Louis, a CBS-owned station. **Thomas Stanton**, KMOX-TV account executive, succeeds Mr. Miller.

**John Cosgrove**, account executive of CBS Television Stations National Sales, Chicago, named account executive at CBS-TV Sales, New York.

**William J. Sheehy** promoted to account executive at WHAS-TV Louisville, Ky.

**Clem Wachner**, advertising manager, appointed VP in charge of advertising for Sparkletts Drinking Water Corp., Los Angeles.

**Ed Browning**, in sales department, promoted to sales manager of WFMV (FM) Richmond, Va.

**Wayne J. Painter**, merchandising director of WISN-TV Milwaukee, named account executive of WISN-AM-FM.

**Gar Meadowcroft** named account executive for ABC Radio, New York. Mr. Meadowcroft was account executive with ABC-owned WXYZ-AM-FM Detroit.

**Jan Schneider**, formerly with Adam Young Inc., joins St. Louis media department of Gardner Advertising as buyer. **Don Stork** and **Ellis Veech**, former buyers at Gardner, promoted to media planners. **Raymond M. Schwarz**, with agency's St. Louis office, and **Robert L. Grenko**, New York office, named administrative assistants in creative divi-

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## New management unit set up by JWT

J. Walter Thompson Co., Chicago, as part of policy to develop young second team in management, has formed new management committee headed by **Paul Lehner**, VP, with **William C. Taylor**, VP, as vice chairman. Other committee members, all VP's, include **Donald H. Rice**, **Theodore E. Schulte** and **C. Malcolm Sullivan**. Average age of group is 43. It replaces former operations committee. New policy committee also has been formed and is headed by **George C. Reeves**, executive VP of JWT and Chicago manager. It includes **Arthur C. Farlow**, VP-director; **Alexander H. Gunn**, senior VP; **Theodore P. Jardine**, VP-director; **Clarence S. Lund**, senior VP, and **Kenneth J. Ward**, **Ward L. Weist**, **Willard J. Loarie** and **John V. Sandberg**, all VP's. **David T. Hood** has been made secretary of



Mr. Lehner      Mr. Taylor      Mr. Rice



Mr. Schulte      Mr. Sullivan      Mr. Hood

new management committee. **Joseph R. Burton**, VP, has been named copy director and administrative head of copy department, and **Frank Johnson**, VP, becomes executive art director.

sion. **May Kohler**, St. Louis, appointed to head broadcast business group there in addition to duties as radio-TV producer.

**Ron T. Smith** elected president of **Martin R. Klitten Co.**, Los Angeles. Mr. Smith joined Klitten in 1963 as VP-client sales.

**Robert A. Fishman**, account executive at **WTTG-TV** Washington, joins **Berne-Vogel & Associates**, that city, as VP and director of broadcast media.

**Richard K. Helledy** moves from Chicago sales staff of **Storer Television Sales Inc.**, to New York staff. Mr. Helledy replaces **Terrence McGuirk**, recent-

ly named national sales manager of **WAGA-TV** Atlanta.

**J. Robert Conroy**, formerly account supervisor with **N. W. Ayer**, Hollywood, appointed manager of **Portland, Ore.**, office of **Geyer, Morey, Ballard**.

**Dennis Gillespie** moves from New York office of **Peters, Griffin, Woodward** to Chicago office as television sales manager.

**Earl Gandel**, formerly advertising manager of **Competition Motors**, southwestern distributor of **Volkswagen**, named account executive on **Volvo** automobiles at **Carl Ally Inc.**, New York.

**Walter A. Fydryck**, formerly with

**Medalist Publications**, joins **John W. Shaw Advertising**, Chicago, as art director. Also new to Shaw are: **Mary Lee Peuschle**, creative traffic assistant; **Mrs. Dale K. Goodman**, formerly with **Fuller & Smith & Ross**, broadcast estimator; **Mary L. Welt**, media assistant, and **Genevieve Hojnacki**, traffic assistant.

**Helen Hazelwood** joins sales department of **wzok** Jacksonville, Fla.

**Sabrina Lee** resigns as assistant to director of advertising at **Crowell-Collier Broadcasting**, Hollywood. No future plans announced.

**Loren R. Hollembaek**, presentation writer, named sales promotion manager of **CBS Radio**, New York. **James F. X. Mullen**, sales promotion manager for **wCBS** New York, appointed merchandising manager for **CBS Radio**.

**Armin E. Allen**, general marketing manager, appointed general manager of consumer electronics operations, one of three new divisions within **Philco Corp.**'s **Consumer Products Division**, Philadelphia. Also named were: **Harold F. Diegel**, formerly VP of administration and relations at **Norge Division** of **Borg-Warner Corp.**, Chicago, general manager, sales and distribution operations, and **Carl E. Lantz**, midwest regional sales and distribution operations. Other changes at **Philco**: **George C. Crowley**, VP for **Norge**, named director of engineering of consumer products division; **Daniel R. Cavalier**, merchandising manager of **Philco's** consumer products division, resigns for personal reasons.

**Dorothy Adams**, VP and account supervisor of **General Electric** account at **Maxon Communications Inc.**, New York, named corporate senior VP. Miss Adams joined **Maxon** in 1952.

**Robert E. Shepperly**, with **Detroit** office of **McCann-Erickson** since 1958, promoted to executive art director.

**Edward M. McClure**, advertising and sales promotion manager for **Babcock & Wilcox Co.**, named account executive at **Fuller & Smith & Ross**, New York, on **Worthington Corp.** account. Other changes at **FSR**: **Joseph W. O'Sullivan**, manager of administration in Chicago office for eight years, appointed manager of administration, New York; **John F. Connor**, treasurer of **Harry Atkinson Advertising**, Chicago, succeeds Mr. O'Sullivan, and **James F. Bender** named director of public relations, Pittsburgh.

**Horace D. Nalle**, formerly VP in business development for **Erwin Wasey, Ruthrauff & Ryan** and **Interpublic**, joins **N. W. Ayer**, Philadelphia. Other changes at **Ayer** offices are: **John P. Finnegan**, account executive, named account supervisor on **Plymouth** account, Detroit; **John B. Healy**, assistant production

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manager for Colgate-Palmolive Co., New York, to account service department, New York; **Richard W. Feit** joins account service department and **Robert E. Hutzenlaub** and **Daniel W. Kristofek** join art department, all Chicago, and **Mrs. Anita W. Vickery**, account executive at Sally Dickerson Associates, public relations firm, joins Ayer public relations department, Philadelphia.

## THE MEDIA

**John Crohan**, WCOP-AM-FM Boston, elected president of Massachusetts Broadcasters Association. He will replace **Donald A. Thurston**, WMNB-AM-FM North Adams, on Jan. 1, 1965. Other new officers for 1965: **Alexander W. Milne**, WHMP Northampton, VP; **Lamont L. Thompson**, WBZ-TV Boston, secretary; **Lincoln Pratt**, WSAR Fall River, treasurer.

**Kenneth Heady**, KCMO-AM-FM Kansas City, elected president of Missouri Broadcasters Association, succeeding **Harold (Doug) Douglas**, KMMO Marshall. Other new MBA officers: **James F. Collins**, KFMO Flat River, VP; **William Natsch Jr.**, KWOS Jefferson City, treasurer. **Wendell Locke**, Jefferson City, remains as executive secretary.

**Arthur Hull Hayes**, president of CBS Radio, named recipient of annual CARTA Award. Mr. Hayes will receive award at Catholic Apostolate of Radio, Television and Advertising's 17th annual communion breakfast, Nov. 8 at Waldorf Astoria hotel, New York. Mr. Hayes was cited by CARTA for "outstanding achievements in the field of radio broadcasting."

**George A. Stevens**, VP and general manager of KOTV(TV) Tulsa, Okla., elected president of Tulsa Chamber of Commerce for 1965.

**Joseph Schacter** joins WNJU(TV) Linden-Newark, N. J. (due to go on air in early spring), as business manager effective Nov. 1. Mr. Schacter was controller at former WNTA(TV) Newark station.

## PROGRAMING



Mr. Wooten  
Wooten Co., management consulting firm.

**Nat Ligerman**, co-creator and associate producer of NBC-TV's *Your First Impression*, signed to head newly formed live programing division at

**Edward Wooten**, station manager of KALB-TV Alexandria, La., joins Programing Inc., Atlanta television production firm, on Dec. 1 as sales manager. He will also assume more active role in affairs of Charles E.



## Rogers elected by financial group

**Henry C. Rogers**, WWJ-AM-FM-TV Detroit (I), elected president of Institute of Broadcasting Financial Management for coming year at IBFM conference, Oct. 21-23 (BROADCASTING, Oct. 26). Other officers named: **Richard S. Stakes**, WMAL-TV Washington, chairman of board; **John C. Herklotz**, WGN-AM-TV Chicago, VP; **Richard J. Guerin**,

WSBA York, Pa., treasurer; **Clifford M. Kirtland**, WSB Atlanta and **Alberta E. Hackett**, KNXT(TV) Los Angeles, members of board of directors.

L-r: Mr. Rogers and convention delegates **G. Robert FitzGerald**, WILX-TV Jackson, Mich.; **Richard M. Thomas**, WJR Detroit; **Norman C. Hadley**, CBS-TV New York, and **Lois Streit**.

**Wolper Productions**, Hollywood.

**Sanford (Sandy) Cummings**, former VP and director of programing for ABC-TV, joins John F. Dugan Enterprises, Los Angeles.

**John Kulamer**, public affairs director of KDKA-AM-FM Pittsburgh, appointed head of editorial research for KDKA-AM-FM-TV.

**Anne Doyle** appointed VP and Washington representative of Broadcasting Foundation of America. Mrs. Doyle, former journalist and with Peace Corps,

will be in charge of BFA's relations with embassies and legations assisting in development of radio programing from abroad for broadcast in U. S.

**Jack Hauser**, sales manager of Northern Television Inc., named West Coast representative covering Alaska, Washington, Oregon and Idaho for Triangle Program Sales. **William Brooks Jr.**, VP of Cartoon Distributors Corp. and western regional sales manager for George Bagnall & Assocs., also named as Triangle West Coast representative covering Nevada, Arizona and Califor-



Vertical type  
300-G  
Antenna

## IMPROVE YOUR FM COVERAGE

Broaden your FM Market  
with the New Gates Field-  
Proven Antennas.



Cycloid  
Horizontal  
Antenna



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QUINCY, ILLINOIS, 62302

## More changes in FM rules

FCC adopts plan allowing  
short-spaced stations  
to improve their coverage

.....and Bauer has the packages to help you increase your effective power economically and quickly. The Bauer 1 KW FM Transmitter, for instance, with a



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available in "Kit" form  
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nia areas outside of Los Angeles.

**Charles Whitaker** named operations manager at WPIX-FM New York.

**Howie Horwitz** named producer of *The Reporter* for CBS-TV, Hollywood. Mr. Horwitz was executive producer for Warner Bros. and Screen Gems.

**Hillard Rose** joins KCBS-AM-FM San Francisco on *Spectrum 74*, daily informational program. Mr. Rose appeared in *Ma Perkins* and *Road of Life* during 1940's and has been writing and producing motion pictures for several years. **Bob Vainowski**, on production staff of *Tennessee Ernie Ford Show*, ABC-TV San Francisco, named in charge of Saturday-Sunday schedule of *Spectrum 74*.

**Forrest Tucker** joins WCFL Chicago as announcer. Mr. Tucker was star of road company of "Music Man."

**Bill Lee** named creative director for Dick Clark Productions. Mr. Lee was William Morris agent for seven years before forming own management firm, which he is selling.

**Bob Charlton** joins WWJ-AM-FM Detroit as announcer on *Overnight* program. Mr. Charlton has been with WDOG Marine City, WBRB Mount Clemens and WCAR Detroit, all Michigan.



Mr. Cox



Mr. Fennel

**Bruce B. Cox**, special broadcast services manager at WLWI(TV) Indianapolis, appointed program manager of WLOS-TV Asheville, N. C., effective Nov. 16. Mr. Cox is replacing **Dick Fennel** who joins WTVJ (TV) Miami, as announcer.

**Charles Downs** elected president of the Motion Picture Screen Cartoonists, local 839 of International Alliance of Theatrical Stage Employees, for two-year term. Other officers are: **William Ito**, VP; **Robert Brown**, secretary-treasurer; **Lawrence Kilty**, business representative.

**Lieutenant Commander Fred Bradshaw** (ret.) joins WZOK Jacksonville, Fla., for on-air duties and as salesman. Mr. Bradshaw was formerly with KSON San Diego and WPDQ Jacksonville.

**Kenneth R. Franklin** named director and **William J. Nelson** assistant director of newly formed department of consumer communications of National Livestock and Meat Board, Chicago. Board produces daily radio show as well as films and tapes for TV.

## NEWS

**Frank Kinsman**, former news editor for WCOL-AM-FM Columbus, Ohio, named news director at KWK St. Louis.

**Rudy Ward**, on news staff of WECT (TV) Wilmington, N. C., joins news staff of WIS-TV Columbia, S. C.

**Frank Bingham**, member of news department, named special science editor for KLAC-AM-FM Los Angeles.

**Jay Barnes**, announcer at KPLC-TV Lake Charles, La., joins news department at KATC(TV) Lafayette, La.

## EQUIPMENT & ENGINEERING



Mr. Nolan

**Ned Nolan** named chief engineer for WJR-AM-FM Detroit succeeding **Andrew Friedenthal**, who retired. Mr. Nolan began with WGAR Cleveland (then sister station of WJR) in 1930, moved to WJR in 1936.

He was appointed assistant chief engineer in 1962.

**R. Bruce Hill** elected VP-sales and **Paul E. Piper** named VP-finance of Mitchell Camera Corp., Glendale, Calif.

## FANFARE

**H. Peter Moreau**, special press representative-corporate projects at NBC-TV, named on-air promotion manager for WABC-TV New York.

**Lucille Ball** chosen chairman of 1965 National Easter Seal campaign.

**Ray Van Steen**, promotions director of Gaylord Products Inc., Chicago, and formerly production manager at WJJD there, joins WLS Chicago as public affairs director. He succeeds **Don Stewart**, who moves to WMAQ Chicago.

**Bob Thompson**, national promotion manager for Columbia Records, appointed director of public relations at SESAC Inc., New York.

**John F. Brookman**, publicity director of American Dairy Association, and



**William V. Humphrey**, formerly with Theodore R. Sills & Co., join Chicago public relations agency of Donald Young Associates as account executive.

## INTERNATIONAL

**James Dandy** joins Border Television Ltd., Carlisle, England, as sales executive.

**Mark Lovell** joins Lovell & Rupert Curtis Ltd., London, as account executive. Mr. Lovell had been with S. H. Benson Ltd., T. B. Browne Ltd., Alfred Bates & Son Ltd. and Central News Ltd., all of London.

**Timothy Wrey** joins Foote, Cone & Belding Ltd., London, as account executive. He was with Erwin Wasey, Ruthrauff & Ryan Ltd., that city.

**Malcolm Davey** promoted to associate director of Benton & Bowles Ltd., London.

**Merlin Pearson-Rogers** joins Pritchard Wood & Partners Ltd., London, as copy group head. He was formerly creative group head at Colman, Prentis & Varley Ltd., that city.

**William Ballentine**, manager of CKGM-FM Montreal, named program director of CKFM Toronto.

**Norman Aldred**, program-production manager of CKWW Windsor, Ont., appointed sales manager of station.

**Barry Cook** and **Kenneth Eady** join London office of Westward Television Ltd. as sales executives. Mr. Cook was sales manager of Wolsey Electronics, that city. Mr. Eady has been sales manager of station TVR6, Hobart, Tasmania, Australia.

**H. J. Bewg** appointed director of film and television division of Britain's Central Office of Information. Mr. Bewg has been deputy director of exhibitions division since 1962.

**Phillip Town** appointed media manager of Intergard, international division of Butker & Gardner Ltd., London. Mr. Town has been media buyer with Intergard since 1962.

**Alan Tuner** appointed commercial director of Sudan Broadcasting Service. He will organize introduction of advertising on Sudanese radio and TV. Mr. Tuner was previously commercial manager of Radio Luxembourg.

**Jack Andrews** rejoins Lonsdale-Hands Organization, London, as head of TV productions after year with Masius, Wynne-Williams Ltd., that city. **John Buxton** joins Lonsdale-Hands, London, as account executive. He was previously with Crane Advertising, Norman Craig & Kummel Ltd. and S. H. Benson Ltd., all London.

**Conrad Dahlson** joins Lintas Ltd.,

London, as senior copywriter. He was previously with Hobson, Bates & Partners Ltd., that city.

**Sheila Kennedy** appointed sales executive at Border Television Ltd., London.

**George Osborn** retires from Mather & Crowther Ltd., London, after 44 years with agency. From 1959 he was cost manager and for 22 years prior he was media manager.

**Anthony Graham**, 60, export manager of BBC publications since 1953, retires after 21 years with BBC.

**Ralph Linder** joins Lennen & Newell as VP and Latin American coordinator, new post. He will be based in San Juan, Puerto Rico, office. Mr. Linder was formerly VP and account supervisor at Tatham Laird, New York.

## DEATHS

**Paul Rhymer**, 59, creator-writer of *Vic and Sade* radio serial on NBC for more than 14 years, died Oct. 26 at Passavant Hospital, Chicago. He had suffered several heart attacks in recent years. He is survived by his widow, Frances, and son, Paul.

**George Paul Petrelis**, 38, art director of Ketchum, MacLeod & Grove, New York, died Oct. 25 of injuries suffered in automobile accident near his

home in Califon, N. J. Among survivors are his widow, Arlene Berkhofer, and two sons, George Paul II and Peter Edward.

**Hugh McCoy**, 45, newsman at KNX Los Angeles, died Oct. 21 in fire at his home in Hollywood. He is survived by his widow, Patricia, and daughter, Lael.

**Sammee Tong**, 63, television and movie actor, found dead in his home in Venice, Calif., Oct. 27. Police said an empty bottle of sleeping pills was found nearby. An autopsy was ordered. Mr. Tong most recently was in *Mickey* and before that in *Bachelor Father*, both TV series.

**Francis J. (Happy) Felton Jr.**, 56, who conducted *Happy Felton's Knot-hole Gang* television show before Brooklyn Dodger baseball games on WOR-TV New York in the 1950's, died Oct. 21 at Mount Sinai Hospital, New York. In 1957, Mr. Felton also conducted children's quiz show on WCBS-TV New York, entitled *It's a Hit*.

**Spencer Williams**, 66, director of Radio Liberty's worldwide press service, died Oct. 23 at Fort Walton Beach Hospital, Florida, while on leave. Mr. Williams had been chief of press and publications for Radio Liberty Committee since 1951. Survivors include his widow, Caroline, and daughter, Tamara.

# TAKE NOTICE

On October 7, 1964, a SHINDIG program containing, among other elements, performances by The Beatles was broadcast by the ABC Television Network. The program was produced by Selmur Productions, Inc. It has come to our attention that several radio stations have recorded and/or obtained recordings of certain segments of this program and have rebroadcast those segments in flagrant violation of legal rights.

Please take notice that we do not intend to permit these infringements without taking legal action against those responsible for them or for any future piracy.

**American Broadcasting Company  
Selmur Productions, Inc.**

## STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 22 through Oct. 28, and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—special hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

### New TV stations

#### APPLICATIONS

Dawson, Ga.—Georgia State Board of Education. UHF channel 25 (536-542 mc); ERP 399 kw vis., 39.9 kw aur. Ant. height above average terrain 1076 feet, above ground 1085 feet. P.O. address State Office Building, Atlanta. Estimated construction cost \$702,435; first year operating cost \$55,000. Studio and trans. locations both 12.7 miles northwest of Dawson. Geographic coordinates 31° 56' 15" north latitude, 84° 33' 15" west longitude. Type trans. GE TT-57-A, type ant. GE TY-25-C. Legal counsel Harry M. Plotkin, Washington; consulting engineer A. Earl Cullum Jr., Dallas. Principal: state board of education, James S. Peters, chairman. Georgia State Board of Education is licensee of WXGA-TV Wavercross, and WVAN-TV Savannah, both Georgia. Board is also permittee of WJSP-TV Columbus and WCLP-TV Chatsworth, both Georgia. Ann. Oct. 15.

Chicago—Chicago Federation of Labor and Industrial Union Council. UHF channel 38 (614-620 mc); ERP 1000 kw vis., 500 kw aur. Ant. height above average terrain 928 feet, above ground 945 feet. P.O. address c/o William A. Lee, 666 Lake Shore Drive, Chicago. Estimated construction cost \$1,840,533; first year operating cost \$850,000; revenue \$800,000. Studio and trans. locations both Chicago. Geographic coordinates 41° 53' 18" north latitude, 87° 37' 45" west longitude. Type trans. RCA TTU-50B, type ant. RCA TFU-30-J. Legal counsel Eugene L. Burke, Washington; consulting engineer Walter F. Kean, Riverside, Ill. Principals: William A. Lee, president; Thomas E. Faul, secretary-treasurer; Daniel J. McNamara, Morris Bialis and Helga Nisbet, board members. Murray Finley is manager of Chicago Joint Board ACWA and Helga Nisbet is international representative for communications workers. Applicant is licensee of WCFL Chicago.

CFL-IUC is federation consisting of approximately 550 local unions in Chicago area. Ann. Oct. 22.

Washington—All American Television Features Inc. UHF channel 50 (686-692 mc); ERP 214 kw vis., 53.5 kw aur. Ant. height above average terrain 603.5 feet, above ground 479.5 feet. P.O. address c/o Abraham Fishman, 150 Broadway, New York. Estimated construction cost \$303,500; first year operating cost \$350,000; revenue \$350,000. Studio location to be determined, trans. location Arlington, Va. Geographic coordinates 38° 53' 30" north latitude, 77° 07' 55" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-30-J. Legal counsel Cohn & Marks, Washington; consulting engineer John H. Mullaney & Associates, Rockville, Md. Principal: Marandell Enterprises Inc. Employees Profit Sharing Plan (100%). Mitchell W. Miller, president and trustee. Marandell Enterprises produces radio programs while All-American Features produces television programs. Ann. Oct. 27.

### Existing TV stations

#### CALL LETTERS ASSIGNED

■ KHJK(TV) San Francisco — Kaiser Broadcasting Corp. Changed from KFOG-TV.  
■ KGSC-TV San Jose, Calif.—Urban Television Corp.  
■ KHVO(TV) Hilo, Hawaii—Kaiser Broadcasting Corp. Changed from KHJK(TV).  
■ KGSL-TV St. Louis—Globe Television Corp.  
■ WPHL-TV Philadelphia — Philadelphia Television Broadcasting Co. Changed from WPCA-TV.  
■ \*WVIZ-TV Cleveland—Educational Television Association of Metropolitan Cleveland.

#### ACTION BY FCC

WHNB-TV New Britain, Conn.—Granted waiver of Sec. 73.652(a) of rules to permit identification as New Britain-Hartford station. Action Oct. 28.

### New AM stations

#### ACTION BY FCC

Lenoir City, Tenn.—Alvin B. Corum Jr. Granted CP for new AM on 1360 kc, 1 kw D. P.O. address Box 389, Lenoir City. Estimated construction cost \$22,460; first year operating cost \$22,000; revenue \$32,000. Mr. Corum owns Riverside Lumber Co. in Lenoir City. Action Oct. 21.

#### APPLICATIONS

Southington, Conn.—Fitzgerald C. Smith tr/as Southington Broadcasters. 990 kc, 500 w. DA-D. P.O. address 141 East 89th Street, New York. Estimated construction cost \$39,958; first year operating cost \$60,000; revenue \$84,000. Mr. Smith is owner of WLNG Sag Harbor, N. Y. Ann. Oct. 22.

Henderson, Nev.—Joseph Julian Marandola. 1400 kc, 250 w, 1 kw D, unl. P.O. address 2104 Santiago Street, Las Vegas. Estimated construction cost \$17,717; first year operating cost \$84,000; revenue \$100,000. Mr. Marandola has nonbroadcasting business interests in Las Vegas. Ann. Oct. 26.

Kingstree, S. C.—Collins Corporation of Georgia. 1310 kc, 1 kw, D. P.O. address Box 554, Vidalia, Ga. Estimated construction cost

\$17,571; first year operating cost \$36,000; revenue \$40,000. Principals: Frank K. Graham (55.2%), Joseph C. Duggan (5.3%), Richard C. James Jr. (31.6%), J. O. Chambers (2.7%), Clifton Goins (0.8%), Mrs. Dess McCord James (1.6%), Mary McCord James (0.8%), Mrs. James Mills (0.5%) and Mrs. Bessie Graham Richburg (1.5%). Collins Corp. is licensee of WBSG Blackshear, and WBBT Lyons, both Georgia, and 40.5% owner of Jeff Davis Broadcasters Inc., licensee of WVOH Hazlehurst, Ga. Ann. Oct. 26.

Monroe, Wash.—KJRD Inc. 1510 kc, 250 w, D. P.O. address 545 Henry Building, Seattle. Estimated construction cost \$11,189; first year operating cost \$28,000; revenue \$38,000. Principals: John R. and Catherine M. DiMeo (66½%) and Don Downing (33½%). John and Catherine DiMeo have 90% interest in KENE Toppenish, Wash. Mr. Downing has 10% interest in KENE. Mr. DiMeo is general manager of KAYO Seattle. Ann. Oct. 26.

### Existing AM stations

#### CALL LETTERS ASSIGNED

■ WBSR Boca Raton, Fla.—Boca Broadcasters Inc. Changed from WFSG.  
■ KULY Ulysses, Kan.—Grant County Broadcasting Inc.  
■ KDXI Mansfield, La.—De Soto Broadcasting Corp. Changed from KDBC.  
■ WLKN Lincoln, Me.—Radio Voice of Lincoln.  
■ WVIC East Lansing, Mich. — WGSB Broadcasting Co.  
■ KITH Clinton, Mo. — Golden Valley Broadcasting Co.

#### ACTIONS BY FCC

■ By separate actions, commission (1) granted application for assignment of license of WTUP from W. I. Dove, E. O. Roden, Vernon K. Wroten and Robert L. McVay, d/b as Lee Broadcasting Co. to W. I. Dove and E. O. Roden, d/b as Lee Broadcasting Co., and (2) in order to afford licensee reasonable opportunity to demonstrate intention to operate in complete compliance with act and commission rules, commission granted WTUP short-term license—to Oct. 1, 1965. Action Oct. 21.

■ Commission granted renewal of licenses of following owned by Roden: WGCM Gulfport, Miss.; WBIP Booneville, Miss.; WBOP Pensacola, Fla., and WTUG Tuscaloosa, Ala. Action Oct. 21.

■ By order, commission dismissed petition by 1360 Broadcasting Inc. for rehearing of Sept. 8 Order which denied application for review of May 28 decision of review board denying application to change operation of WEBB Baltimore, Md., on 1360 kc, 5 kw, DA, from daytime to unlimited time with 1 kw-N, DA-2. Action Oct. 28.

### New FM stations

#### ACTIONS BY FCC

Lake Charles, La.—Calcasieu Broadcasting Co. Granted CP for new FM on 99.5 mc, channel 258, 31.2 kw. Ant. height above average terrain 344 feet. P.O. address c/o T. B. Lanford, Box 1488, Lake Charles. Estimated construction cost \$7,360; first year operating cost \$15,000; revenue \$15,000. Applicant is licensee of KPLC Lake Charles. Action Oct. 23.

Natchitoches, La. — Natchitoches Broadcasting Inc. Granted CP for new FM on 97.7 mc, channel 249A, 3 kw. Ant. height above average terrain 130.38 feet. P.O. address Box 607, Natchitoches. Estimated construction cost \$10,247; first year operating cost \$3,600; revenue \$4,000. Principals: B. Hillma Bailey Jr. and Norman A. Fletcher (each 50%). Messrs. Bailey and Fletcher are also co-owners of KNOC TV Cable Inc. in Natchitoches. Action Oct. 23.

\*Andover, Mass. — Trustees of Phillips Academy. Granted CP for new FM on 91.7 mc, channel 219, 10 w. Ant. height above average terrain 533 feet. P.O. address 61 Highland Road, Andover. Estimated construction cost \$16,085; first year operating cost \$750. Principal: Board of trustees. Action Oct. 21.

Lansing, Mich.—Lansing Broadcasting Co. Granted CP for new FM on 101.7 mc, channel 269A, 3 kw. Ant. height above average terrain 175 feet. P.O. address 407 North Washington Avenue, Lansing. Estimated construction cost \$19,935; first year operating cost \$15,000; revenue \$18,000. Principals: John C. Pomeroy (26.92%), W. A. Pomeroy (21.12%), Edwin L. Byrd (17.1%), Bessie M. Pomeroy (14.95%) and others. Lansing

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Broadcasting has 40% interest in Television Corp. of Michigan Inc., licensee of WILX-TV Lansing and WJCO Jackson, both Michigan. Action Oct. 23.

Red Wing, Minn.—Hiawatha Valley Public Service Broadcasters Inc. Granted CP for new FM on 105.5 mc, channel 288A, 2.25 kw. Ant. height above average terrain 340 feet. P.O. address c/o George L. Brooks, Box 102, Red Wing. Estimated construction cost \$1,550; first year operating cost \$6,000; revenue \$10,000. Principals: George L. Brooks and D. Eldon Lum (each 50%). Hiawatha Valley is licensee of KCUE Red Wing. Action Oct. 26.

Bryan, Ohio—Williams County Broadcasting System Inc. Granted CP for new FM on 100.9 mc, channel 265, ERP 3 kw, uni. Ant. height above average terrain 154 feet. P.O. address Box No. 6, Bryan. Estimated construction cost \$11,591; first year operating cost \$10,000; revenue \$18,000. Principal: Williams County Broadcasters (100%). Williams County is licensee of WBNO Bryan. Action Oct. 27.

Greenville, Pa.—Greenville Broadcasting Co. Granted CP for new FM on 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 240 feet. P.O. address 44 McCracken Road, Greenville. Estimated construction cost \$11,925; first year operating cost \$15,000; revenue \$15,500. Principals: Merle G. Anderson (50%), Kenneth B. Anderson (49.5%) and Ethel B. Anderson (0.5%). Greenville Broadcasting is licensee of WGRP Greenville. Action Oct. 26.

Tomah, Wis.—Tomah-Mauston Broadcasting Inc. Granted CP for new FM on 98.9 mc, channel 255, 100 kw. Ant. height above average terrain 460 feet. P.O. address 1018.5 Superior Avenue, Tomah. Estimated construction cost \$30,000; first year operating cost \$76,000; for both AM and FM; revenue \$78,000 for both AM and FM. Principals: Hugh W. Dickie (60%), William P. Bernton (6%), Ann M. Gibson, Robert E. Steele, Katherine McCall (each 4%) and others. Tomah-Mauston is licensee of WTMB Tomah. Action Oct. 21.

#### APPLICATIONS

Manchester, Ky.—Wilderness Road Broadcasting Co. 103.1 mc, channel 276, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 368, Manchester. Estimated construction cost \$15,582; first year operating cost \$45,000; revenue \$50,000. Principals: Joe L. Tighe (27%), Carl H. Stinson (8%), Cecil Corum (17%), Squire Baker (11%) and Roy A. Redmond (22%). Wilderness Road is licensee of WWXL Manchester. Ann. Oct. 26.

\*Struthers, Ohio — Board of Education Struthers, Ohio, School District. 90.7 mc, channel 214, 328 w. Ant. height above average terrain minus 22 feet. P.O. address c/o Andrew S. Klanko, High School Building, Struthers. Estimated construction cost \$15,984; first year operating cost \$2,500. Principal: school board of directors. Ann. Oct. 21.

Knoxville, Tenn.—Dick Broadcasting Inc. 107.7 mc, channel 299, 100 kw. Ant. height above average terrain 390 feet. P.O. address 6711 Kingston Pike, Knoxville. Estimated construction cost \$29,281; first year operating cost \$55,000; revenue \$55,000. Principals: Marilyn M. and James A. Dick (each 50%). Dick Broadcasting is licensee of WIVK Knoxville. Ann. Oct. 22.

Parkersburg, W. Va.—Franklin Broadcasting Inc. 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 212 feet. P.O. address Box 228, Parkersburg. Estimated construction cost \$14,088; first year operating cost \$6,750; revenue \$10,000. Principals: C. E. Franklin (99%) and Calvin Dailey Jr. (1%). Franklin Broadcasting is licensee of WCFR Parkersburg. Ann. Oct. 26.

#### Existing FM stations

##### CALL LETTERS ASSIGNED

■ WKIZ-FM Key West, Fla.—Florida Keys Broadcasting Corp.

■ WLS-FM Chicago—American Broadcasting-Paramount Theaters Inc. Changed from WENR-FM.

■ WGNO(FM) Madison, Ill.—Charles H. Norman.

■ WRUS-FM Russellville, Ky.—South Kentucky Broadcasters.

■ WVIC-FM East Lansing, Mich.—WGSB Broadcasting Co. Changed from WVIC(FM).

■ WMAG-FM Forest, Miss.—Scott County Broadcasting Inc.

■ KCIC(FM) Clinton, Mo.—Clinton Broadcasting Co.

■ WLVP(FM) Franklin, N. J.—Louis Vander Plate.

■ WPIX-FM New York — WPIX Inc. Changed from WBFM(FM).

■ WNRE(FM) Circleville, Ohio—Circleville Broadcasting Co.

■ KOFM(FM) Oklahoma City—BBC Inc.

■ WEEP-FM Pittsburgh—Golden Triangle

Broadcasting Inc. Changed from WITT(FM).

■ WNTL(FM) Memphis — East Memphis Broadcasting Co.

■ KTXN-FM Victoria, Tex.—Cosmopolitan Enterprises.

■ WSUW(FM) Whitewater, Wis.—Wisconsin State College.

#### Ownership changes

##### ACTIONS BY FCC

KCOL Fort Collins, Colo.—Granted assignment of license from Northern Colorado Broadcasting Co., owned by Ellis Atteberry (98%), Terry Atteberry (1%) and Mona Atteberry (1%) to Beef Empire Broadcasting Co., owned by Huse Publishing Co. (80%), R. E. Thomas (7%), E. G. Meier (7%), H. B. Francis (3%) and James Prchal (3%). Huse Publishing Co., Norfolk, Neb., is publisher of Norfolk Daily News and is owned by E. F. Huse Jr. (88.2%) and K. S. Huse (11.8%). Consideration \$152,000 and \$48,000 covenant not to compete within Larimer county for ten years. Stockholders in Beef Empire have interest in WJAG Norfolk; KVSH Valentine, and KCSR Chadron, all Nebraska. Action Oct. 26.

WLCO Eustis, Fla.—Granted assignment of license from Floyd W. Hess to Carroll Barringer. Consideration \$45,000. Carroll Barringer is member of Catawba county, North Carolina, county board and owns Barringer farms in Newton, N. C., raises cattle and horses. Action Oct. 26.

WDAE-AM-FM Tampa, Fla.—Granted assignment of license from Smiley Properties Inc., controlled by Joseph F. Smiley, executor of estate of David E. Smiley, deceased, to Rounsaville of Tampa Inc., owned by Robert W. Rounsaville (100%). Consideration \$375,000 and \$240,000 covenant not to compete for 10 years. Mr. Rounsaville is owner of Rounsaville of Nashville Inc., licensee of WVOL Berry Hill, Tenn.; Rounsaville of Tampa Inc., licensee of WTMP Tampa, Fla.; Rounsaville of New Orleans Inc., licensee of WYLD New Orleans, and also owns WTAM-TV Louisville, Ky. and WATL-TV Atlanta. Action Oct. 28.

WTMP Tampa, Fla.—Granted assignment of license from Rounsaville of Tampa Inc. to WTMP Inc., owned by Speidel Broad-

casters Inc. Consideration \$250,000. See grant for assignment of license for WDAE-AM-FM Tampa. Speidel is licensee of WOIC Columbia; WYNN Florence; WPAL Charleston, all South Carolina; WHIH Portsmouth, Va., and WSOK Savannah, Ga. Action Oct. 28.

WSHO New Orleans—Granted assignment of license from Raymac Radio Inc., owned by Carmen Macri (100%) to WBOK Inc., owned by Jules J. Paglin and Stanley W. Ray Jr. (each 50%). Consideration \$100,000 plus \$977 for trans. site and equipment. Messrs. Paglin and Ray each have 50% interest in WXOK Inc., Baton Rouge, La.; WGOK Inc., Mobile, Ala.; and WLOK Inc., Memphis with 47% of KAOX Inc., Lake Charles, La. and 49.2% of KYOK Inc., Houston. Action Oct. 21.

WBOK New Orleans—Granted assignment of license from WBOK Inc. to Raymac Radio Inc. Consideration that Raymac will assume frequency and facilities of WBOK. Contingent on grant of application of WBOK for same of WSHO. Action Oct. 21.

KEVL White Castle, La.—Granted transfer of control of licensee corporation, Big League Broadcasting Inc., by Gladys S. Sloan (1.1%), Gladys N. Schwing (1.1%) and Charles E. Schwing Jr. (97.8% before, 20% after) to Larry M. Marchand Jr. (20%), Thomas A. Durham (20%), Joseph D. Panichella (20%), Nelson M. Lee (5.5%), Stuart R. Lee (5.5%), Adrienne Lee (5.5%) and James N. Lee (3.5%). Consideration payment of \$50,000 note. Messrs. Stuart and J. N. Lee are attorneys. Mr. Schwing is owner of Iberville South newspaper in Plaquemine, La. Action Oct. 23.

WTCN-TV Minneapolis—Granted assignment of license from TLB Inc., owned by WTCN Television Inc. to WTCN Television Inc. which is owned by Chris-Craft Industries Inc., publicly owned corporation, H. V. Sherrill chairman, Bing Crosby chairman of broadcast division. No financial consideration. Chris-Craft has following broadcast interests: owns KCOP(TV) Los Angeles, through subsidiary KCOP Television Inc.; KPTV(TV) Portland, Ore., through Oregon Television Inc.; KXYZ(TV) Houston, through Kxyz Inc., and KTVT(TV) Ft. Worth, through NAFI Telecasting Inc. Action Oct. 22.

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**WFAS-AM-FM White Plains, N. Y.**—Granted assignment of license from Westchester Broadcasting Corp., owned by Valentine E. Macy Jr. and J. Noel Macy (each 50%) to Westchester Corp., owned by Lucile Stone (46%), Norman Wain (16½%), Robert C. Weiss (16½%), Joseph T. Zingale (16½%), Frank P. Celeste (2.5%) and Nick J. Mileti (2.5%). Consideration \$850,000. Messrs. Celeste and Mileti each have 3.46% interest in Cleveland Telecasting Corp., applicant for UHF-TV in Cleveland. Messrs. Wain, Weiss and Zingale were account executives for WHK Cleveland. Action Oct. 23.

**WICU-AM-TV Erie, Pa.**—Granted assignment of license from Gibraltar Enterprises Inc., owned by Prudence H. Lamb (0.17%), Edward Lamb and Prudence H. Lamb as trustees for Edward H. Lamb trust (0.34%), Edward Lamb and Prudence H. Lamb as trustees for Priscilla P. Lamb trust (0.51%) and Dispatch Inc. (98.98%) which is owned by Edward O. Lamb (19.75%), Prudence H. Lamb (18.94%), Edward H. Lamb (0.64%), Priscilla P. (Lamb) Guyton (0.64%), Edward and Prudence H. Lamb trustees for Edward H. Lamb trust (33.73%) and Edward and Prudence H. Lamb trustees for Priscilla P. Lamb trust (26.31%) to Dispatch Inc., owned by same individuals with same percentages. Consideration \$6 million for WICU-TV and \$385,687 for WICU. Granted Oct. 27.

**KZFM(FM) Corpus Christi, Tex.**—Granted assignment of license from Master Music Inc., owned by Jack Jester (20.05%), Ronald J. Williams (22.95%), C. M. Goode (8.10%), Dr. Ernesto Sierra (5.61%), Charles R. Steinmetz and others to Gulf Business Music Inc., owned by Charles W. Balthrope (55%), William D. Balthrope (30%), Hugh F. Gillogly (5%), Clara L. Cunningham (2%), Edwin L. Shook (2%), Robert T. Marion (2%), Mary H. Whaley (2%) and Makle B. McBryde (2%). Consideration \$104,250. Mr. C. W. Balthrope is majority stockholder in

Camel Co., licensee of KAML Kenedy-Karnes, Tex.; Lance Properties, music publishing and advertising firm in San Antonio; Sound Distributors Inc., licensee of KEEZ (FM) San Antonio, and Texas Wired Music Inc., San Antonio. Mr. W. D. Balthrope is manager of Texas Wired Music and is executive with Sound Distributors Inc. Mr. Gillogly is sales manager of Texas Wired Music. Mr. Shook is chief engineer at KEEZ. Mr. Marion is service manager at KEEZ. Action Oct. 21.

#### APPLICATIONS

**KIFW Sitka, Alaska**—Seeks transfer of control of licensee corporation, Sitka Broadcasting Co., from Howard C. and Edith L. Bradshaw (32.85% before, none after) and Harry Lanz (32.85% before, none after) to Roy Pascal (none before, 65.7% after). Consideration \$15,000. Mr. Pascal has 0.158% interest in Juneau Broadcasters Inc., licensee of KINY-AM-TV Juneau, Alaska, and is employed by corporation. Ann. Oct. 21.

**KWIZ-AM-FM Santa Ana, Calif.**—Seeks transfer of control of licensee corporation, Voice of Orange Empire Inc., from Ernest L. Spencer (50.33% before, none after) and Franc E. Spencer (0.03% before, none after) to Davis Broadcasting Co., owned by W. Thomas Davis and M. Philip Davis (each 50%). Consideration \$350,000. Messrs. Davis are attorneys and have nonbroadcasting interests including farming, cattle ranching, and sale and manufacturing of food supplement products. Ann. Oct. 21.

**WJOE Fort St. Joe, Fla.**—Seeks assignment of license from Robert D. Sidwell tr/as Little Joe Enterprises to Big Bend Broadcasting Corp., owned by William S. and Dorothy C. Dodson (each 49.4%) and A. K. Hermon (1.2%). Big Bend is licensee of WBSC Bennettsville, S. C., and WCNH Quincy, Fla. Ann. Oct. 22.

**WIVY-AM-FM Jacksonville, Fla.**—Seeks transfer of control of licensee corporation, WIVY Inc., from Edward J. and Constance Oberle (100% before, none after) to Strategic Broadcasting Corp., owned by Vida Goldgar (100%). Consideration \$209,000. Vida Goldgar is journalist and public relations consultant, and has 10% interest in Bradley Advertising Agency, Atlanta. Ann. Oct. 22.

**KOKA Shreveport, La.**—Seeks transfer of control of licensee corporation, KOKA Broadcasting Inc., from Stuart J. Hepburn (55%), Dean McClain (4%), Stephen D. Bonjour (8%), Bernard I. Ochs (8%), and Century Life Insurance Co., William J. Laidlaw Jr., president, (25%) to Hepburn Broadcasting Inc., owned by same individuals with same percentages. No financial consideration. Ann. Oct. 21.

**KUDI Great Falls, Mont.**—Seeks assignment of license from James F. Hadlock to Frontier Broadcasting Inc., owned by Stanley A. Peterson (33%), James E. Craddock (32%), Arden E. Roney (22%), Gale Connors Kirby (11%), Don C. Brown Jr. (1%) and James Robert Hanson (1%). Consideration \$24,000. Mr. Roney is owner of Arden E. Roney Associates, Los Angeles advertising agency. Ann. Oct. 21.

**WCNL Newport, N. H.**—Seeks assignment of license from W. Richard and Norah B. Carlson (each 50%) d/b as Carlson Enterprises to Chester C. Steadman Jr. tr/as Chandler Enterprises. Consideration \$70,000. Mr. Steadman is sales manager for Plough Broadcasting Co., licensee of WCOP Boston. Ann. Oct. 23.

**WDSL Mocksville, N. C.**—Seeks assignment of CP from Wilkes Broadcasting Co., owned by Roland B. and Dorle B. Potter (each 50%) to WDSL Inc., owned by same individuals with same percentages. No financial consideration. Ann. Oct. 21.

**WGIC Xenia, Ohio**—Seeks assignment of license from Greene County Radio, owned by R. Roy Stoneburner (40%), Paul W. Stoneburner (10%) and Vernon H. Baker (50%) to Green Information Center Inc., owned by same individuals with same percentages. No financial consideration. Paul W. Stoneburner is permittee of new AM in Salem, N. J. Vernon H. Baker has 60% interest in Accomack-Norhampton Broadcasting Co., licensee of WESR Tasley, Va., has 45% interest in Tidewater Broadcasting Co., applicant for new AM in Smithfield, Va. Ann. Oct. 21.

**KACI The Dalles, Ore.**—Seeks assignment of license from William E. Neumann to Radio KACI Inc., owned by William E. (99%) and Edith F. Neumann (1%). No financial consideration. Ann. Oct. 21.

**WXUR-AM-FM Media, Pa.**—Seeks transfer of control of licensee corporation, Brandywine-Main Line Radio Inc., from George E. Borst (9.18%), M. John Boyd (18.35%), Joseph B. Fisher (10.51%) and Stella B. Proctor (19.56%) to Faith Theological Seminary, Carl McIntire, president. John H.

Norris, member of Faith Theological board of directors, has 26¼% interest in WGSA-AM-FM Ephrata; 10% interest in WGBA-AM-FM Red Lion; is manager of WINE Red Lion, all Pennsylvania, and is equal partner in WABH Deerfield, Va. Consideration \$94,600. Ann. Oct. 21.

**KAWA Marlin, Tex.**—Seeks assignment of license from M-L Radio Inc., owned by Dally Post Co. which is owned by Peter Miller (100%) to Morbro Inc., owned by Delwin W. Morton, Orman L. Kimbrough and Texas Capitol Corp. (each 33⅓%). Consideration \$150,000. Jack C. Vaughn, stockholder and director of Texas Capitol, is vice president and has 24.4% interest in South-west States Inc., licensee of KRNO San Bernardino, Calif.; KITE Terrell Hills, Tex.; KOSA-TV Odessa, Tex.; and KROD-AM-TV El Paso, Tex. Messrs. Morton and Kimbrough are licensees of KES Gladewater, Tex., and have pending application for assignment of license of KADO Marshall, Tex. Ann. Oct. 21.

**WHSM Hayward and WJMC-AM-FM Rice Lake, both Wisconsin**—Seek transfer of control of licensee corporation, WJMC Inc., from Walter C. Bridges (80%), deceased, to Mary Bridges Smith (80% as executrix of estate of Walter C. Bridges, and 19.2% as individual). No financial consideration. Ann. Oct. 22.

**WIXK New Richmond, Wis.**—Seeks assignment of license from Radio St. Croix Inc., owned by Zel S. Rice II (47.5%), Alfred Gentile (37.5%) and Vito Vitali (15%) to Smith Broadcasting Inc., owned by Robert E. Smith (100%). Consideration \$82,000 and assumption of \$400 liability. Mr. Smith is manager of WIXK. Ann. Oct. 23.

#### Hearing cases

##### INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward (1) granting application of Boardman Broadcasting Inc. for new daytime AM on 1570 kc, 1 kw, DA, in Boardman, Ohio, and (2) denying application of Daniel Enterprises Inc. for new daytime AM on same frequency with 500 w, DA, in Warren, Ohio. Action Oct. 26.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Brown Publishing Co. for new FM on channel 269 (101.7 mc) in Urbana, Ohio. Action Oct. 23.

■ Hearing Examiner Sol Schildhouse issued initial decision looking toward granting application of Marine Broadcasting Corp. for new FM on channel 288 (105.5 mc) in Jacksonville, N. C. Action Oct. 23.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of James E. Walley to increase daytime power of KAOR Oroville, Calif., on 1340 kc from 250 w to 1 kw, continued operation with 250 w-N; conditions. Action Oct. 22.

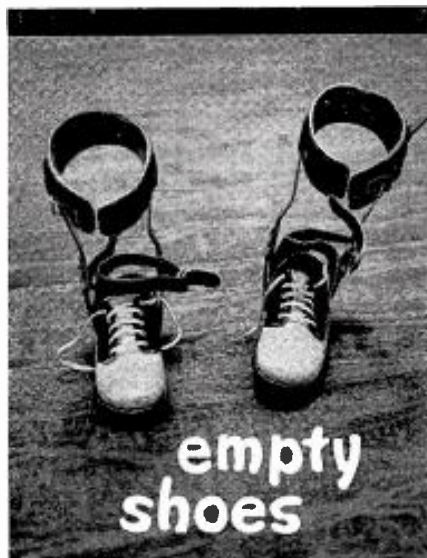
##### DESIGNATED FOR HEARING

■ By order, commission designated for hearing application of Radio 13 Inc. for renewal of license of WHZN Hazleton, Pa. Issues include questions concerning violations of first-class operator and log-keeping rules, compliance with rebroadcast provisions of Communications Act and commission rules, and misrepresentations. Order incorporates notice of apparent liability, and, upon basis of hearing record, hearing examiner and commission will consider whether public interest would be better served by issuance of order of \$10,000 forfeiture or some lesser amount in lieu of order denying grant for renewal. Action Oct. 28.

Charles L. Hamilton Sr. and Mildred B. Hamilton, and Richard C. Brandt, all Newton, Iowa—Designated for consolidated hearing applications for new FM's on channel 240 (95.9 mc) with ERP 3 kw; Hamilton ant. height 300 feet, and Brandt ant. height 200 feet. Action Oct. 28.

■ By memorandum opinion and order, commission (1) designated for consolidated hearing applications of Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp. for new AM's on 1580 kc, 1 kw, D, in Cozad, Neb.; made Federal Aviation Agency party to proceeding; (2) denied Tri-Cities' petition for reconsideration of May 13 action which accepted for filing Dawson's application; and (3) disposed of related pleadings as set forth in memorandum opinion. Action Oct. 28.

Kaiser Industries Corp., Chicagoland TV Co., and Warner Bros. Pictures Inc., all Chicago—Designated for consolidated hearing mutually exclusive applications for new TV's on channel 38; issues include determination as to whether Kaiser (Nevada corporation)



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and Warner (Delaware corporation) are authorized to do business in Illinois; whether grant to Warner would be consistent with provisions of Sec. 310(a)(4) of act concerning citizenship of stockholders, and with Sec. 73.636 of multiple ownership rules and, in light of past conduct, whether Warner has requisite qualifications to be broadcast licensee. Action Oct. 21.

#### OTHER ACTIONS

■ By memorandum opinion and order, commission (1) granted application of Wichita Television Corp. for new UHF-TV translator on channel 74 to serve Salina, Kan., by rebroadcasting programs of KCKT-TV (ch. 2) Great Bend, conditioned that if translator operates in area within predicted grade A contour of any TV in operation, or which subsequently comes into operation, translator must not duplicate simultaneously, or 15 days prior or subsequent thereto, program broadcast by such TV, provided translator licensee has received at least 15 days advance notification from TV licensee of date of such broadcast; and (2) denied opposing petition by Mid-America Broadcasting Inc. (KSLN-TV, channel 34), Salina. Commissioner Cox abstained from voting; Commissioner Loevinger concurred in result. Action Oct. 28.

■ By memorandum opinion and order, commission dismissed petitions by Albert Vanden Bosch for stay and reconsideration of July 8 action granting application for assignment of CP of WJMY-TV (ch. 20) Allen Park (Detroit), Mich., from Triangle Broadcasting Co. to United Broadcasting Inc. Action Oct. 28.

■ Commission invited comments to notice of proposed rulemaking looking toward reserving for noncommercial educational use channel 9 (now commercial) in Redding, Calif. Reservation was requested by Northern California Educational Television Association Inc., permittee of KIXE-TV on that channel in Redding, which plans noncommercial educational operation. Action Oct. 28.

■ By order, commission denied joint application by Allegany County Broadcasting Corp. (WCUM-AM-FM) and Cumberland Valley Broadcasting Corp. (WTBO-AM-FM), Cumberland, Md., for review of June 30 decision of review board which granted application of WKYR from Keyser, W. Va., to Cumberland, Md., and increase operating hours from daytime to unlimited time with 1 kw-N, DA-2, continued operation on 1270 kc, 5 kw, D. Action Oct. 28.

■ By report and order, commission terminated proceeding in Doc. 14037 which looked toward amending AM rules to delete 30:1 ratio pertaining to interference between AM's 20 kc apart. Amendment has been adopted in another proceeding. Action Oct. 28.

■ Commission gives notice that Sept. 1 initial decision which looked toward granting application of Salem Broadcasting Co. for new daytime AM on 600 kc, 500 w, DA, in Salem, Ohio; conditioned to precluding pre-sunrise operation with daytime facilities, became effective Oct. 21 pursuant to Sec. 1.276 of rules. Action Oct. 28.

■ Commission invited comments to notice of proposed rulemaking based on petition by John J. Dixon to substitute FM channel 289 for 257A at Appleton, Wis., and 257A for 289 in Neenah-Menasha, Wis. Dixon and WNAM Inc. have mutually exclusive applications pending for new FM's on channel 289 in Neenah-Menasha, and petition was accompanied by agreement between applicants concerning procedures they would take to amend applications to avoid comparative hearing and thus institute early FM service to both Appleton and Neenah-Menasha. Action Oct. 21.

■ By memorandum opinion and order, commission denied petition by Heart of America Broadcasters Inc. (KUDL), Fairway, Kan., to assign FM channel 221A to that city and to substitute 217 in lieu of 218 at Lawrence, University of Kansas, which operates KANU(FM) on channel 218 at Lawrence opposed change, and commission feels that petitioner has not made sufficient showing of need for assignment to warrant dislocation in educational broadcasting service rendered by KANU. Action Oct. 21.

■ Commission invited comments to proposed rulemaking looking toward amending FM table of assignments, based on joint petition by Atlas Broadcasting Co. (WMAX-FM), Grand Rapids, Mich., and County Broadcasting Co., prospective assignee of station, to delete channel 267 from Grand Rapids and assign it to Ionia. Action Oct. 21.

■ Commission granted extension of time to Oct. 31 for city of New York Municipal Broadcasting System to continue experimental transmission of coded or scrambled signals over WNYC-TV (ch. 31) New York

under stated conditions. Action Oct. 21.

■ By report and order in Doc. 15397, commission amended TV table of assignments and added VHF channel 9 to Grandview, W. Va., for noncommercial educational use. West Virginia Educational Broadcasting Authority has state-wide plans for educational TV system in which channel 9 facility will play key role. Action Oct. 21.

#### Routine roundup

##### ACTIONS BY REVIEW BOARD

■ In proceeding on applications of Lorenzo W. Milam and Jeremy D. Lansman and Christian Fundamental Church for new FM's in St. Louis, in Doc. 15615, 15617, granted Christian's motion to extend time to Oct. 29 to file replies to oppositions to motion to enlarge issues. Action Oct. 27.

■ Members Berkemeyer and Pincock, with member Slone concurring, adopted decision granting application of S & S Broadcasting Co. to increase daytime power of WTAQ La Grange, Ill., from 1 kw to 5 kw and change daytime directional ant. pattern, continued operation on 1300 kc, with 500 w-N, DA-2; conditions include precluding pre-sunrise operation with daytime facilities pending decision in Doc. 14419. May 22 initial decision looked toward denying application. Action Oct. 26.

■ Dismissed as moot joint request by Springfield Telecasting Co. and Midwest Television Inc. for time to file joint request for approval of agreement in proceeding on applications for new TV's on channel 26 in Springfield, Ill. Action Oct. 23.

■ Granted motion by Northwestern Indiana Radio Inc. to extend time to Oct. 26 to file reply to Valley Broadcasting opposition in proceeding on applications for new AM's in Valparaiso, Ind., and Kankakee, Ill., respectively, et al. Action Oct. 23.

■ Granted petition by Peoples Broadcasting Corp. to extend time to Nov. 2 to file oppositions to Farragut Television Corp. motion to enlarge issues in proceeding on applications for new TV's on channel 40 in Columbus, Ohio. Action Oct. 23.

■ Dismissed as moot petition by Radio Monticello to enlarge issues as to financial qualifications of D & F Broadcasting Co. in proceeding on application for new AM's in Monticello and Quincy, Fla., respectively. Action Oct. 23.

■ By memorandum opinion and order 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, denied Middle Tennessee petition to enlarge issues. Action Oct. 21.

■ By memorandum opinion and order in Paterson, N. J., UHF-TV proceeding in Doc. 15089 et al., granted motion by Trans-Tel Corp. and deleted issues 7 and 9 with respect to ant. location and Sec. 73.636 of rules concerning overlap. Member Nelson abstained from voting. Action Oct. 21.

■ By memorandum opinion and order in proceeding on applications of American Colonial Broadcasting Corp. for CP's to change trans. site and ant. height of WSRU-TV (ch. 9) Ponce, and CP to increase power of WKBM-TV (ch. 11) Caguas, P. R., in Doc. 15271, 15451, denied petition to amend issue 5 to include provision that in event overlap conflict exists determination shall be made as to whether circumstances warrant waiver of overlap rule. Action Oct. 21.

##### ACTIONS ON MOTIONS

By Chief Hearing Examiner

James D. Cunningham

■ Designated Examiner Millard F. French to serve as presiding officer in proceeding on applications of Kaiser Industries Corp., Chicagoland TV Co. and Warner Bros. Pictures Inc. for new TV's on channel 38 in Chicago; scheduled prehearing conference for Nov. 23 and hearing for Dec. 16. Action Oct. 23.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Camellia City Telecasters for leave to amend application for new TV on channel 40 in Sacramento, Calif., to specify new trans. and tower site and to incorporate in application engineering data with respect thereto, cancelled Oct. 30 prehearing conference and scheduled evidentiary hearing for Dec. 4. Action Oct. 26.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV's on channel 19 in Cleveland in Doc. 15163-4, granted joint motion to extend time to Oct. 27 to file replies to proposed findings of fact and conclusions of law. Action Oct. 21.

■ On own motion, continued Oct. 26 hearing to Nov. 23 in proceeding on applica-

tions of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex. Action Oct. 21.

■ On own motion, in above proceeding, ordered items (4) and (7) of last ordering clause of examiner's order, released Oct. 20, be stricken. Action Oct. 21.

■ On own motion, ordered (1) responses to interrogatories announced in examiner's Aug. 20 memorandum opinion and order in proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex., be stayed until 30 days after final resolution of appeals now pending with respect to memorandum opinion and order, (2) those recipients of interrogatories who have not answered them shall have same 30 days to answer and (3) dismissed as moot certain related pleadings. Action Oct. 19.

■ By separate order in above proceeding, granted La Fiesta's petition insofar as requests reconsideration of examiner's Sept. 14 order. Action Oct. 19.

By Hearing Examiner Isadore A. Honig

■ Scheduled hearing conference for Oct. 30 in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev. Action Oct. 26.

■ In proceeding on applications of Springfield Telecasting Co. and Midwest Television Inc. for new TV's on channel 26 in Springfield, Ill., in Doc. 15449-50, granted joint request to continue supplementation of pleadings re: motion to dismiss Midwest's application from Oct. 19 to Nov. 23, and Oct. 22 hearing to Nov. 25. Action Oct. 21.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Woodland Broadcasting Inc. for single correction to transcript in proceeding on application and that of KWEN Broadcasting Co. for new AM's in Vidor and Port Arthur, Tex., respectively. Action Oct. 26.

■ 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 Peoples petition to add Evansville issue as to Farragut. Action Oct. 22.

By Hearing Examiner David I. Kraushaar

■ In proceeding on application of Marion Moore for new AM in Joshua Tree, Calif., granted applicant's motion for waiver of Sec. 1.594 of rules insofar as section requires local notice of hearing to be broadcast in week immediately following release of designation order, and deemed acceptable publication of hearing notice. Action Oct. 27.

■ Granted motion by Broadcast Bureau to extent of dismissing, but with prejudice for failure to prosecute, application of Lee Roy McCourry, tr/as New Horizon Studios, for new TV on channel 26 in Eugene, Ore., and terminated proceeding. Action Oct. 26.

■ In Paterson, N. J., UHF-TV proceeding in Doc. 15089 et al., granted joint motion by applicants Spanish International Television Inc. and Trans-Tel Corp., consented to by third applicant, Bartell Broadcasters Inc., to extent of continuing hearing to Dec. 15, and directed moving parties to file by Nov. 23 petition concerning approval of settlement agreement whereby only one applicant will remain in hearing, thus mooted standard comparative issue. Action Oct. 20.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, in Doc. 15429-30, scheduled oral argument for Oct. 28 on Tuscarawas petitions requesting dismissal of Dover application, and for leave to amend application. Action Oct. 20.

By Hearing Examiner Forest L. McClenning

■ On own motion, scheduled a further prehearing conference for Oct. 29 in proceeding on FM applications of Paul Dean Ford (WFFR), Wabash Valley Broadcasting Corp. (WTHI) and Radio WBOW Inc., Terre Haute, Ind. Action Oct. 27.

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., Kankakee and Pontiac, Ill., in Doc. 8218 et al., granted Northwestern motion to extend time to Oct. 28 to file pleadings in response to Valley Broadcasting now pending petition for leave to amend. Action Oct. 26.

By Hearing Examiner Sol Schildhouse

■ Cancelled October 28 hearing and closed

record in proceeding on application of Marine Broadcasting Corp. for new FM in Jacksonville, N. C. Action Oct. 21.

■ In proceeding on applications of United Artists Broadcasting Inc. and Ohio Radio Inc. for new TV's on channel 31 in Lorain, Ohio, in Doc. 15248, 15626, ordered that sufficiency of available funds to carry out Ohio Radio's proposals is deemed to be in issue here, that it is, therefore, unnecessary to add issues and United Artists motion to enlarge is denied. Action Oct. 21.

■ In proceeding on applications of Marine Broadcasting Corp. and Onslow Broadcasting Corp. for new FM's in Jacksonville, N. C., in Doc. 15438-9, granted Onslow petition for leave to amend application to specify another channel so as to remove hearing conflict with applicant Marine Broadcasting, and removed amended application from hearing and returned it to processing line. Action Oct. 19.

■ In Boston UHF-TV proceeding in Doc. 15323-5, granted United Artists Broadcasting Inc. petition, as corrected for leave to amend application, and accepted engineering amendment tendered therewith. Action Oct. 19.

■ In proceeding on applications of D & F Broadcasting Co. and Radio Monticello for new AM's in Quincy and Monticello, Fla., respectively, in Doc. 15589-90, granted petition by D & F to amend application to change frequency so as to remove hearing conflict with applicant Radio Monticello, and removed amended application from hearing and returned it to processing line. Order supersedes FCC 64M-1015 released Oct. 14. Action Oct. 16.

By Hearing Examiner Herbert Sharfman

■ On unopposed oral request of Broadcast Bureau, extended time from Nov. 2 to Nov. 9 to file initial proposed findings and from Nov. 12 to Nov. 23 for replies in proceeding on AM applications of Southern Radio and Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, Fla. Action Oct. 26.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Dirigo Broadcasting Inc. and Downeast Television Inc. for new TV's on channel 7 in Bangor, Me., granted Dirigo request to extend time from Oct. 22 to Nov. 23 for exchange of exhibits, and Nov. 5 to Dec. 7 for hearing. Action Oct. 23.

■ In proceeding on applications of Cleveland Telecasting Corp. and Superior Broadcasting Corp. for new TV's on channel 65 in Cleveland, in Doc. 15249-50, denied Cleveland petition for leave to amend application to reflect withdrawal of Independent Music Broadcasters Inc. 31.33% stock subscriber, and Representative Niarhos, president, director and general manager of proposed station. Action Oct. 22.

By Office of Opinions and Review

■ In proceeding on applications of Newton Broadcasting Co. and Transcript Press Inc. for new AM's in Newton and Dedham, Mass., respectively, in Doc. 13067-8, granted Transcript petition to extend time to Oct. 21 to file exceptions and briefs. Action Oct. 19.

#### BROADCAST ACTIONS by Broadcast Bureau

##### Actions of Oct. 28

■ Granted renewal of licenses for following main and co-pending auxiliaries: KSUD West Memphis, Ark.; WBSC Bennettsville, S. C.; WCUE Akron, Ohio; WMC Memphis, Tenn.; WNOX Knoxville, Tenn.; WTLI Mayaguez, P. R.; KINY-TV Juneau, Alaska; WARI Abbeville, Ala.; WCSR Hillsdale, Mich.; WIPC Lake Wales, Fla.; WMYR Ft. Myers, Fla.; WPKY Princeton, Ky., and KHSL-TV Chico, Calif.

##### Actions of Oct. 27

■ KGLO-TV, KEYC-TV, KHQA-TV Mason City, Iowa, Mankato, Minn., Hannibal, Mo.—Granted mod. of licenses and CP's to change name to Lee Broadcasting Corp.

■ WDRC Hartford, Conn.—Granted CP to change from DA-night and day to DA night-time only; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

■ Following were granted extensions of completion dates as shown: KCUL-FM Fort Worth to Jan. 19, 1965; KIMN-FM Denver, to April 12, 1965; KCRF-FM Sacramento, Calif., to Jan. 1, 1965; WCMB-FM Harrisburg, Pa., to May 18, 1965, and KOCY-FM Oklahoma City, to Jan. 15, 1965.

■ WBOP Pensacola, Fla.—Granted license covering change of ant. trans. location and changes in ant. and ground system.

■ KGEF Bakersfield, Calif.—Granted CP to change location of auxiliary trans.

■ KLGs(FM) Los Gatos, Calif.—Granted CP to move ant. trans. and studio location, decrease ERP to 250 w, increase ant. height to 860 feet, and change type trans. and ant.

■ WMAJ-FM State College, Pa.—Granted mod. of CP to change type trans., decrease ant. height to minus 45 feet, and change type ant. using ERP of 3 kw; remote control permitted; conditions.

■ WDOV Dover, Del.—Granted mod. of CP to increase tower height; without prejudice to such further action as commission may deem warranted in light of petitions for stay and reconsideration by Capitol Broadcasting Corp. (WKEN), Dover, and directed against grant for change in hours of operation to unil. time, using 5 kw, DA-N.

■ Granted mod. of licenses to reduce aur. ERP of following TV's: WUNC-TV Chapel Hill, N. C., to 20 kw and WROC-TV Rochester, N. Y., to 48.5 kw and change type trans.

##### Actions of Oct. 26

■ Incorporated Village of Southampton, Southampton, N. Y.—Granted CP for new UHF-TV translator on channel 79 to rebroadcast programs of WHNB-TV (ch. 30) New Britain-Hartford, Conn.; conditions.

■ KWIP Merced, Calif.—Granted mod. of license to change name to Cambridge Broadcasting Corp.

■ KGLO Quincy, Ill., and WTAD-AM-FM Mason City, Iowa—Granted mod. of licenses to change name to Lee Broadcasting Corp.

■ K70AR, K74AQ, K78AA Orangeville, Castle Dale, Ferron and Huntington, Utah—Granted CP's to replace expired permits for changes in UHF-TV translator.

■ K71BF Bijou, Calif.—Granted CP to replace expired permit for UHF-TV translator.

■ WETW-FM Fort Walton Beach, Fla.—Granted CP to replace expired permit for new FM.

■ WRLP(TV) Greenfield, Mass.—Granted CP to change type trans.; aur. ERP 20 kw.

■ WCIX-TV South Miami, Fla.—Granted mod. of CP to make minor change in trans. location (near Coral Gables); specify main studio location; change type ant.; ant. height 300 feet.

■ Granted CP's to replace expired permits for following VHF-TV translators: K09EP, Mammoth Electric, Mammoth Lakes, Calif., and K04DJ, Liberty Television Inc., Lebanon, Ore.

■ Following were granted extensions of completion dates as shown: WAZY-FM Lafayette, Ind., to Feb. 20, 1965; KBPI (FM) Denver, to Feb. 21, 1965; WVOS-FM Liberty, N. Y., to May 3, 1965; WISZ-FM Glen Burnie, Md., to Jan. 1, 1965; WDSU-FM New Orleans, to Dec. 31, WXXW(TV) Chicago, to April 26, 1965; WLVA-TV Lynchburg, Va., to April 26, 1965.

■ Granted renewal of licenses for following VHF-TV translators: K10CG, Aztec Non-Profit TV Association Inc., Aztec and Cedar Hill, N. M.; K12BG, Egeria Park TV Association, Yampa, Colo.; K71AV, K73AQ, K76AY, West Lane Translator Inc., Florence, Ore.; K08BK, K10BR, K13BV, Mantua City Corp., Mantua, Utah; K04AZ, K06AY, K10BW, Washington County Television Dept., Santa Clara and Washington, Utah; K08BP, K10BX, K13AZ, Wellsville TV Translator Co., Logan and Wellsville, Utah and vicinity.

##### Actions of Oct. 23

■ K11GE, K13FW Clarks Fork, Wyo., and Cooke City and Silver Gate, Mont.—Granted mod. of CP's to change type trans. for VHF-TV translators.

■ WLPO-FM LaSalle, Ill.—Granted mod. of CP to decrease ant. height to 205 feet; change ant.-trans. location; type trans. and type ant.; conditions.

■ KSJO-FM San Jose, Calif.—Granted mod. of CP to decrease ant. height to minus 180 feet and change ant. system.

■ WIOD-FM Miami—Granted CP to install new ant.; increase ERP to 59 kw; decrease ant. height to 250 feet; remote control permitted; conditions.

■ WAIR-FM Winston-Salem, N. C.—Granted CP to make changes in transmitting equipment.

■ KOVR(TV) Stockton, Calif.—Granted mod. of licenses to change name to KOVR Broadcasting Co.

■ WPXE Starke, Fla.—Granted mod. of license to change operation from specified hours to unil. operation on 1490 kc, 250 w.

■ WSBT-TV South Bend, Ind.—Granted mod. of license to reduce aur. ERP to 26.9 kw.

■ WKBN-TV Youngstown, Ohio—Granted mod. of license to reduce aur. ERP to 93 kw.

■ KOCO-TV Oklahoma City—Granted CP to replace expired permit for installation of old licensed main trans. as alternate main trans. and ant.

■ WNOW York, Pa.—Granted request to cancel license covering operation of trans. as alternate-main.

■ WSDC Mocksville, N. C.—Granted request to cancel license for AM; call letters deleted.

##### Actions of Oct. 22

■ Skyway Broadcasting Co., Burnsville, N. C.—Granted CP for new VHF-TV translator on channel 6 to rebroadcast programs of WLOS-TV (ch. 13) Asheville, N. C.

■ WTLI Madisonville, Ky.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 500 watts between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

■ WKYE-FM Covington, Va.—Remote control permitted.

■ KOKA Shreveport, La.—Granted mod. of license to change name to Coastal Broadcasting Inc.

■ WDEA Ellsworth, Me.—Granted mod. of license to change name to Capital Broadcasting Inc.

■ Granted renewal of licenses for following and co-pending auxiliaries: KEVL White Castle, La.; WCMU-FM Mount Pleasant, Mich.; WHFI-FM Birmingham, Mich.; WCMO(TV) Marietta, Ohio; WCON Cornelia, Ga., and WXAX(FM) Elkhart, Ind.

■ Granted renewal of licenses for following and co-pending auxiliaries: KEVL White Castle, La.; WCMO(TV) Marietta, Ohio; WCON Cornelia, Ga., and WXAX(FM) Elkhart, Ind.

■ Following were granted extensions of completion dates as shown: WBMC-FM West Point, Ga., to March 1, 1965; WSPA-

Continued on page 88

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## RADIO—Help Wanted

### Management

Daytimer in small Ohio city needs experienced station manager who can do a bit of everything and has experience to prove it. Prefer man with first phone ticket but not essential. Box K-213, BROADCASTING.

Detroit: Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual Opportunity. Multiple Group. Box K-289, BROADCASTING.

Manager . . . Cbain operation has excellent opportunity for sales oriented manager. Top 20 market. Please . . . Sales oriented manager only. Box L-18, BROADCASTING.

Alaska. Man and wife combination. Ideal situation for young couple who want to gain thorough knowledge of all phases of radio. Some experience required. First phone desirable but not mandatory. Box L-43, BROADCASTING.

Top station in small-to-medium market in Pacific Northwest. Must be experienced in radio station management and presently employed. Must be working and selling manager. Need not be immediately available. Box L-53, BROADCASTING.

### Sales

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.

Virginia station needs an experienced salesman who will work closely with station manager as his assistant. This is a permanent position filled with opportunity. Excellent income with many company benefits. Send resume, and if possible photograph to Box K-216, BROADCASTING.

Smart radio time salesman for working sales manager. Top small market station. Must be thoroughly experienced radio broadcaster. Salary plus percentage total station gross. Reply in confidence, giving complete information. Box K-245, BROADCASTING.

Immediate opening at Pennsylvania station for someone with announcing background who wants to work where the money is—in sales. \$5,230.00 a year guaranteed to start plus commissions, expenses and excellent potential. We are seeking an announcer with some sales experience who recognizes that the sales field offers the best opportunity in broadcast. Send complete resume. Box K-247, BROADCASTING.

Detroit. Best radio buy in the nation's fifth largest market! Need top notch salesman to tell the story to agencies. Excellent working conditions—private office. If you can sell agencies write to Box L-2, BROADCASTING.

Fast growing, well established N. Y. State daytimer needs energetic salesman. Share financially in Station's growth. Draw plus commission. Immediate opening. Send resume and details to Box L-6, BROADCASTING.

## Sales—(Cont'd)

Salesman-Technician to manage 50 of our leading background music accounts and expand them and others in a permanent, growing, percentage relationship leading to ownership. Midwest growth area. Write Box L-24, BROADCASTING.

Do you think you can hold down a sales manager's job supervising and directing sales staff of three? If so, there's a job starting from \$150 to \$170 a week plus bonus and some moving allowance if applicant can sell himself. Applicant must have actual radio sales background or comparable experience in advertising. Job can start now or January 1, 1965. Station rate number one in billing and audience in Madison Valley. Send resume, picture and references to Harry M. Thayer, President, WGHQ, UPO Box 427, Kingston, New York.

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 work hard. We make money. If you're interested in both, I have an immediate opening with the right deal for the right salesman. Write full particulars to Jerry Grainger, WWCA, Gary, Indiana.

## 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 country's fastest growing radio chains. Send tape, photo, resume and references to Box J-289, 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.

Immediate opening for 1st phone announcer. We need an experienced man with good mature voice for morning shift on tightly formatted good music station. Excellent opportunity for right man. Rush info to Box K-209, BROADCASTING.

Morning man with bright easy style for Midwest NBC affiliate. Good dance music policy. Only experienced men need apply. Some television possibility. Send tape, photo and resume to Box K-234, BROADCASTING.

Announcer newsmen and copywriter; county seat market fulltime. Give qualifications first letter. Don't send tape until requested. Box K-261, BROADCASTING.

Nut. Box L-14, BROADCASTING.

Ohio medium single station market, daytime with FM, middle of the road format—needs announcer who can sell, operate tight board—3rd class ticket. Send letter and tape to Box L-20, BROADCASTING.

Newsman-announcer. Westchester country. Send tape, resume and salary requirements. Box L-39, BROADCASTING.

Wanted—Experienced announcer, first phone, light maintenance, at Twin cities suburban station, good opportunity. Send tape, photograph, resume and current earning rate. Box L-45, BROADCASTING.

## Announcers—(Cont'd)

Major Ohio station switching to Top 40. Need complete staff. Need 600 ft—15 minute audition. Top salary. Box L-76, BROADCASTING.

KBUD Athens, Texas has opening for mature, experienced dj.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Announcer, first class ticket, interested in sales, helpful if able to speak Spanish, good Colorado college community, if in Colorado or adjacent state write KGIW, Alamosa, Colorado.

Wanted: Announcer-engineer. KNCY, Nebraska City, Nebraska.

KSFR San Francisco — seeks two concert music announcer-programmers. Interested in good production? Careful in your delivery? Ideas of your own? Have program ideas and a very good background heavy in classical music delivery and selection from current material? We are an unusual highly specialized station. Call Al Levitt, YU 6-2825 or send resume to 10 Claude Lane, San Francisco. Only if you know our kind of programing well.

Needed Dec. 1st for new 1000/500: Combo, no maintenance, \$425. DJ, 3rd/endorsed, \$400. Beginning engineer, \$325. Send tape and resume or contact KULY, Ulysses, Kansas 67880.

We are looking for an experienced announcer. Mature voice and good delivery essential. Above average income plus many company benefits. Send tape, resume and if possible photograph to J. W. Poole, WFLS radio, 305 William St., Fredericksburg, Virginia.

Immediate opening for experienced announcer with 1st phone (no maintenance). Send resume, tape, photo, salary requirement to: WGBR, Goldsboro, N. Carolina.

Announcer for Top 50 format, strong on the air personality plus sales, will carry 18 hours air shift weekly and sell remainder of work week. If interested, write or call Bob Hughes, WHEW Radio, Box 2905, West Palm Beach, Florida.

New York—Southern tier bright and clean formatted AM-FM station has an immediate opening for an experienced announcer. Send resume, tape and references to WKOP, Binghamton.

Wanted—Staff announcer—for combination "rock" and versified format. Prefer young man seeking permanent job and advancement with growing chain. Send tape: Hudson Millar, WKUL, Cullman, Alabama.

Leading radio-TV operation has opening for announcer of proven professional caliber. Some television if qualified. WSAV Radio-Television, Savannah, Georgia.

Personalities and newsmen. 5 kw fulltime in 79th market expanding staff for middle road programing. Excellent opportunity and good salaries for right people. Send audition, resume, photo, salary expected to Jon Holiday, WWOK, Charlotte, N. Carolina.

Announcer experienced for general staff work and play-by-play. Well staffed and equipped small market operation in Pennsylvania. Good salary and fringe benefits. 215-384-2100.

50 kw—Network coaching! Taped. Also beginners instruction. Brochure free. Consultant, 678 Medford, Patchogue, New York 11772.

"You and Top Money!" Effective guide to profitable broadcasting. \$1.00. Fisher, 678 Medford, Patchogue, New York. 11772.

## Technical

**Engineer with FM multiplex experience** for headquarter station of major market AM and FM chain. Write Box K-41, BROADCASTING.

**Mid Michigan daytimer, 1 kw directional** has opening for 1st class engineer-announcer who can double as newsmen. Good working conditions in a solid market. Box K-221, BROADCASTING.

**Chief engineer—first ticket—needed by fast** growing N. Y. State, 1 kw daytimer. Salary depends on you. Send resume and details. Box L-7, BROADCASTING.

**Active Vermont station needs engineer-announcer** . . . must be willing to work and accept responsibility . . . excellent position for right man . . . send resume, picture and salary requirements. Box L-26, BROADCASTING.

**First class engineer** . . . some announcing . . . recent school graduate acceptable . . . Eastern North Carolina location . . . good hunting and fishing area . . . salary negotiable. Box L-30, BROADCASTING.

**First Class maintenance man** for Atlantic coast station. A real opportunity to take charge if you are good. Box L-71, BROADCASTING.

**Chief needed to live in a small town** and take charge of regional type operation. We have new plant and it's loaded with best in equipment most of which is new. Working conditions good with large office and shop and much test equipment. If you have good knowledge of solid state, a good education in electronics, have had previous chief experience, want above average pay, can install a new 10 kw FM, soon and can be a working, dirty handed, executive, then talk with me or the present chief engineer who is leaving because of personal family problems. Jerrold A. Shepherd, KWIX, Moberly, Missouri.

**First phone engineer capable maintenance** modern AM-FM plant finest new equipment five kilowatt ND days, one KW D nights. Top salary and working conditions. Apply immediately Dave Steere, WKMI 1360 Melody Lane, Kalamazoo, Michigan. This is permanent connection. Send recent snapshot.

**Leading radio station in Norfolk-Newport** News market has position open for chief engineer. Applicants should have extensive experience in radio broadcasting—AM, FM and multiplexing. Salary above average, company benefits unusually good. Job is largely supervisory. Only highly qualified, well recommended persons need apply. Send complete letter including background, summary, references immediately to: Ambert Dail, Manager, WGH Radio, P.O. Box 98, Newport-News, Virginia.

**Immediate opening for engineer-announcer.** Light maintenance. Station WSYB, Rutland, Vermont.

**Want to become part of a successful radio** station? Things are going so well, we must increase our staff. We need you if you're first phone (no maintenance) and can announce. Call or write Cliff Willis, WTCB, Plymouth, Indiana.

**Needed immediately—chief engineer** capable of maintenance and some airwork. Dependable. Good salary. Phone: Manager, 703-888-2377.

## Production—Programing, Others

**Negro newsmen 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.

**Large Northeast market convenient to New** York has opening for newswriter/reporter in 5 man department. Fine opportunity for young man to develop abilities. Local news gathering and writing of prime importance in this market of 1 million. Must have minimum 1 year commercial experience. Air ability necessary. Chance to do sports, documentaries, special events too. Excellent salary. Only applicants submitting complete resume, airchecks, writing samples, photo and salary requirements considered. Mail replies to Box K-217, BROADCASTING.

## Production—Programing, Others

### Continued

**LA area needs announcer—production man.** Aged 25-35. First class ticket will be given preference in event of equal ability. Formula is up-beat melodic music with pace, audience involvement features. Man we hire will pull air-shift and will gradually be given increasing amounts of administrative responsibility as he proves himself, real opportunity for advancement. Send tape photo, resume, tell all in first letter. This position will be filled within next several weeks. Box K-226, BROADCASTING.

**Progressive Midwest station needs sports** director capable man to take charge of well rounded sports program. Will have play-by-play help. Please send background, references and tape in first letter. Box K-233, BROADCASTING.

**Our man is strong on sports.** He eats, sleeps sports—does play-by-play and sportscasts, is a good announcer and can sell his own programs to sponsors. This job offers full charge of sports programing, selling commissions and fun while you work in Rocky Mountain sportsman's paradise. Must have first phone. Box K-252, BROADCASTING.

**Strong on sports? Want charge of sports** programing? Can do play-by-play, sportscasting and announcing? Can sell your programing to sponsors? Good salary, commissions and fun while you work in Rocky Mountain sportsman's paradise. First phone necessary. Box K-253, BROADCASTING.

**Creative copywriter for South Texas radio** station. Box K-262, BROADCASTING.

**Announcer-production man wanted immediately** for expanding Midwest station, Box K-266, BROADCASTING.

**Newsman—Write and air news** on major Eastern market radio-TV station. Journalism graduate preferred. At least two years experience. Box L-77, BROADCASTING.

**Newsman wanted to gather, write & broadcast** local news. A fine opportunity. Contact Dick Vaughan—WARE, Ware, Massachusetts.

**Immediate opening for experienced, thorough** 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

**Triple threat executive** — (management-sales-programing) wants challenge. 37. Twelve years general/sales manager, medium-major markets, radio-TV. Investment considered. Box L-21, BROADCASTING.

**Available now—to round out your station** in sales, programing, engineering, news, production. First phone. College graduate looking for place to settle. Prefer town in Midwest of 100,000 or less. Let's talk! Box L-35, BROADCASTING or person to person for JH, 319-266-8046.

**"Tight Shop" Administrator; sales, savvy;** family man; excellent references; 12 years experience; available on reasonable notice. West preferred. Box L-40, BROADCASTING.

**Radio station owners aiming to get into the** black: Took over a station in 1963, deep in red, sour reputation. Eight months later in the black. Multiplied monthly gross six times. Better than fifty per cent total audience in four-station market. Advertisers getting real results, reputation on mend. Can do the same for you. West of Mississippi river preferred. Profit sharing deal only. Prepare to pay advance of \$10,000 against first year's earnings, after satisfying yourself I am the man. Box L-52, BROADCASTING.

**General manager-sales manager with twenty** successful years seeking VP or administrative assistant position with Midwest station. Offer reliability, integrity, imagination, hard work. Top references. Box L-67, BROADCASTING.

## Management—(Cont'd)

**Experienced manager, presently employed,** desires Missouri, Arkansas area. Salary secondary to opportunity. Strong on sales and promotion. First class license, mature, hard-working. Box L-69, BROADCASTING.

### Sales

**Salesmanager 500,000 market.** Sales increase 28% over last year. 35-qualified all phases broadcasting. Seeking management or sales management with opportunity. Prefer Group operation. Available with 2 weeks notice. Box L-70, BROADCASTING.

### Announcers

**First phone—10 years all formats.** Showmanship plus. Available immediately. \$150.00. Box K-173, BROADCASTING.

**Mature top-notch, top-40 jock currently with** 50 kw outlet is available. Box K-223, BROADCASTING.

**Unusual female voice—young lady, present-**ly dj Top ten market. Desires night show, D. C., Maryland area Box K-229, BROADCASTING.

**Girl dj, Experienced. Copy—traffic too.** AM or FM. Have third with broadcast endorsement. Box K-231, BROADCASTING.

**Staff realigned. I'm out.** Trained, experienced announcer/copywriter, 3rd phone. Will phone and depart day you wire. Box-243, BROADCASTING.

**Experienced announcer/dj desires return to** metropolitan area (40 mile radius New York City) with new or established small operation. Young, single, draft-free, 3rd class with endorsement. Presently employed. Box K-259, BROADCASTING

**Fully qualified all sports play-by-play.** Experience all phases of radio. Family, college journalism grad. Seeking top notch sports job. Minimum \$750 monthly. Box K-276, BROADCASTING.

**The Beatles rocked there way to success,** give me a chance and you'll be the best. Third class license, married, min. \$800—Top forty only—include offer. Box L-10, BROADCASTING.

**Top country dj, sportscaster available soon.** Now employed top New England outlet. South, West, Rockie's preferred. Box L-33, BROADCASTING.

**Handyman — announcer — must relocate.** Broadcast school. 3rd phone. Car. Anywhere. Corn-Cotton belts preferred. Box L-36, BROADCASTING.

**First phone announcer, experienced Chief** engineer, pd working in major market, desires responsible position in Northeast. Box L-38, BROADCASTING.

**Newsman, announcer, production! Experi-**enced, 9 years. Now employed. Seek steady position. Family man, age 29. For complete brochure write, Box L-41, BROADCASTING.

**Pop deejay with third phone. Ready to** work hard now. Box L-42, BROADCASTING.

**DJ-announcer: Authoritative newscaster,** cooperative, dependable, not a floater; professional attitude. Box L-44, BROADCASTING.

**Well experienced, major newsmen, Ala Wal-**lace & Downs, presently doing the two major reports (12 & 6 p.m.) at 50 kw metropolitan station, NBC affiliate, looking for similar position in better atmosphere. Reply only if genuinely interested in hiring soon. Box L-46, BROADCASTING.

**Experience; dj, announcer. Distinctive** sounds. Newscaster, married man, willing to travel. 3rd class license. Box L-48, BROADCASTING.

**Attention California—Professional Califor-**nia broadcaster—first phone—15 years experience — family — available immediately. Box L-50, BROADCASTING.

**Top 40 only, small-medium markets, draft** free, versatile, hard working, references. Box L-54, BROADCASTING.

**Top morning, programing, production man** seeks station needing spark in above departments. Box L-57, BROADCASTING.

## Announcers—(Cont'd)

Looking for a 1st phone announcer that's dependable? Have a useable knowledge of music from Bach to rock! Will relocate anywhere, but only with a low turnover organization. I'm a family man with over 4 years experience, now employed. Consideration given all replies. Box L-58, BROADCASTING.

Radio announcing school graduate, mature type. Willing to state at nominal salary. Experience on mobile transmitter. Prefer Southern California. Contact Box L-60, BROADCASTING.

Interested in a first class dj with a first class ticket? I'm interested in early morning or night time show in major market. 5 years experience. Box L-63, BROADCASTING.

Announcer, dj newscaster, seeking first job. Recent radio school graduate. Desires opportunity to prove his worth. Box L-65, BROADCASTING.

Announcer-dj. Capable salesman; male, employed, tight board, will relocate, available immediately. Box L-66, BROADCASTING.

Personable, mature announcer. Family man. Medium market. Four years experience. Box L-72, BROADCASTING.

Announcer, first phone no maintenance limited experience, strong news and commercials tight board. Locate eastern seaboard. Box L-74, BROADCASTING.

Announcer-weekends, third phone, New York metropolitan area. College graduate. Box L-75, BROADCASTING.

Want-Jazz, commercial, Big Band sound. 1 year experience. Can do sports & news. Permanent. Box L-78, BROADCASTING.

Experienced announcer would like news position. Call Smith at 501-464-2451.

First phone announcer—dj, sober, family man, solid in community. Excellent ratings and response. Phone 901-658-5236 after 6:00 p.m., CST. P.O. Drawer 250, Bolivar, Tenn. 38008.

Experienced dj—announcer-newscaster. Vicinity of Baltimore-Washington. College student. 202-529-1267.

Announcer—16 years varied experience, 11 as PD, copy, production, news, 3rd ticket; married, 6 children. Don Frost, Rt. #3, Huntville, Missouri, 816-263-1308 . . . after 6 p.m. . . . 816-263-1230.

Attention all states, dependable young announcer wants relocate, no dialect, limited experience. 3rd. Call: 229-4751, Port St. Joe, Florida.

Experienced announcer (and actor) for afternoons, nights, 1st phone no maintenance, light board work. Seeking something worth settling for in a real city with humane employers. HA 4-1176, Jimm Whelan, 91-06 Elmhurst Ave., Jackson Heights, New York.

Available now—5 years experience in news, reports, play-by-play, and dj. Third class endorsed. John Gallehon, 1432 Poplar St. Huntington, Indiana.

Announcer—3rd phone. Some experience at small station. Do news commercials, dj, operate board. Strong in news. Single. Write Bradley C. Bowen, 5 Birchwood Ct., Apt. 3-H, Mineola, N. Y. c/o S. H. Bean.

## Situations Wanted—Technical

Competent chief available. Prefer Louisiana or Texas minimum salary \$125.00 wk. Box K-215, BROADCASTING.

First phone engineer. Experienced all phases of maintenance and operation. Box K-273, BROADCASTING.

Engineer; experienced as Chief, design, construction and operations with directional antennas. Now in Washington area. Box L-31, BROADCASTING.

First phone engineer, with 8 years experience, desires to locate Midwest with AM or AM/TV, with chance to advance to chief. Family man and mature. Box L-62, BROADCASTING.

## Technical—(Cont'd)

Chief engineer, 2½ years experience in AM, mobile communications, directional antennas, studio installation and maintenance, transmitter maintenance. Family man. Some announcing. Desire Minnesota, Minneapolis-St. Paul or nearby. Contact James Henrickson, 1006 Tuscarora Ave., Elizabeth City, North Carolina. Phone area Code (919) 338-8768 or 335-4371.

First phone—combo. 2½ years experience. Two as chief 1 kw. David Nobles—Chadbourn, North Carolina.

## Production—Programing, Others

Copywriter-announcer. Best references, training experience, 3rd phone, service, promotions etc. Wire immediately Box K-242, BROADCASTING.

Newsman, 24, B.A. economics, 8 years air experience radio, first phone. Recent newspaperman and correspondent in Paris, now writing for national magazine. Seeks newscasting and documentary writing position. Salary open, tape and resume on request. Box K-265, BROADCASTING.

Newsman, experienced in gathering writing and airing. Broadcasting school and college graduate. First phone. Box K-280, BROADCASTING.

Quality operation only. Experienced all phases. Entering third year in metropolitan market. Management will recommend. Available January. Box L-5, BROADCASTING.

Newsman with BA & MA degrees in broadcasting desires directorship of small market radio station or TV position in West. Over a year's experience small market Midwestern radio station with 3-man staff. Box L-8, BROADCASTING.

New manager said, "No changes." However, changes came . . . including replacing this experienced newsman with a dj from "back home." If you can't afford a newsman to do your news, save your postage. If you can, and want an aggressive reporter, writer, TV air man. Box L-25, BROADCASTING.

Man and wife—Man—10 years—production—network. Good background in many phases. Women—newcomer—young, very attractive. Personality with proven sales. Box L-28, BROADCASTING.

News director—professional news director seeks medium to large market in Midwest. Married. 3½ years experience. \$600 minimum. Box L-34, BROADCASTING.

Round peg looking for round hole—idea man, young, versatile, military completed, college, married, experienced Top 40-others. Prefer West coast but offers open. Box L-47, BROADCASTING.

Program director, adult only, 7½ years radio; college—capable of assuming responsibility. Southeast. Medium-Large market. Tape & references: Box L-55, BROADCASTING.

Highly experienced announcer with best in references and qualifications ready to assume responsibilities of program director for Top 40 station in medium market. Presently employed with number one station as production manager and afternoon traffic announcer. Married. Ready to make your station number one in your market with knowhow and ambition. Box L-73, BROADCASTING.

Program director. Young, creative, ambitious and hard working. 6 years experience. Lets get acquainted, call 918-742-3715.

Newsman, presently employed Southwestern metropolitan network TV. Looking for change, permanent, radio or TV. Prefer midwest. 27, family, college honor graduate, intelligent, hard-working. Fully experienced. Box C-108, 825 North Hayden Road, Scottsdale, Arizona 85257. 602-947-3014.

## TELEVISION—Help Wanted

### Management

Immediate opening for General manager of new UHF allocation in Midwest. Opportunity to hire staff and supervise selection of equipment and building. Give complete background, references and salary requirements. Box K-230, BROADCASTING.

### 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.

TV salesman wanted for top 15 market. Must have TV station sales background, excellent potential, salary and commission automatically puts salesman in five figures to start. Please send resume and photo to Box L-16, BROADCASTING. Replies confidential.

### Announcers

Experienced on-camera commercial announcer. Ad lib ability and kid show experience desirable. Send audition tape if possible . . . photo. Dominant station in market . . . excellent working conditions and opportunity for advancement to administrative position. Box K-208, BROADCASTING.

Major chain operation in Top 20 market desires professional, on camera announcer. Experienced, ambitious, effective, personalities only. Box L-19, BROADCASTING.

Weatherman—Announcer opening for professional performer to do nightly weather show and with proven versatility either in commercial announcing or news gathering. WSAV-TV, Savannah, Georgia.

### Technical

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.

Expanding South Florida VHF has openings for both studio and transmitter engineers. Must have previous experience in TV. Broadcasting or good technical background. First phone and car necessary. Submit resume to Box K-218, BROADCASTING.

Immediate opening for first phone engineer-switcher. Send resume and salary desired. Box L-15, BROADCASTING.

Wanted first class engineer with television experience. Must be familiar with microwave and VTR. Excellent locale in Western U. S. Send resume, present earnings and salary desired. This position offers the right man a good opportunity to advance. Write Box L-17, BROADCASTING.

TV engineer—station expanding technical facilities has opening for young man thoroughly grounded installation and maintenance TV equipment or show he has fundamental knowledge and capability to learn quickly under guidance of Chief Engineer. WSAV-TV, Savannah, Georgia.

Engineer wanting top-rated station with outstanding technical crew. WSBT & TV looking for young man with some experience or recent tech school graduate with first class license and no military obligation. Prefer man from Indiana or neighboring states. Apply personnel director, South Bend Tribune, South Bend, Indiana 46626.

## Production—Programing, Others

Creative, experienced producer-director for long established popular morning women's program. Top air personality as hostess . . . proven commercial results . . . established 12 years. Desire new ideas, format. Full time producer-director-publisher for show. CBS affiliate Midwest. Include details of experience and creativity for this type program, photo. No neophytes or floor experience considered. Box K-207, BROADCASTING.

Southwestern VHF needs experienced copy-writer. Box K-263, BROADCASTING.

Traffic manager major market TV station—needed immediately—a real "take charge" man to completely rearrange, supervise a progressive, busy traffic department. Must be experienced. We need a knowledgeable, ambitious leader. Salary open. Send complete resume and salary requirement to Box L-9, BROADCASTING.

Assistant Promotion manager wanted for Southeastern VHF. Journalism background—some experience desirable. Please send complete resume, salary requirement and recent photo to: Mr. Don Barton, WIS-TV, Columbia, South Carolina.

## TELEVISION—Situations Wanted

### Management

Salesmanager-salesman. Television-11 years; radio-13 years. College graduate; 39. A high-caliber producer. Box K-183, BROADCASTING.

### Announcers

California personality—currently at top-rated Los Angeles radio station. TV experience in major markets. Video Tape available. Consider radio-TV combo. Box L-51, BROADCASTING.

Sports and news. 13 years experience. \$10,000 yearly minimum. Box L-59, BROADCASTING.

Part time staff announcer, college student. Five years experience. \$150 per week minimum. Box L-61, BROADCASTING.

Experienced radio announcer, 1st phone wants opportunity for TV. No maintenance, college grad, 32, diversified, related background. Seeking permanent position with reliable station in or near large city. Photo, tape available but prefer personal interview. Excellent references. Box L-64, BROADCASTING.

### Technical

Engineer experienced in TV. Transmitter operation and maintenance. Box J-230, BROADCASTING.

Engineer radio & UHF desires to continue education in Indiana educational institution. One year pre-engineering. Box L-13, BROADCASTING.

Chief engineer or Supervisor? Broad commercial and ETV experience in engineering management and maintenance. UHF, VHF, and closed circuit. College grad. Box L-37, BROADCASTING.

Producer-director, network experience, first phone, competent switcher, excellent references. Box L-49, BROADCASTING.

Chief engineer, 12 years experience all phases of UHF engineering. Competent to plan, build and operate your station economically. Management viewpoint, cost conscious. Box L-68, BROADCASTING.

Ten years experience directing, switching, video, maintenance, microwaves, remotes, supervisory experience. Available now. Call 605-996-5463.

## Production—Programing, Others

News and special affairs director, nationally known for developing award winning programs. Now employed in top Eastern market. Will consider change to similar market with network or group affiliated stations. Box K-264, BROADCASTING.

Experienced TV newsmen ready for major market move. Aggressive reporter, creative writer and documentarian, with top "air" abilities. Box L-23, BROADCASTING.

## Production—Programing, Others

### Continued

Engineer desires supervisory or maintenance position in comm'l. ETV or CCTV. Eight years studio maintenance, two years transmitter, two years Ampex VTR. Box L-29, BROADCASTING.

College graduate, 2 years experience as dj and sports director radio & TV with on camera experience. Desires news or sports position. TV prefer west coast but not mandatory. Ambitious, capable, willing to learn. 213-256-6084.

## WANTED TO BUY—Equipment

1,000 watt used transmitter: Must be in good shape. WRBC, Jackson, Mississippi. Ph. FL 5-1562.

RCA TTU12 amplifier-transmitter. Also cameras, lights, equipment, etc. WTAO-TV, Ch. 56, 445 Concord Ave., Cambridge, Mass.

Wanted to Buy—Six bay channel 6 TV antenna in good condition. Please contact Roy Adamson, P.O. Box 270, Grand Junction, Colorado.

FM monitor, Stereo Generator and console, emergency broadcast receiver. KJAZ, Alameda, California.

Wanted to buy or rent: 50 ohm 5 kw dummy antenna for tune-up during conversion to 5 kw. Write Reid Hackney, WWDS, Everett, Penna.

## 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.

Portable Video Tape recorders (slant-track). Equipment like new. Broadcast and closed circuit units. Priced to sell quickly. Box K-151, BROADCASTING.

Presto 6N disk rec. with 5 feedscrews & 1C head (adaptable to variable pitch) \$395. Jim Gainsley 801 Hennepin Ave., Mpls., Minn. 332-0556.

Ampex 3200-D . . . high speed tape duplicator & slave unit. List \$7,500 . . . best offer over \$5,000. Box L-11, BROADCASTING.

Four bay Andrew multi-V FM antenna type No. 1304 tuned to 97.3 mc with approximately 400 feet 1 5/8 inch transmission line. Any reasonable offer will be considered. Box L-12, BROADCASTING.

Looking for used broadcast equipment? Get our listings! Broadcast Equipment & Supply Co., Bristol, Tennessee.

Replace your outdated, bulky, inefficient 1 kw transmitter with our Collins 20V-2 single cabinet transmitter. Spare final, modulator, and rectifier tubes included. We want 5 kw. Asking \$3,500 F.O.B., Denver. KFML—Denver, 80206.

Magnecord PT6-A portable, 64 model, dual speed motor. Ampex 600 portable, low Z, with parts, (defective VU meter). Both are clean and in top condition. \$500 takes all. Southern Audio, General Delivery, Taylorsville, N. C. 704-632-3298.

One GE 5-bay helical antenna operative on channels 25-26-27-28 presently tuned to 27. Also 1 kw GE UHF amplifier. Norwood J. Patterson, 1111 Market St., San Francisco, California. Tel 621-2300.

Complete cartridge setup. Includes two Gates model M5944 playback units, one Gates model M5952 recording amplifier, wiring harness and instruction manual with all schematics. Purchased new in June 1962. Buy complete package for \$675.00. WOKJ, P.O. Box 3228, Jackson, Mississippi.

Bird 25 kw watercooled RF load model 5025. Perfect condition save \$1000.00 price \$1300.00 F.O.B. Wilkinson Electronics, 1937 MacDade Blvd., Woodlyn, Pa. Tel. 215-874-5236.

## FOR SALE

### Equipment—(Cont'd)

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.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrounding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355B FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electric Company, Box 96, Temple, Texas.

Buy, Sell or Trade Used Towers \$4.00 per foot, new \$5.00 and up. Bill Angle, 309 Hillsboro St., Raleigh, N. C. Phone 843-3236.

Good used Automation system. Box L-3, BROADCASTING.

## BUSINESS OPPORTUNITIES

Managing partner—Radio. Seasoned radio man will invest up to \$100,000 on terms for 10 to 50% interest in dominant money maker. Desire Northeast. Box K-45, BROADCASTING.

Investor will join with one or more radio men to buy and operate radio station. Give experience, money available, relocation possibilities. Box L-22, 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.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.

Wanted: Early transcriptions, World, Associated, Muzak, Thesaurus, ERPI, others. Particularly want 12" and tests. William C. Love, 1140 W. Negley Ave., Pittsburgh 17, Pa.

New weekly comedy service strictly for dj's. Begins January 1st. None of the old jokes. 75 original openers, closers, special dj and topical lines. Send \$1.00 for week's sample. Write: FUNNY FACTORY, Box 164, Mt. Prospect, Illinois.

Merchant Jingles: \$68.00 up. Top quality, tailor-made. Free demo., details. JINGLE-MASTER, 6000 Sunset, Hollywood, Calif.

## 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.

## INSTRUCTIONS—(Cont'd)

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.

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 \$295.00—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.

Bob Johnson Radio License Training. First phone in six weeks. Tuition \$330. Write, 1201 Ninth Street, Manhattan Beach, Calif. FR 6-6128.

## 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

### MORNING MAN

deep voice, outgoing personality, able to use humor. Needed about January first for station in Top 50 markets, Great Lakes area. Salary? You tell us. Send resume to Box L-1, BROADCASTING. We will request tape and arrange personal interview.

## Announcers—(Cont'd)

### 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

### WAKE UP!!

If you have that tough, unbeatable morning brightness. . . . If you are a fast-moving, hard-driving, wake-up man with plenty of personality, warmth, humor. . . . Your future beckons NOW.\* We are 50,000 watts, and the leader in this prime market.

Box L-79, BROADCASTING.  
\*1st class ticket required

## Production—Programing, Others

### PRODUCTION and COPY WRITER

Somewhere there is a copy writer and production man who feels that his creative ability deserves a better reward. WJRL would like to interview this man at once. We are losing our Production Chief who is going into business in another city and will leave us after 4 happy productive years. If you are ready for this position with a progressive operation in Illinois' second city, contact John R. Livingston, 815-968-5821, Rockford, Illinois.

### FLORIDA FM STATION

Wants experienced FM man to sell, administer and assist in programing a completely automated 1 man setup. Major market. Beautiful facility. Must have background of profitable FM operation. Excellent opportunity for man who can do the job.

Box L-4, BROADCASTING

## Situations Wanted

### Production—Programing, Others

#### PROFESSIONAL BROADCASTER

with 8 years experience, past 4 in major market with proven success as personality in Top 40 and standard pop formats. Promotion and production. Television news writing and presentation. First phone. AB and MS in broadcasting. Market research. Ready for position as assistant manager, program or news director.  
Box L-27, BROADCASTING

## TELEVISION—Help Wanted

### Technical

### Television/Field Broadcast Engineers

Video and RCA Television Tape installation and maintenance experience required. Considerable travel involved. Openings in East. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

### BROADCAST ENGINEER EXECUTIVE

#### Unusual Opportunity for operating and administrative responsibilities

This station is operating VHF television and 50,000 watt 1-A clear channel radio. Major expansion program includes new studio, office building and FM. This immediate opportunity offers unusual potential for advancement. Position requires a graduate engineer with broadcast experience and a broad knowledge of all major lines of equipment. Preferable age 30-40. All replies confidential. Send resume to Cleve Rumble, Director of Employee Relations.

  
**HAS, INC.**  
LOUISVILLE, KENTUCKY

## Production—Programing, Others

### NEWS DIRECTOR WANTED

AM-FM-TV medium market station in Mid-Atlantic area seeks top Newsman to head 5 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

## Production—Programing, Others

### Continued

#### SPORTSCASTER—NEWSMAN WANTED:

For AM-TV station in Top 10 Eastern market to do weekend sports airwork, fill in for Sports Director on vacation, leg sports and some news stories weekdays. Send resume, picture and audio tape.  
Box K-251, BROADCASTING

#### TV NEWSMAN KOV

##### Sacramento, California

Wanted, experienced TV newsmen capable of gathering, writing, and delivering on camera. Submit resume and 16 mm SOF audition, if available, to:

Personnel Department  
McCLATCHY BROADCASTING COMPANY  
21st & Q Streets  
Sacramento, California

### SPORTS!

Directors—Announcers—Engineers  
& Artist

This sports minded independent will be on the air January 1965. We will need versatile and experienced people—with a strong sports background.

Write Program or Engineering Dept.  
WKBD—P. O. Box 50  
Detroit, Michigan 48231  
Kaiser Broadcasting  
An Equal Opportunity Employer

#### WANTED: UHF GENERAL MANAGER

Dynamic group with UHF construction permits in major television markets seeks aggressive, top-flight, imaginative general manager to construct and manage one or more stations. Should have television management, sales, and programming experience (preferable UHF). Must be prepared to work 8-day week in return for unlimited professional and financial future. Forward photograph and resume to:

Box L-56, BROADCASTING

### PROGRAM MANAGER

For leading station in major Michigan market outside of Detroit. Strong on program development and commercial ideas with working knowledge of film and use of research data. Must know and insist on quality production.

Good salary and exciting potential for right man.

Phone 313-239-6611, Mr. Faust

## TELEVISION—Situations Wanted

### Management

#### Attention Group Station Heads . . . TV Reps . . .

Broadcast advertising executive . . . officer of top N. Y. agency . . . desires return to an active and demanding spot in broadcasting. If you think you might be able to make profitable use of a creative, young, top level, hard driving, general executive, thoroughly grounded in TV-radio Sales, Programming, and administration, as well as the advertising demands of today's most sophisticated packaged goods marketers, let's get together for a confidential talk.

Box K-235, BROADCASTING

### EMPLOYMENT SERVICE

#### CONFIDENTIAL NEGOTIATIONS

Radio & TV only. No one will know you are looking unless a firm offer is made. File with complete confidence. Office, talent, airman, technical, management, production. Write for application.

#### CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

415 Smithfield St., Pittsburgh, Pa. 15222

### MR. BROADCASTER

We have over 600 experienced applicants currently registered with us. If you are looking for any type of personnel from station manager to trainee, radio or TV, we have them in our file. We refer only qualified, "Reference-checked" applicants to you.

Call or Write:

#### C.B.I. Placements Radio-TV Division

641 Equitable Bldg. Denver, Colorado 80202  
Phone 303 - 534-0688

### MISCELLANEOUS

#### ADVERTISING DIRECTOR

Large Consumer Food Organization Location—Metropolitan New York. Salary—Commensurate with experience and present earnings. Must be familiar with all phases of agency management and all media. Particular emphasis on direction of account executives and creative staff. Experience in food field highly desirable. Agency experience essential. Send confidential resume to our Consultants;

#### JEROME H. NAGEL ASSOCIATES

105 Avenue P.

Brooklyn N. Y. 11204 or

Phone collect DEwey 1-8200

### STATIONS FOR SALE

1. NORTHWEST. Fulltime. \$150,000. Excellent terms.
2. FAR WEST. Medium market. Volume \$90,000. Excellent terms to qualified buyer.

## EMERSON COLLEGE

Accredited liberal arts college. Specialization in radio. TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 84th year. For catalog write: Director of Admissions.

EMERSON COLLEGE  
303 Berkeley St., Boston 16

RADIO  
TV  
SPEECH  
THEATRE

### WANTED TO BUY—Stations

#### WANTED

FM in TOP 25 MARKETS.  
AM MONEY MAKER ANYWHERE.  
Reply in confidence.  
Box L-32, BROADCASTING

### FOR SALE—Stations

WEST COAST AM. \$400,000. 29% down. Tremendous potential. Major Market. \$100,000 in real estate and equipment included. Need group know-how or owner manager-ship.

MIDWEST. Excellent frequency and power. Top market. Few stations. \$715,000. Doing approximately \$400,000.

FAR WEST. Doing approximately \$600,000 gross. Asking one million dollars on terms.

#### Ha Rue & Associates Inc.

Media Brokers

440 EAST 62ND STREET  
NEW YORK CITY  
TE 2-9362

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.  
P. O. BOX 9266 - GL 3-8080  
AUSTIN, TEXAS 78756

Ala.	single	daytime	\$ 65M	terms
Ga.	single	daytime	50M	15M
Fla.	medium	daytime	80M	nego
Conn.	metro	FM	25M	SOLD
East	TOP 50	daytime	400M	29%

buying and selling, check with

✓ CHAPMAN COMPANY INC  
2045 PEACHTREE RD., ATLANTA, GA. 30309

### JACK L. STOLL & ASSOCIATES

6381 Hollywood Blvd.  
Los Angeles 28, California

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 28

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,972	60	75	361
FM	1,177	62	202	276
TV	548 <sup>1</sup>	35	89	175

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 28

	VHF	UHF	TV
Commercial	507 <sup>2</sup>	165	672
Noncommercial	58	56	114

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30

	AM	FM	TV
Licensed (all on air)	3,945	1,168	539
CP's on air (new stations)	46	53	42
CP's not on air (new stations)	84	197	89
Total authorized stations	4,075	1,418	670
Applications for new stations (not in hearing)	169	203	74
Applications for new stations (in hearing)	67	52	60
Total applications for new stations	236	255	134
Applications for major changes (not in hearing)	198	40	34
Applications for major changes (in hearing)	37	5	10
Total applications for major changes	235	45	44
Licenses deleted	3	0	0
CP's deleted	1	0	0

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

(Continued from page 81)

FM Spartanburg, S. C., to Jan. 1, 1965; WQIK-FM Jacksonville, Fla., to April 11, 1965; WHTG-FM Eatontown, N. J., to April 29, 1965; WCCO-FM Minneapolis, to April 6, 1965; WTOG-FM Savannah, Ga., to Jan. 1, 1965; WHJB-FM Greensburg, Pa., to April 15, 1965; KROC-FM Rochester, Minn., to Jan. 30, 1965; WYSL-FM Buffalo, N. Y., to April 19, 1965; WISU(FM) Terre Haute, Ind., to Jan. 1, 1965; WIXN-FM Dixon, Ill., to April 1, 1965.

K02DQ, K06DQ Lake George, and Florissant, both Colorado—Granted CP's to replace expired permits for new VHF-TV translators and specify primary TV's as KLZ (ch. 7) Denver for K02DQ, and KBTB (ch. 9) Denver for K06DQ.

KNIX(FM) Phoenix — Granted CP to change studio and ant.-trans. location and increase ant. height to 118 feet.

KSJO-FM San Jose, Calif.—Granted CP to replace expired permit for changes in ERP, ant. height, ant.-trans. and studio location and ant.-system, and installation new ant. and trans.

K04DK Cave Junction, Ore.—Granted mod. of CP to include Selma and Deer Creek area in principal community; change type trans. and make changes in ant. system.

WRHM-FM Livingston, Tenn. — Granted mod. of CP to change ant.-trans. and studio locations, delete remote control; ant. height 155 feet.

WMCS Machias, Me.—Granted mod. of CP to change name to Coastal Bcstg. Inc.

KQDI(FM) Alamogordo, N. M.—Granted request to cancel license for FM; call letters deleted.

■ Granted licenses for following TV's: WHYY-TV Wilmington, Del. and WCIV Charleston, S. C.

■ Granted licenses for following non-commercial educational TV's: KFME Fargo, N. D.; WDSE-TV Duluth, Minn.; KCET Los Angeles; WVAN-TV Savannah, Ga.; WCVB-TV Richmond, Va., and redesignate trans. studio location; WNTV Greenville, S. C.; WTTV Charleston, S. C.

KALM Thayer, Mo.—Granted CP to install auxiliary trans. at main trans. site.

WPTF Raleigh, N. C.—Granted CP to install auxiliary trans. at main trans. site.

KDEO El Cajon, Calif.—Granted CP to install auxiliary trans. at main trans. site with DA and remote control operation.

KPAT Berkeley, Calif.—Granted CP to make changes in ant. system.

KCMC Texarkana, Tex.—Granted CP to install former main trans. and ant. as auxiliary trans. and ant. at former trans. loca-

tion with non-DA; conditions.

Actions of Oct. 21  
Colstrip TV Club, Colstrip, Mont.—Grant-CP for new VHF-TV translator on channel 12 to rebroadcast programs of KOOK-TV (ch. 2) Billings, Mont.

WSGO Oswego, N. Y.—Granted change of remote control authority.

Hoopa Valley Chamber of Commerce, Hoopa, Calif.—Granted CP for new VHF-TV translator on channel 12 to rebroadcast programs of KVIQ-TV (ch. 6) Eureka, Calif.

■ Granted renewal of licenses for the following and co-appointing auxiliaries: WATH Athens, Ohio; WERT-FM Van Wert, Ohio; WKNN-AM-FM Dearborn, Mich.; WKXV Knoxville, Tenn.; WMRP Flint, Mich.; WLBJ Bowling Green, Ky.; WJBL-AM-FM Holland, Mich.; WSLN(FM) Delaware, Ohio, and WCLV(FM) Cleveland.

KTVT(FM) Fort Worth—Granted license covering use of presently licensed main trans. and ant. as auxiliary facilities at such time as station begins transmitting from new facility at Cedar Hill.

KEOK Payette, Idaho—Pursuant to request of licensee, dismissed renewal application, and deleted call letters.

WWSF Loretto, Pa.—Granted license for AM

KRAV Tulsa, Okla.—Granted SCA on sub-carrier frequency of 67 kc.

WTVD Durham, N. C.—Granted mod. of license to make changes in trans. equipment.

KBOC(FM) Ogden, Utah—Granted CP to make changes in trans. equipment.  
WLAY-FM Muscle Shoals, Ala.—Granted mod. of CP to change type trans. and ant.; ERP 840 w; delete remote control authorization.

WIDD Elizabethton, Tenn.—Granted mod. of CP to change ant.-trans. and studio locations, change type trans. and make changes in ground system; remote control permitted.  
KWLW San Angelo, Tex.—Granted mod. of CP to increase ERP to 34 kw, change type trans. and ant.; ant. height 145 feet.

WIXK New Richmond, Wis. — Granted change of remote control authority.

■ Granted licenses covering changes in following TV's: KALA Wailuku, Hawaii; KALU Hilo, Hawaii; KIII Corpus Christi, Tex., and redesignate studio location; KMTV Twin Falls, Idaho; KCND-TV Pembina, N. D.; WLWC Columbus, Ohio; WLWD Dayton, Ohio; WLWT Cincinnati; WOLO-TV Columbia, S. C., and change name to Columbia Television Broadcasters Inc.

■ Granted mod. of licenses to operate trans. of following AM's by remote con-

trol: WGNP Indian Rocks Beach, Fla., and KCRG Cedar Rapids, Iowa, both with conditions.

■ Following were granted extensions of completion dates as shown: WKPO Prentiss, Miss., to April 1, 1965; and WDIF Buffalo, N. Y., to Feb. 28, 1965.

■ Granted mod. of licenses to reduce aur. ERP of following TV's: WDAM-TV Laurel, Miss., from 209 kw to 47 kw and change type aur. trans.; WFMJ-TV Youngstown, Ohio, from 47 kw to 19 kw; WOAI-TV San Antonio, Tex., from 50 kw to 11.2 kw; KTVE El Dorado, Ark., from 158 kw to 63.1 kw, and change type trans.; KETV Omaha, from 158 kw to 48 kw; KRIS-TV Corpus Christi, Tex., from 50 kw to 20 kw, and change type aur. trans., and WCBF Augusta, Me., from 155 kw to 75.9 kw.

Action of Oct. 20

Three Rivers Chamber of Commerce, Three Rivers, Calif.—Granted CP for new UHF-TV translator on channel 78 to rebroadcast programs of KMJ-TV (ch. 24) Fresno, Calif.

Action of Oct. 16

WAEB-FM Allentown, Pa.—Remote control permitted.

Action of Oct. 5

KGEE-FM Bakersfield, Calif. — Remote control permitted.

## Fines

■ Commission notified Lee Broadcasting Co. it has incurred apparent liability of \$5,000 for willful or repeated violations of Sec. 310(b) of Communications Act and Sec. 1.613 of commission's rules by WTUP Tupelo, Miss., effecting two unauthorized assignments of license and submitting numerous related applications, ownership reports and correspondence containing false information with respect to ownership of that station. Action Oct. 21.

■ By memorandum opinions and orders, commission directed Florida Air-Power Inc. and Findlay Publishing Co. to forfeit \$250 and \$500, respectively, for repeated violations of rules by their Ft. Lauderdale, Fla., stations WWIL-FM and WFLM(FM) by failing to maintain modulation levels within prescribed limits. Licensees did not deny violations, and neither advanced valid reasons to warrant reduction of penalties specified in April 15 notices of apparent liability issued. Action Oct. 21.

## Rulemaking

### PETITIONS FOR RULEMAKING FILED

■ New York—American Broadcasting Co. Requests promulgation of rules to establish areas and zones to be served by TV's and limiting use of signals beyond such areas and zones. Received Oct. 16.

■ KRDO-AM-TV Colorado Springs — Requests institution of rulemaking proceedings to allocate FM channel 264 to Colorado Springs. Received Oct. 21.

## Processing Line

■ Application listed is mutually exclusive with application, File No. BR-3580, of license of WIII Homestead, Fla., for renewal of license, in that it requests same channel as presently assigned to WIII: Homestead, Fla.—South Dade Broadcast-

ing Co. Requests: 1430 kc, 500 w, D.  
Accordingly, notice is hereby given that above application is accepted for filing and that on Dec. 1 application will be considered as ready and available for processing, and pursuant to Sec. 1.227(b)(1) and Sec. 1.591 (b) of commission's rules, application, in order to be considered with application, or with any other application on file by close of business on Nov. 30 which involves conflict necessitating hearing with application, must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on Nov. 30 or (b) earlier effective cut-off date which application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Commission hereby waives provisions of note to Sec. 1.571 of commission's rules, adopted July 1 to extent necessary to permit acceptance of other applications seeking essentially the same facilities. Attention of any party in interest desiring to file pleadings concerning above application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings. Action Oct. 21.

**H**ARMONY, balance and appreciation of the relative roles of each component of a broadcasting station and its programming come naturally to Ben Falber Jr., vice president and director of operations, WTHI-AM-FM-TV Terre Haute, Ind.

These characteristics are clearly exhibited by the "musician's touch" in Mr. Falber's supervision of the programming and sales functions of the stations. The properties are owned chiefly by Anton (Tony) Hulman Jr., president-general manager of WTHI-AM-FM-TV, whose local business interests are extensive and diverse.

Mr. Falber learned the touch by being a professional musician. He rose through the ranks of programming and entertainment when the popular emphasis seems to be placed upon the sales and business route. He still holds his card in the American Federation of Musicians.

**On 'Key' for Radio-TV** ■ Mr. Falber began his business and artistic career in the spring of 1941 as arranger and pianist for the Marc Russell orchestra while attending Indiana University. He busied himself with all musical groups at the school too. After induction into the Army, Mr. Falber served 24 months with the 9th Air Force Band, St. Louis, and spent another 20 months in Europe as leader of a show group for the 9th Air Service Command.

Following this with retail sales experience and on-air work for WTHI, Mr. Falber now feels he is able to evaluate more critically the precise values which can best enhance the entertainment and sponsor potentials of a radio or television program. Through these years he believes his varied roles of showman and performer also have helped him to crystalize his motto for all the activities of the WTHI stations: "Everything in good taste."

Mr. Falber, however, has never allowed his artistic drives to lead him into the purely idyllic. He is a practical realist when it comes to broadcasting. He continues to encourage the occasional clinics which the WTHI stations have conducted for Terre Haute and regional businessmen. These have sought to educate the businessmen in the basics of broadcasting and to demonstrate the advertising potentials of each medium.

WTHI-TV is basic CBS-TV plus ABC-TV while WTHI is a CBS Radio affiliate. WTHI-FM is programed separately but it duplicates some AM shows. Frequently a special TV documentary will have sufficient broad appeal and adequate audio for radio simulcast, a practice which Mr. Falber approves because the program's message can reach all the available audience at one time. It really is not being "duplicated" as far as the radio or TV listeners are con-

## Good programs are a station's best salesmen

cerned, he notes.

**Viewers' Choice** ■ Pointing out that Terre Haute is the nation's largest single-station TV market, Mr. Falber explains that WTHI-TV has recognized a special responsibility to its area to air programs of particular interest from all possible sources. His most recent example was the carrying of the World Series in color from NBC-TV even though line costs and other expenses were not covered by the revenue.

Mr. Falber puts much emphasis upon

the role of teamwork in station operation and generally disclaims personal credit. He is proud of the fact that the WTHI outlets continue to be deeply involved in the community through both programs and projects. The latest is an Explorer Scout plan to train boys in radio-TV.

"We were doing this long before it became fashionable with the FCC and the industry," he points out. The stations for several years also have featured varied programs, including drama, produced by public and parochial schools as well as the several colleges in the area.

The annual report of Indiana State College's radio-television center, issued a couple of weeks ago, highlights the center's sixth year of weekday afternoon programs on WTHI-TV. It also cites the first year of a daily full hour show by students on WTHI-FM, an exercise to prepare them for operation of their new educational station, WVIS-FM, whose transmitter was donated by WTHI.

**To Try Is to Win** ■ In the same grass roots spirit, Mr. Falber notes, the WTHI stations' staffs are mostly hometown talent. Each member is encouraged to try to master bigger jobs there and to experiment. WTHI-FM particularly has helped in this area, he says.

One typical FM program venture that Mr. Falber approved and which received acclaim was a series recorded behind the walls of the federal penitentiary there. Also aired on WTHI and later put into national educational syndication, the series featured discussions with prisoners on the subject of crime and punishment.

Agriculture is also big business in the Terre Haute area, Mr. Falber notes, and he keeps his TV and radio staffs busy in reporting "agri-business" news and events. Similarly he sees to it that the stations' sports coverage is broad enough to match the big local appetite for high school and college sports.

**Trend to Talk** ■ Currently Mr. Falber has had his radio people carefully watching the trend back to live talk programming. They have gone to other stations when possible and the result to date is two new discussion shows on WTHI, both originating from local restaurants with one a breakfast program and the other at noon. Mr. Falber stresses they are not the typical gossip or interview type formats; rather they are serious explorations of issues with well known people in business, industry or education.

Once in a while Mr. and Mrs. Falber take to the air musically for old time's sake, especially for a benefit show. Now they are getting in practice for a Sunday concert at Terre Haute's Swope Art Gallery. But his biggest fun still comes from the expression of a waitress when he puts lemon in his black coffee.

## WEEK'S PROFILE



Benjamin Falber Jr.—VP and director of operations, WTHI-AM-FM-TV Terre Haute, Ind.; b. Dec. 20, 1919, Terre Haute; Indiana U., 1937-43; U. S. Army, 1942-45; mgr.-buyer, piano dept., Root's Dept. Store, Terre Haute, 1946, and similar position with Pearson's General Furniture Store there, 1947; joined WTHI November 1947 as musical director-staff pianist, becoming WTHI program director March 1950, director of WTHI-TV operations July 1954, direct supervisor of all nighttime operations December 1955 and program director, WTHI-AM-TV, July 1958; present position November 1961; m. Nancee South of Terre Haute; children—John 14 and Mark 11; director—Vigo County Cancer Society, Visiting Nurse Assn. of Vigo county; chairman, campaign services, United Fund in Vigo county; assistant treasurer, Indiana Broadcasters Assn., and nominee for VP-television; member—Advertising Club of Terre Haute, Kiwanis Club, Theta Chi and Sports Car Club of America.

## Hoodwinked

IT'S now apparent why Senator Thomas Dodd (D-Conn.) waited more than three years (and after spending in excess of \$300,000 of public funds) to release his subcommittee report on juvenile delinquency. He wanted to time it for a final salvo in his campaign for re-election against the opposition of former Governor John Davis Lodge.

The report, as anticipated, pours it on television for being one of the direct causes for juvenile delinquency. The trouble is that those crime and violence programs he deprecates have been long gone from network schedules. His investigation began in 1961, the staff began drafting its report in April 1962 and, despite an "updating" hearing of a few hours, the programing covered doesn't bear the faintest resemblance to the *Bus Stops*, the *Route 66's* and the *77 Sunset Strips* of the rock 'em, sock 'em era. Schedules have turned over at least four times since the inquiry began.

The most pious and deceptive portion of the report is its conclusions and recommendations. The subcommittee—Mr. Dodd's invention and really his one-man show—is not a standing committee of the Senate. The standing committee in which legislation dealing with broadcasting originates is the Interstate Commerce Committee headed by the veteran noncrusading Senator Warren Magnuson (D-Wash.).

The "recommendations" are a potpourri of just about every sanction short of direct censorship ever proposed for broadcasting. One, having a strangely familiar odor, would require every broadcaster to belong to the National Association of Broadcasters and to subscribe to its codes.

That was the swan song proposal of FCC Chairman Newton N. Minow who cited as precedent the Securities and Exchange Act which enforces codes of good practice for the National Association of Securities Dealers. It was written to prevent the scandalous conduct of swindlers and stock manipulators.

To suggest such controls over broadcasters is a slander.

Tucked away in the conclusions of the 74-page document is the sleeper. The line reads: "This is an interim report and our investigation is continuing." Thus, no concrete legislative recommendations are made—only threatened. And thus are boondoggles perpetuated.

It may be sheer coincidence that the findings of two Air Force pediatricians on "tired-child syndrome" were released almost simultaneously with the Dodd report. They ascribed the condition to too much television. And they had the cure, to which all broadcasters would subscribe: "Turn off the television set."

## Those Johnson stations

IF, as is widely expected, Lyndon B. Johnson is elected tomorrow to the job that he won by succession last Nov. 22, he faces the considerable task of consolidating public confidence in himself and his high office. No matter how large Mr. Johnson's popular vote, a significant body of Goldwater advocates will remain to be assured that the future of America did not go down the drain with their candidate, and at least some of Mr. Johnson's supporters will still be wondering whether they were wise to suppress all those doubts about his morality that his opponents did their utmost to raise in the heat of the campaign.

No landslide for Lyndon Johnson can bury Bobby Baker. A great deal of tidying up will be expected, and not the least of it will pertain to the Johnson family's ownership of broadcasting interests that are licensed by a federal commission whose members are appointed by the President.

As we have said before, no one has ever turned up any

questionable maneuvering by Mr. Johnson or his family in the acquisition of the Johnson radio and television ownerships, although any number of skilled investigators have assiduously explored all the areas where manipulations might have taken place. In the absence of solid evidence to the contrary it must be assumed that the Johnson broadcast properties have been obtained and operated honorably.

Nor, as we have also said before, has there been reason to suspect a conflict of interest between the Johnson family's ownerships in broadcasting and Mr. Johnson's service in the government. As a member of the House and later of the Senate, Mr. Johnson had only one vote out of many that were needed to pass or reject any measure affecting the function of broadcast licensing or the agency to which that function is assigned. As Vice President, he had no more influence on the FCC than was at his disposal in the Congress, and as a President serving out a short term in the knowledge that he must stand soon for election, he was especially meticulous in keeping hands off the FCC.

Now, however, his position will be altered. He will have been elected to a four-year term during which he cannot avoid the duty of influencing FCC policy. Terms of commissioners are arranged so that one expires every year. At the minimum Mr. Johnson will be forced by law to name a majority of the seven commissioners during his first term as the elected President. In the circumstances, he ought to take his family out of broadcast ownership.

Even though that ownership is kept in its present status of a trust that is presumably immune to Johnson family management, Mr. Johnson will be unable to separate it from his considerations of FCC appointments and FCC policy. No matter how earnestly he tries to be objective, his every excursion into the field of broadcast regulation will be studied with suspicion. His freedom of decision will be circumscribed.

Mr. Johnson cannot ignore the FCC; the mission of the agency is too important. Yet as long as he retains an interest in properties which can rise and fall in value according to FCC commands, he must cultivate the appearance of staying out of FCC affairs.

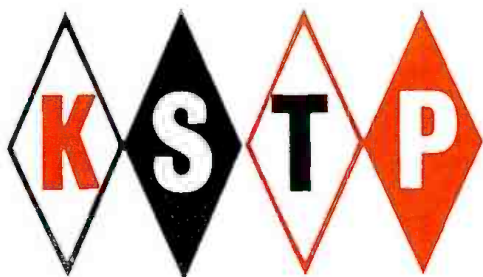
The President's family is entitled to the substantial capital gain it would acquire in a legitimate sale of its radio and television holdings. It ought to take that gain and free Mr. Johnson to deal with the FCC as he would with any regulatory agency.



Drawn for BROADCASTING by Sid Hix  
 "There's no trouble getting in. I just ring the bell and say, 'Avon calling!'"



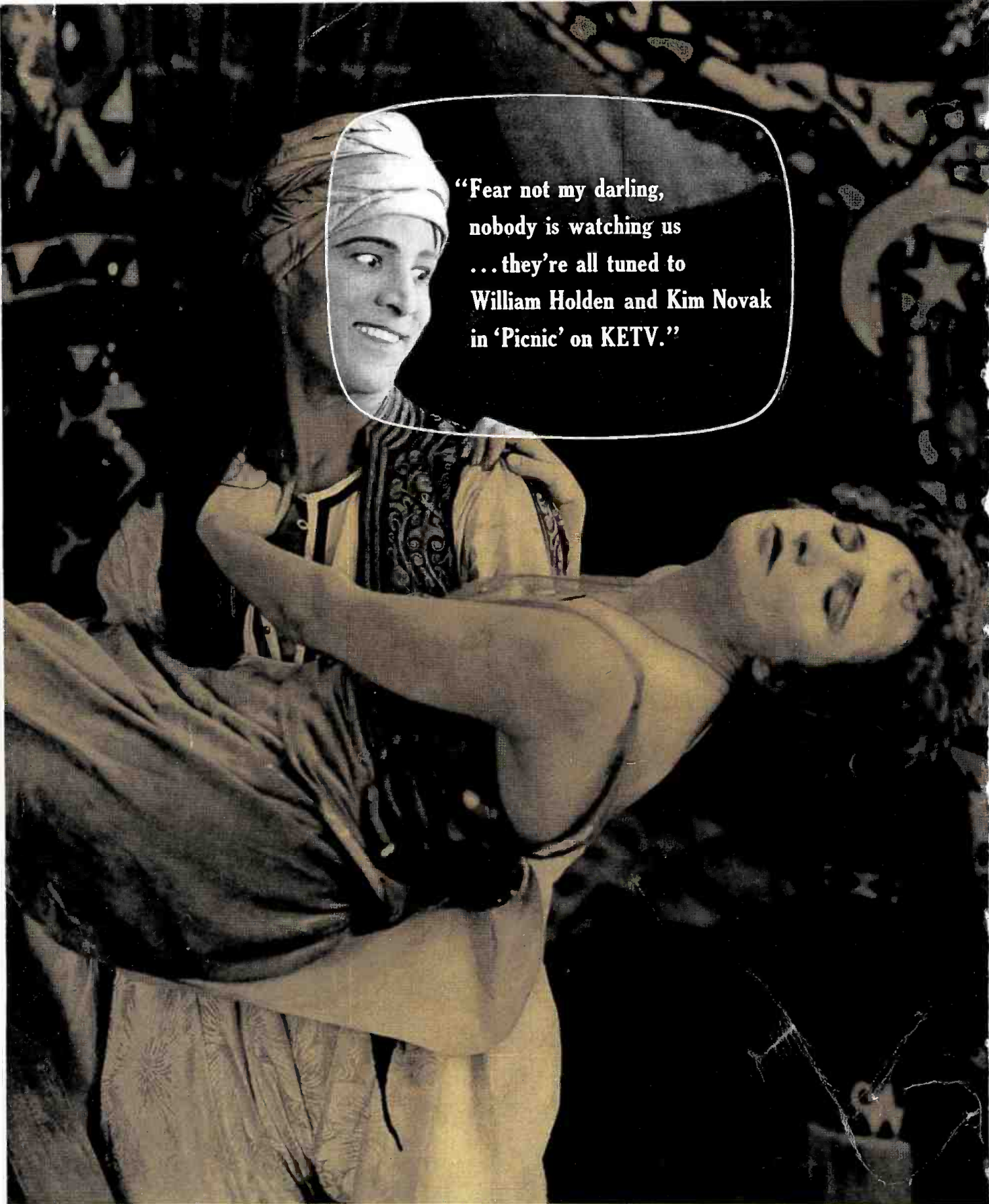
When **KSTP-TV** says "Go out and buy it",  
people go out and buy it



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"Fear not my darling,  
nobody is watching us  
...they're all tuned to  
William Holden and Kim Novak  
in 'Picnic' on KETV."

**KETV** IN OMAHA, DOESN'T LIKE TO TAKE CHANCES WITH OLD FLICKERS. THAT'S WHY THEY (AND A LONG LIST OF OTHER MAJOR STATIONS) HAVE LICENSED THE NEWLY RELEASED COLUMBIA POST-'50 GROUP 11 FEATURES INCLUDING 60 OUTSTANDING FILMS SUCH AS, *PICNIC*, *PAL JOEY*, *WHO WAS THAT LADY?*, AND *THE MOUSE THAT ROARED*. DISTRIBUTED EXCLUSIVELY BY **SCREEN GEMS**