



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Tobacco makers' new code: How will it affect spots? p29  
Grey Advertising sets the odds on prime-time buys. p36  
CBS, NBC chiefs stand pat on program-sharing views. p69  
FCC concerned over extent of football blackouts. p78

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USAF Air University  
Library Series Unit Acq Branch Y 10C  
(01-600) 64-8159  
Maxwell Air Force Base  
Montgomery Ala. NEWS PAPER  
2/17/64  
60617  
FEB 65 ATSI



## WESC...

reaching in an average quarter-hour

## MOST ADULTS

of all Greenville stations...

## MOST POWERFUL

radio station in all

## SO. CAROLINA

...now sold by

## HR RADIO

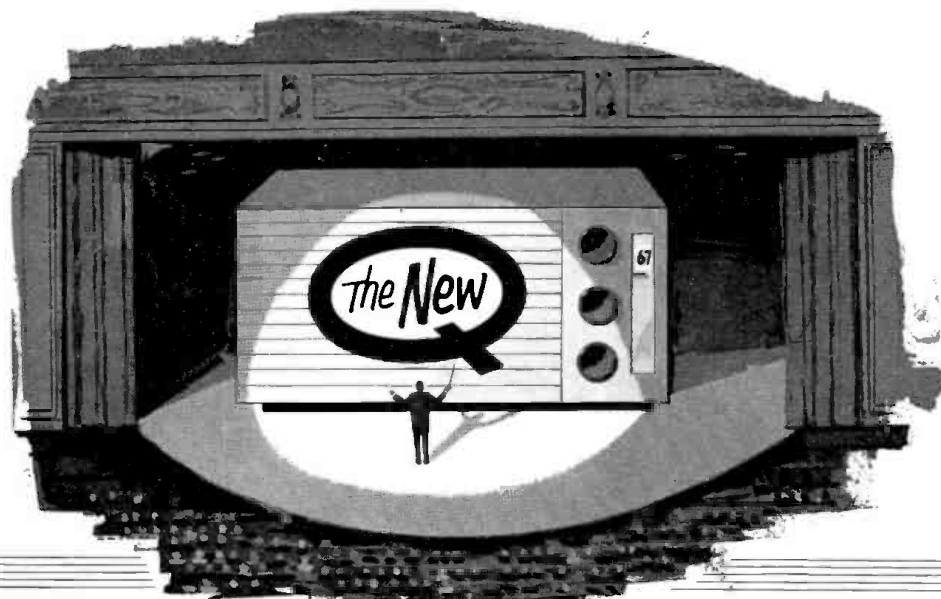


EFFECTIVE MAY 7, 1964 ROBERT A. SCHMID, President / JOHN V. DAVENPORT, V.P. & Gen. Mgr.

The only station covering the whole Greenville-Spartanburg-Anderson Area

Printed in Canada. Area, Greenville, South Carolina.

# World Premiere This Week in Chicago



Air University Library  
Maxwell Air Force Base, Ala.

A Great Station - Now **GREATER!**

5:00-9:00 am  
HENRY COOKE'S CHICAGO

9:00 am-12:00 noon  
JIM CONWAY'S AMERICANA

12:00 noon-3 pm  
JOHN DOREMUS' MATINEE

3:00-6:30 pm  
CHUCK BENSON'S BEST

6:30-7:30 pm  
WMAQ - NBC NEWS

7:30-8:00 pm  
FOLK FESTIVAL

8:00-8:30 pm  
ON CUE

8:30-9:00 pm  
SOUND TRACK

9:00-9:30 pm  
IN PERSON

:27 and :57  
WMAQ NEWS

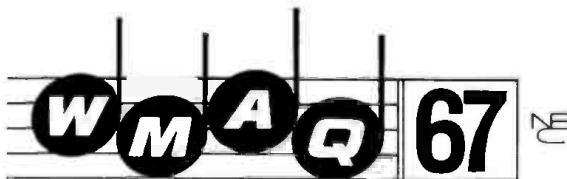
9:30-10:00 pm  
PATTERNS

10:00-10:30 pm  
HOLIDAY

10:30-11:00 pm  
NORMAN ROSS

11:00-1:00 am  
JACK EIGEN

1:00-5:00 am  
SOUND OF JAZZ



# 'NAKED CITY'

starring PAUL BURKE and HORACE MACMAHON

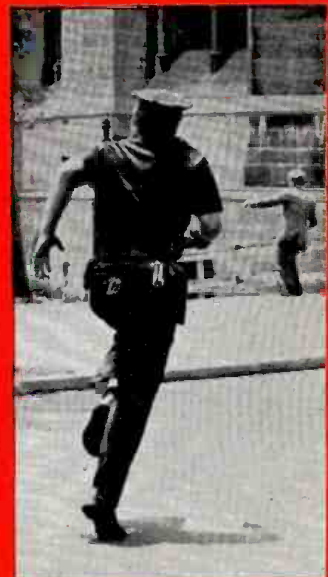
**...for High-Power Action!**

99 hours and 39 half-hours of big TV entertainment... big ratings! This outstanding network series which Newsweek called "the best and most stylish show on American television" continues to win new laurels in syndication. More than 60 stations have already licensed Naked City... and 70% of them are programming it in prime time against top network competition. Here are just a few recent ARB ratings results...

KTVI, St. Louis—16  
WBRZ, Baton Rouge—24  
KOB-TV, Albuquerque—25  
WWL-TV, New Orleans—23  
WTVR, Richmond—14  
WBTV, Charlotte—16  
KDAL-TV, Duluth—22

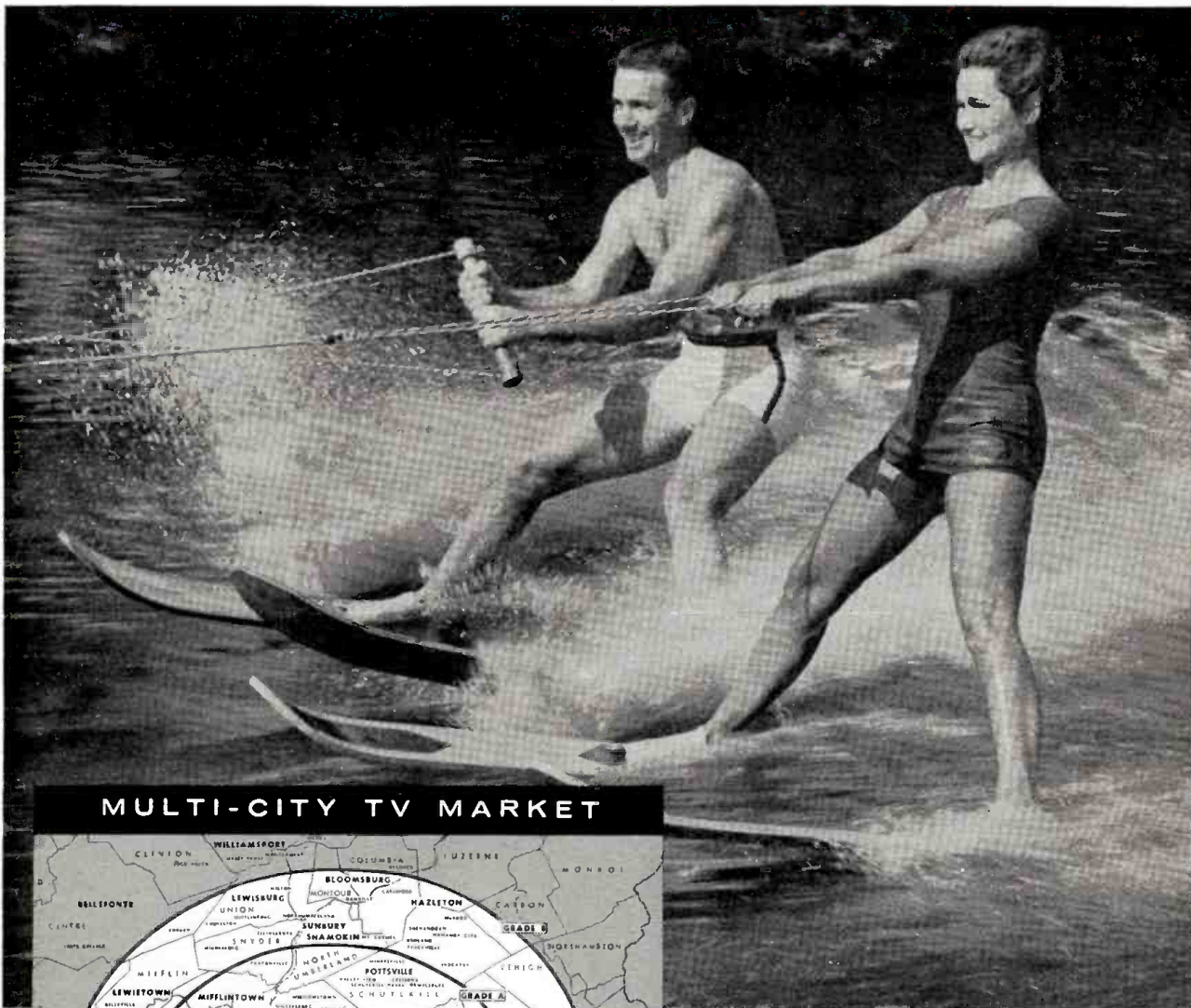
...for action?  
**Naked City has it!**

Distributed exclusively by  
**SCREEN GEMS**

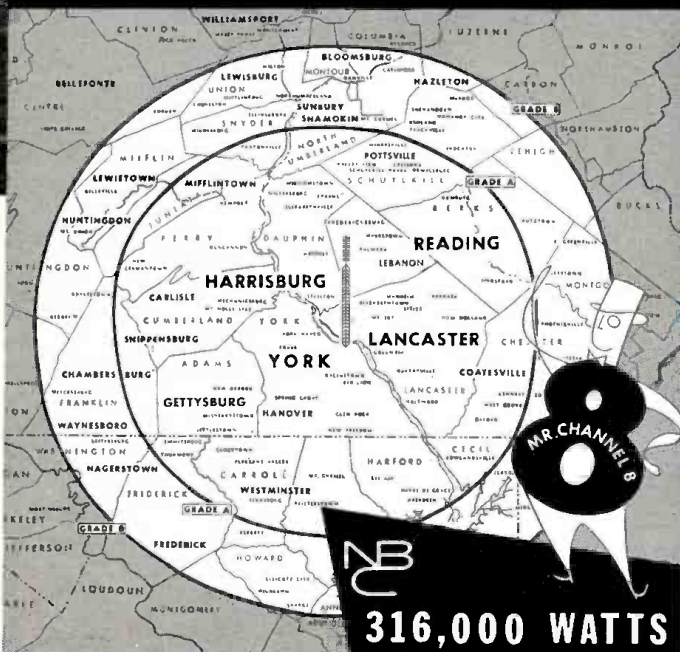


# RELAX

**Let WGAL-TV do your sales work. It is the outstanding selling medium in the Lancaster/Harrisburg/York TV market.**



**MULTI-CITY TV MARKET**



**WGAL-TV**  
**Channel 8**  
**Lancaster, Pa.**

STEINMAN STATION • Clair McCollough, Pres.

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

BROADCASTING, May 4, 1964

That top-secret study of trends in compensation paid by CBS-TV network to its affiliates (BROADCASTING, Feb. 17) will be submitted to CBS-TV Affiliates Association's board of directors today (May 4), eve of general affiliates convention in New York. Board, headed by Tom Murphy of Capital Cities Broadcasting, is to hear report's author, economist Harold Barnett, and then decide what next step should be. Whether report is formally presented to entire convention, it's almost certain to be major conversation piece—and there'll probably be more to come, because economic study is expected to be continuing proposition.

*Dr. Barnett, of Washington University in St. Louis, was commissioned to conduct study after affiliates at 1962 convention showed concern over long-range economic trends in network-affiliate relationships. He's worked under special committee headed by Howard Lane of KOIN-TV Portland, Ore., to which he submitted hush-hush interim report in February. Findings to be presented this week reportedly will indicate that, although rate increases have kept compensation for many stations at or near former levels, on constant-rate basis it's been declining—"not drastically but steadily"—over past five years.*

## Political minutes

Something new will be offered in national political TV campaigning this summer—political announcements in network entertainment programs. All three TV networks reportedly are prepared to sell, for political messages, whatever minutes remain unsold in their participation shows. Candidates may find it cheaper, however, to use traditional five-minute films tagged on to shortened entertainment programs. These may be done for about \$12,000 to \$16,000, while prime-time minutes can run as high as \$40,000 or \$50,000. Only problem is that there's chance networks will limit five-minute lop-offs primarily to live or live-on-tape shows, and these are relatively few.

## \$6 million for Flint

John Poor, Detroit industrialist long identified with broadcasting, is principal in group acquiring WJRT(TV) Flint, Mich., from Goodwill Stations as spin-off in transaction whereby Capital Cities Broadcasting Corp. is buying Goodwill's other stations, WJRA-FM Detroit and WSAZ-AM-TV Hunt-

ington-Charleston, W. Va., for \$22 million (BROADCASTING, March 2). Capital Cities plans to pay \$30 per share to Goodwill stockholders, but Flint arrangement with Poor group at \$6 million will be subtracted from overall consideration. Mr. Poor, who has been financial adviser to Storer Broadcasting, RKO General and Capital Cities, will dispose of his approximate 5% interest in Capital Cities and his 1%-plus interest in Storer prior to Flint acquisition.

*Goodwill stockholders meet May 6 to ratify Capital Cities and Poor transactions. Capital could not acquire both of Goodwill's TV stations because of five VHF limitation. It now owns WTEN-TV Albany, WKBW-TV Buffalo, WPRO-TV Providence and WTVD (TV) Durham, N. C.*

## Ford under pressure

It was status quo all last week on plans of FCC Commissioner Fred W. Ford. His decision to leave government after expiration of his term June 30 hadn't officially changed although it was known that efforts had been and presumably still are being made to get him to reconsider—either to accept full seven-year reappointment as one of FCC's three Republican members or agree to continue in office until his successor, who would be designated by President Johnson, qualified. Meanwhile candidates continue to appear (see page 60).

## Jillion dollar question

FCC is considering asking question in upcoming proposed rulemaking that is likely to make broadcasters' hair stand on end: Should publicly held corporations be allowed to hold broadcast licenses, if so, under what circumstances? Some commissioners feel this should be included in proposed rulemaking and notice of inquiry on mutual funds' ownership of broadcast properties. Commissioners say there is little chance commission would ever attempt to bar publicly held corporations (which, of course, include networks, group owners) from broadcasting. But some feel problems raised by such ownership deserve exploration.

*Mutual funds that own more than 1% of two or more group owners and, thereby, technically violate FCC's multiple ownership rules have raised question as to whether those rules should be revised. Proposed rulemak-*

*ing on subject, reportedly, would express view current rules still have merit, but invite suggestions on what changes might be made in view of alterations in patterns of ownership.*

## Hard to find

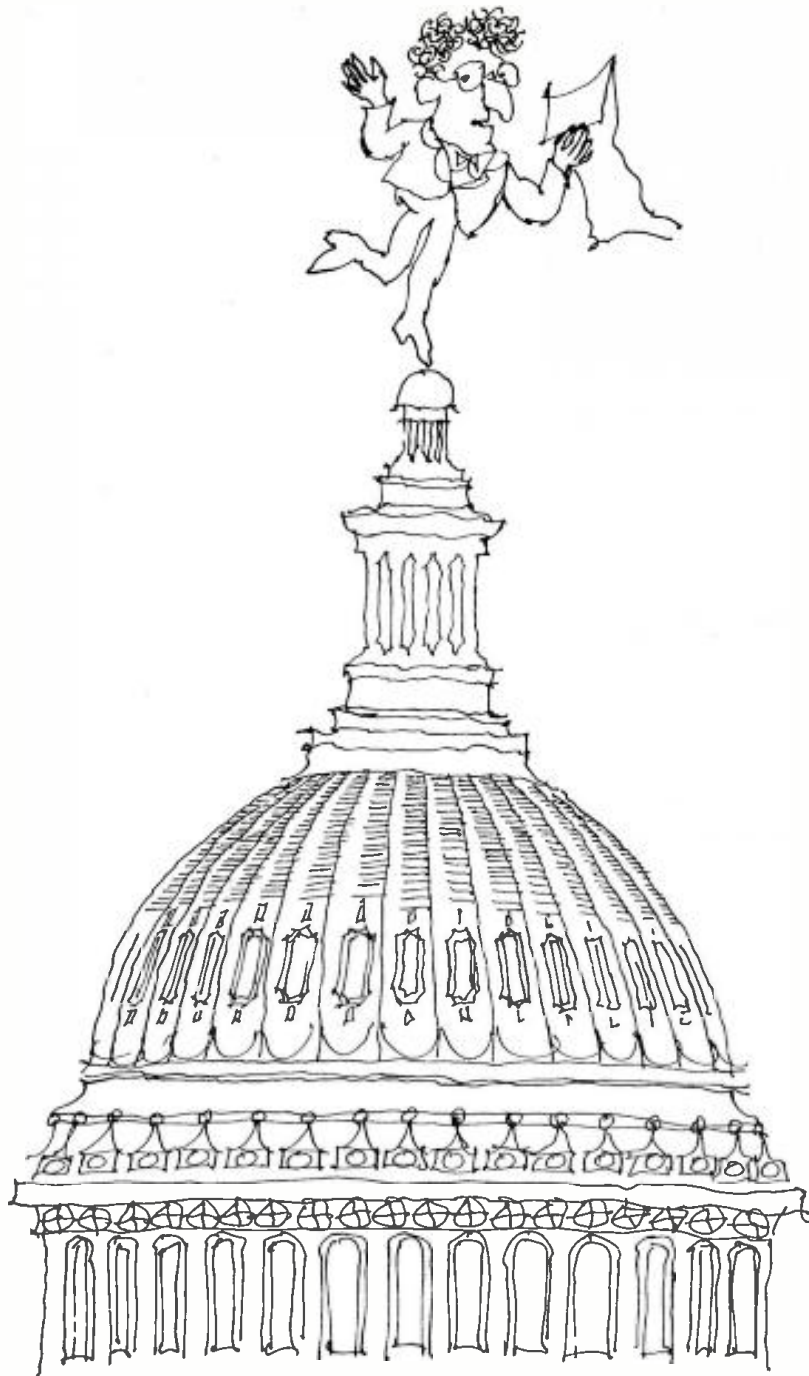
Search for full-time director of radio audience-research methodology project of Radio Advertising Bureau and National Association of Broadcasters has taken unexpected turn. Steering committee, headed by George B. Storer Jr. of Storer stations, had thought there'd be sizable field of likely prospects. Instead it's found only five or six who seem both qualified and available. Interviewing is now under way. Committee meanwhile has cleared questionnaires for preliminary field work to start early this month, and has authorized further talks with Teleglobe Cosmotronics, New York, on financing development of Teleglobe meter device for measurement of car-radio listening.

## Road show

NBC-TV is planning major presentation—combining progress report with fall program plans—for agencies, advertisers and station representatives in New York June 8 and in Chicago June 11 after it's shown to NBC affiliates during their convention in Los Angeles June 1-3. Showings on both coasts will be tied in with annual meeting of network executives with promotion managers of NBC-TV affiliates: Promotion men for stations west of Mississippi will attend June 3 Los Angeles showing, then hold their annual network sessions June 4; those east of Mississippi will attend in New York, with their meetings with NBC officials to follow on June 9. Presentation, originally planned only in Los Angeles, was set for New York and Chicago too at suggestion of NBC affiliates board.

## No pay-TV for Denver

Macfadden-Bartell plan to start on-air pay-TV operation over KCTO(TV) Denver has collapsed. Unavailability of program material is given as reason that company last Friday let lapse its contract with Teleglobe which was to set up pay-TV system. Teleglobe proposed to feed video in clear and audio, scrambled, over telephone lines. Only on-air station operating is RKO General's WHCT(TV) Hartford, Conn., using Zenith's Phonevision.



## You may hear a lot of talk about WRAL-TV up in Washington, D.C.

It seems the FCC selected two stations for special study.

The reason? Sharp, incisive editorials. Viewpoints that sometimes take a controversial tack.

Frankly, we're flattered that WRAL-TV was one of the two stations selected for study. But we aren't surprised.

After all, we were one of the first stations to editorialize. And one of the few to tackle subjects more

controversial than home, mother, and traffic accidents.

We aim our editorials at our market. But the impact has gone beyond our 358,800 TV homes.

Which proves one point. We've done what we set out to do. Stimulate. Provoke. Encourage open discussion of the key issues.

Our editorials occupy just five minutes of an hour-long news block WRAL-TV has telecast daily since

1960. This kind of attention to news and the issues is one reason we're probably the most discussed television station in North Carolina.

And one reason they're talking about us in places like Raleigh, Durham, Fayetteville, Rocky Mount, and Chapel Hill, N. C.

And, oh yes, in Washington, D. C.

**WRAL-TV** RALEIGH, NORTH CAROLINA  
Represented Nationally  
by H-R... ABC Television

BROADCASTING, May 4, 1964

# WEEK IN BRIEF

Tobacco code raises questions about current commercials, but many already conform. NAB guidelines are postponed to give cigarette rules chance. FTC will continue labeling proceedings. See . . .

## WHAT NOW FOR SMOKE SPOTS? . . . 29

Playing it safe doesn't always pay off in broadcast advertising; and how about all the missed opportunities? Agency comments on potentials for breaking away from tried and true formats. See . . .

## ODDS ON PRIME-TIME BUYS . . . 36

There's a problem in the hills of western Massachusetts. WRLP(TV) raises questions about how long it can continue to operate with all those CATV's around. May have to become satellite. See . . .

## CASE FOR SURVIVAL . . . 44

New radio rating service is being offered to the networks at first; to stations later. Using a multimedia diary, reports will measure listening, viewing and reading habits. See . . .

## ARB EXPANDS INTO RADIO . . . 44

Austin CATV is turned down again by FCC in plea for waiver of protection requirement for KTBC-TV. Commission, by vote of 6 to 0, claims decision is based on policy and equity. See . . .

## TV CABLE LOSES AGAIN . . . 50

Networks gird for conventions like Army in field. And, like the dogface in a foxhole, it's the reporter on the air who'll decide victory or defeat—or which network does the best job. See . . .

## SHOWDOWN AT CONVENTIONS . . . 74

Texas Democratic primary ends with FBI investigating McLendon charges against Yarborough and Yarborough warning stations not to carry "libelous" McLendon statements. See . . .

## THERE'S MORE THAN VOTING . . . 70

There's no change of heart by network executives on sharing affiliations and programs with UHF stations. Discussion continues with FCC on various plans to help stimulate UHF. See . . .

## NETS STAND PAT ON SHARING . . . 69

FCC asks Congress to revise pro football blackout rule to make 75-mile protection run from game site to transmitter. Present rules are overly protective, commission says. See . . .

## FOOTBALL BLACKOUTS TOO BROAD . . . 78

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## Broadcasting

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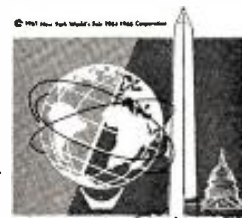
**EXCLUSIVE**

**HIGH-  
FLYING  
GUIDANCE  
SERVICE**

Our traffic-hour fans would rather fight than switch. They, and thousands of others, keep their dials firmly set on WMAL Radio 63 where there are interesting things going all day. Check with McGavren-Guild Co., Inc. for the whole story.

**WMAL RADIO**  **WASHINGTON, D.C.**

630 KC ■ 5000 POWERFUL WATTS ■ WASHINGTON'S BEST FULLTIME RADIO SIGNAL  
The Evening Star Broadcasting Company  
Represented Nationally by McGavren-Guild Co., Inc.



SEE THE  
WORLD'S FAIR AND  
WASHINGTON, D.C., TOO



## New ABC plan to get VHF affiliations

**AIM: V'S WOULD DUMP CBS, NBC TO AVOID DROP-INS**

ABC has offered FCC new plan aimed at equalizing competition among three networks and boosting development of UHF television.

Plan, containing elements of rejected drop-in proposal and ABC's market-sharing idea, was discussed at meeting Friday (May 1) between commissioners and ABC officials (see page 69).

Object of plan would be to equalize number of VHF and UHF affiliates among three networks in top 18 two-VHF-station markets.

CBS and NBC, which have more VHF's in these markets than ABC has, would be given opportunity of surrendering affiliation with VHF station and taking UHF in its place. Displaced VHF would presumably be available for affiliation with ABC.

It was understood question as to which network would give up VHF would be left to voluntary agreement between networks and their affiliates with no coercion from FCC.

If NBC and CBS refused to give up VHF station, FCC would drop in VHF channel. This would give ABC chance to pick up VHF affiliation.

ABC plan also provides that successful applicant for VHF drop-in would be required to operate parallel UHF outlet. After certain number of years, either VHF or UHF license would have

to be surrendered.

New ABC plan was pushed by platoon of network's officials including Leonard Goldenson, president of American Broadcasting-Paramount Theatres.

**Supports Position** ■ ABC representatives supplied mass of data to support contention that network is at serious competitive disadvantage and cannot afford to affiliate with new UHF's.

ABC reportedly said its need of VHF circulation is so great that it would prefer to be second affiliation for VHF station and pay premium rates than to have primary UHF affiliation.

ABC also reportedly stressed that CBS and NBC are in better position to give up VHF and, furthermore, should carry what ABC feels is their share of responsibility for helping UHF television develop.

Joining Mr. Goldenson in ABC contingent were Thomas Moore, network president; Everett H. Erlick, vice president and general counsel; Mortimer Weinbach, vice president and assistant general counsel; Julius Barnathan, vice president and general manager of television network; Robert Coe, vice president, television station relations; Alfred Beckman, Washington vice president; Paul Sonkin, research specialist; James McKenna, Washington counsel, and Frank Kear, Washington consulting engineer.

## Bristol-Myers has Powervision

**Concept to double firm's  
summer spot budget;  
some call it 'rate cutting'**

Bristol-Myers Co., New York, will launch multimillion-dollar spot television campaign this summer in approximately 30 major markets, utilizing unusual bulk buying approach which is expected to at least double spot TV expenditures that B-M normally would spend in those markets in June, July and August.

Called Powervision, Bristol-Myers' concept encompasses purchases of run-of-schedule announcement at flat nego-

tiated price. Minimum of 400 one-minute spots and up to several thousand spots will be bought over six, eight or 10-week cycle on stations, and, in some areas, more than one TV outlet will be used. Target date for Powervision is June.

Some stations and representatives have called offer "rate-cutting device." Since stations do not have provisions in rate cards for such extensive purchases, it is conceivable concept may set future pattern for buying spot TV in summer.

**Silent Figures** ■ Bristol-Myers was reluctant to discuss undertaking because of competitive considerations but it is known that budget is expected to "go into the millions."

For first time, Bristol-Myers is including its customers (drug chains, supermarkets, independent stores) in its national spot TV program, with 15-second retailer tags added to 45-second product commercials for Ban, Bufferin,

Excedrin, Ipana, Score and Vitalis. Company thinks approach will increase retailer sales; bring added revenue to stations during slow summer months and, hopefully, accelerate sales of B-M products.

Concept was tested for several months this spring in Miami, Dallas and Washington and reportedly has proved successful for both B-M and its customers. Chain stores and other outlets earn certain number of TV spots, depending on volume of products they buy from B-M. They do not contribute to advertising budget.

Agencies involved in project are Young & Rubicam; Grey Advertising; Doherty, Clifford, Steers & Shenfield, and Ogilvy, Benson & Mather.

## Coral TV given VHF CP in Florida

FCC has granted Coral Television Corp. construction permit to build station on channel 6 in South Miami, Fla.

In order released Friday (May 1) FCC dismissed with prejudice competing applications of Publix Television Corp. and South Florida Amusement Co. Inc. for stations in Perrine, Fla.

Order incorporated FCC approval of agreement between Coral and South Florida providing for dismissal of South Florida's application.

FCC made grant to Coral conditional on that company not selling stock to Sherwin Grossman, 50.5% owner of South Florida, or giving him management position, without commission approval.

FCC held that Mr. Grossman made false statements during hearing concerning his activities while owner of WBUF(TV) Buffalo. However, FCC said it doesn't consider his conduct serious to warrant his disqualification as licensee.

## Two sales approved

FCC announced Friday (May 1) it has approved sales of KIXL-AM-FM Dallas and WNXT Portsmouth, Ohio.

KIXL stations were sold by Lee Segall to Robert S. Strauss and Theodore H. Strauss for \$675,583. T. H. Strauss was commercial manager of KIXL in late 1940's. KIXL is 1 kw day-timer on 1040 kc and KIXL-FM is on 104.5 mc with 100 kw.

Leonard Feldman and A. R. Ellman sold WNXT to Zanesville Publishing Co. (*Zanesville [Ohio] Times-Record* and

## WEEK'S HEADLINERS



Mr. Glenn



Mr. Gottfried

**Norman W. Glenn**, VP-programing at United Artists Television, New York, for past two years, elected executive VP of company, succeeding **Richard Dorso**, who recently joined Ashley-Steiner-Famous Artists as VP and partner (BROADCASTING, April 20). Earlier Mr. Glenn had been programing executive with Young & Rubicam, New York. **Howard Gottfried**, VP and production supervisor at UA-TV in New York, has been transferred to company's Beverly Hills, Calif., office as administrative VP-programing.



Mr. Weber

**Fred Weber**, VP in charge of planning and development for Rust Craft Broadcasting Co., Steubenville, Ohio, and with organization for 15 years, elected executive VP-operations. Before joining Rust Craft Broadcasting, division of Rust Craft Greeting Cards Inc., Mr. Weber served as VP and gen-

eral manager of WDSU-AM-FM-TV New Orleans; VP and general manager of Mutual Broadcasting System, and manager of station relations for NBC. Rust Craft Broadcasting Stations are WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga, Tenn.; WRDW-TV Augusta, Ga.; WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; WVUE-TV New Orleans, and WWOL-AM-FM Buffalo, N. Y.

**Lou R. Maxon** elected board chairman of Maxon Inc. and is replaced in presidency by **C. Terence Clyne**. Concurrent with changes is move of agency's headquarters from Detroit to New



Mr. Maxon



Mr. Clyne

York offices in Rockefeller Center. Mr. Maxon had been president of agency since it was organized by him in 1927. Mr. Clyne joined Maxon in 1962 as executive VP after resigning from McCann-Erickson, New York, where he was vice chairman of board. Maxon's board of directors announced agency's billings for 1964 will be about \$46.5 million and that billings for current accounts will reach \$48 million in 1965. Agency said 1964 billings represent \$10.5 million gain over 1962 and that about 50% of this increase is attributable to higher outlays by older clients.

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

*Signal*) for \$262,500. Zanesville Publishing owns WHIZ-AM-FM-TV Zanesville and WTAP-AM-TV Parkersburg, W. Va. WNXT, ABC affiliate, is full-timer on 1260 kc with 5 kw day and 1 kw night.

### Collins to name group for international study

Entry of National Association of Broadcasters into realm of international broadcasting was heralded Friday when NAB President LeRoy Collins said he was naming committee to examine rights and responsibilities of American broadcasters in international field.

Committee, Mr. Collins said in remarks to Tulsa, Okla., meeting of Amer-

ican Women in Radio and TV, will examine such questions as:

"What responsibilities do we have with respect to programing that will reflect the true meaning of America abroad? Who shall have the right to determine what will be broadcast, as the means for simultaneous worldwide broadcasts are rapidly becoming viable? Can American broadcasting play a greater role in America's world leadership? What rights will we insist on with regard to our programs? And what rights will we be willing to grant in turn to other nations of the world? Who should take the responsibility for this effort—government or private citizens?"

Also scheduled:

William R. Wyatt, vice president and Nielsen Station Index sales manager, told meeting there is increasing need by

advertisers and agencies for information on "audience description," including income levels, size of family, education and employment status of housewife.

CBS News President Fred Friendly said TV newsmen must decide whether they are "showmen or newsmen." He called on radio-TV to conduct investigations and to dig for stories.

### CBS, NBC file for cut in ASCAP rates

CBS-owned radio stations filed report to Southern District Court in New York Friday (May 1) stating position on latest ASCAP music license offer, revealing seven owned stations spent \$5,351,943 on programing in 1963 and asking for reduced ASCAP license fees in light of these expenses.

NBC Radio, NBC-owned stations and CBS Radio also filed papers supporting bids for reductions in ASCAP's radio music rates.

CBS-owned stations said that of their total programing expenses in 1963, they were able to exclude only \$3,008,151 under present ASCAP licenses, leaving \$2,343,792 on which to compute fees to American Society of Composers, Authors and Publishers.

Separate statement filed by CBS Radio requested per-program license and said it pays about \$60 per song for ASCAP music, whereas in 1959 payment was \$10 per ASCAP song. Differential, network explained, is due to great reduction in music programing.

"Reasonableness" of ASCAP rates, NBC said, could not be determined without full information on ASCAP revenues and their sources to see whether part contributed by broadcasting is equitable.

On grounds that network programing and use of music have decreased, NBC argued that ASCAP's network radio licenses should reduce commercial fees by 25% and waive sustaining fees.

### Yarborough demands McLendon's withdrawal

Race for Democratic nomination for U. S. senator in Texas was climaxed Friday by Senator Ralph Yarborough's demand that broadcaster Gordon McLendon withdraw from contest.

Senator Yarborough made demand after Justice Department informed him that Pecos, Tex., man had repudiated affidavit that he saw Billie Sol Estes give senator \$50,000 (see page 70).

Pecos man and another alleged witness to transaction had appeared on McLendon telecast.

# NOW

## ... Pulse verifies

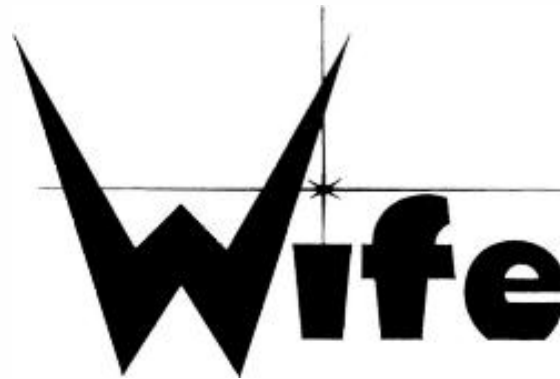
### PULSE

Feb.-Mar., 1964  
Mon.-Fri.  
6 a.m to 6 p.m.

7 Counties  
Marion  
Hendricks  
Hamilton  
Hancock  
Morgan  
Johnson  
Shelby

The data used are estimates only, subject to whatever limitations and errors are inherent in indicated sources.

# total dominance and continued leadership in the Indianapolis Market for **Wife**



**Indianapolis, Indiana,  
the 27th Market in the U.S.**



**DON W. BURDEN, PRESIDENT**

BROADCASTING, May 4, 1964

**SOLD NATIONALLY BY H-Radio**

**WIFE AM-FM INDIANAPOLIS  
KOIL AM-FM OMAHA  
KISN PORTLAND**

# IN THE HUNTLEY MANNER

## **ON SALESMANSHIP:**

"The Colosseum of Rome was built almost 19 centuries ago, dedicated by one hundred days of gladiatorial combat, naval contests and wild beast hunts.

"It is a mighty ruin now, situated in the heart of downtown Rome. A few days ago Italian police reported that an American tourist had bought it—actually paid \$3000 for an option—and was complaining that the men he had paid had not returned for the rest of the down payment. What amazes the Italian police is not that a tourist would buy the Colosseum, but that the first such complaint came so late this year."

## **ON de GAULLE:**

"President de Gaulle conducted a news conference today, his ninth such performance in five years. It was majestic, sometimes oracular, containing no shock value to compare with last January's veto of British membership in the Common Market.

"He said the Chinese Reds have been the effective government of China for 15 years and the rest of Asia cannot be neutralized without Chinese participation and cooperation.

"De Gaulle called upon Western Europe to get on with political unification and shake itself loose from American domination. With the French already spending about 3 times as much per capita on foreign aid as we Americans, he said he will increase it.

"His bid for a neutralist Southeast Asia got another cool reception in Washington. So we're right where we were with this Frenchman: he insults the other players, he ignores the umpires, his form is deplorable, but he just won't strike out."

## **ON MUSIC:**

"The Beatles arrived in New York today and advanced almost to the Hudson. The four English musical



stars—with their pudding bowl haircuts—were greeted by about four thousand shrieking teenagers at Kennedy Airport and mobbed by another large group of juveniles when they got to the Plaza Hotel.

"All day long some local disc jockeys had been encouraging truancy with repeated announcement of the Beatles' travel plans, flight number and estimated time of arrival. British journalists tell us that the record company had sixteen press agents handling the arrival, but we wouldn't know about that.

"However, like a good little news organization, we sent three camera crews to stand among the shrieking youngsters and record the sights and sounds for posterity. Our film crews acquitted themselves with customary skill and ingenuity and the pictures are very good—but someone asked what the fuss was about and we found we couldn't answer."

## **ON CYPRUS:**

"Cyprus has been owned, from time to time, by virtually every nation of Mediterranean history, but the Greeks, it seems, were always there. The Turks came early in the 1500's.

"It's obvious that the Greeks and Turks cannot unite to govern the is-

land as Cypriots. The constitution giving the Turkish community a veto power over everything down to garbage collection is impossible. So that leaves partition or repatriation.

"Partition would cut through the heart of towns and villages and might induce more violence.

"It should not be beyond the capabilities of Greece and Turkey, principally, and other nations, secondarily, to move the 103 thousand Turkish Cypriots to Turkey, paying them well for their property. That would permit Cyprus to join Greece. If need be, Turkey could be compensated with the Island of Rhodes, a Greek possession."

## **ON SPACE:**

"The British have been conducting some delicate and intricate experiments in space at their station in the heart of Australia. The most sensitive and exciting experiments involved sending aluminum foil into space by rocket and recovering it. Also recovered, after a great many attempts, was dust from the far reaches of the galaxy. Dust and foil were sealed in a special container and sent back to Britain for analysis. It has been lost by the British Railways. The railway people say, in their own defense, that the scientists, who know exactly how to get around in space, put the wrong address on the label."

## **ON COMMERCE:**

"International trade, that underestimated giant, is knocking over old enmities, crashing through alliances, and spurning hostile ideologies.

"Start with today's announcement by Khrushchev that a new trade pact with Castro has been consummated, purportedly guaranteeing Cuba a long-term steady price for its sugar. Both Castro and Khrushchev, in Moscow, declared that the deal will break the economic blockade of imperialist United States.

"Simultaneously, it's known that the Cubans have submitted a long

**This is the sort of news broadcasting that has made Chet Huntley one of the two most celebrated correspondents in the history of electronic journalism. See him**

list of orders in London. If Castro can get British credit for several hundred buses, he may also get it for a thousand and one other items. Neither should it be overlooked that the British last year doubled their purchases of Cuban sugar to total 30 million dollars worth.

"Along with de Gaulle's diplomatic recognition of Red China, a trade deal is sure to go; and Japan announced today that she will take a 'more realistic attitude' toward trade with Peking in view of de Gaulle's imminent move.

"Even Spain, once the holiest of anti-Communist holies, is about to sell fishing boats to Castro. Germans, Italians, Belgians, Canadians and the Hottentots have been trading 'on the other side of the tracks.'

"And lately, when we inquire just what goes on here, our friends are likely to say, 'You sell wheat to the Russians; we sell buses, boats, light bulbs, or chemical plants.' And where it's going to end, not even Orwell would take a guess."

#### **ON FOXES:**

"The English fox-hunting set is facing serious problems in those areas where its activities border the new super-highways. Several instances have been reported of foxes nipping across through traffic leaving the masters of the hunt to call back their valuable dogs or risk them in the holiday traffic. The Duke of Beaufort is considering spending \$100,000 to put up a special chain-link fence along the 20 miles where his estate borders one of the highways. Poorer huntsmen may have to hunt elsewhere or give up a way of life."

#### **ON PESTICIDES:**

"In Sweden, more than 20 thousand birds died this winter. At first, when men found the remains of birds on snow and frozen lakes, the cause of their death was a mystery. Government inspectors were baffled. Some suspected that the birds had been

poisoned, so they sent hundreds of the corpses to laboratories, where tests established that the birds had died of mercury poisoning. They had eaten farm seed which had been treated with mercury to protect it against blight and rot. Birds that were still alive were found to be dying slowly of poison, as are thousands of others still flying. Swedish authorities say nothing can be done to save them. Traces of the mercury have turned up in eggs laid on Swedish farms, but no farm animals have died of the poison.

"In Great Britain, bulldozers are digging up a tract in Kent which was used as a test center for insecticides and pesticides. The soil was contaminated so completely that it must be taken away in barrels. The work crews scrape all mud off the bulldozers to avoid further contamination. The poisoned soil killed one herd of cattle. Farmers feared that rain waters would carry the deadly chemicals into creeks and streams, and that they would spread over a vast area. The soil was mixed with concrete and then dumped into the Atlantic Ocean. The purpose of the concrete was to make sure the soil would sink...and would not rise to the surface later to do more damage. All told, two-thousand tons of earth must be dumped into the sea."

#### **ON WINE:**

"Italy's agriculture department has announced it is cracking down on racketeers who have been adulterating wine. It is estimated that one-third of the wine sold domestically in a recent year was made not from grapes but from figs, dates, beans otherwise used to feed horses, dried apples, molasses, and synthetic alcohol."

#### **ON AREA CODES:**

"Arthur Bornstein, of Los Angeles, offers a 10-week course on how to improve your memory. Here is one of the little short-cuts he recom-

mends. For example: how to remember that the San Francisco area code is 415.

"Because letters are easier to remember than digits, you learn a table translating all digits on the telephone dial into consonants. There are 10 digits, hence 10 letters. Translating 4-1-5 into letter equivalents you come up with R-T-L. That sounds like 'rattle'. Because the area pertains to San Francisco, think of the Golden Gate Bridge. Now think of a baby's rattle on the Golden Gate Bridge and you are immediately reminded that the San Francisco area code is 4-1-5. That is the suggestion of Arthur Bornstein, or whatever his name is."

#### **ON ROYALTY:**

"Finally, a recent luncheon of British journalists featured Queen Elizabeth's husband, the Duke of Edinburgh, as principal speaker. In thanking the Duke for his appearance, the Chairman explained why there were so many ladies at the meeting. They were reporters' wives, he said, and added that the Duke was the only man in the room whose wife was not always complaining that he never took her anywhere interesting."



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

**and David Brinkley every Monday through Friday on The Huntley-Brinkley Report, year after year the nation's most watched and honored news program.**

## DATEBOOK

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

■Indicates first or revised listing.

### MAY

May 3-5—Eighth annual meeting of the **Television Programing Conference**, an association of southwestern programing executives. Speaker will be FCC Commissioner Lee Loevinger. For additional information, contact John Renshaw of KSLA-TV Shreveport, La., or Jay Watson of WFAA-TV Dallas-Fort Worth. Holiday Inn Central, Dallas.

■May 4—**Phoenix (Ariz.) Advertising Club**. Guest speaker will be Edmund C. Bunker, president of the Radio Advertising Bureau.

■May 4-5—Meeting of board of directors of **National Community Television Association**, Drake hotel, Chicago.

May 4-6—Annual spring convention of **Kentucky Broadcasters Association**. James H. Topmiller Jr., WHAS Louisville, is chairman of convention committee. Louisville Sheraton hotel.

■May 5—**Tucson (Ariz.) Advertising Club**. Guest speaker will be Edmund C. Bunker, president of the Radio Advertising Bureau.

■May 5—**Radio Corporation of America** annual stockholders meeting. Studios 2 and 4, NBC, 3000 West Alameda Ave., Burbank, Calif. 10:30 a.m. PDT. Meeting will be connected via closed circuit color television to NBC's Peacock Studio in New York's RCA Bldg. (starting at 1:30 p.m. EDT) so that stockholders in that city may follow the Burbank proceedings and ask questions of RCA officers if they so desire. David Sarnoff, board chairman, will conduct the meeting on the West Coast, which will also be attended by all the corporation's directors except Robert L. Werner, executive vice president, who will handle the New York end.

■May 5—Sylvester (Pat) Weaver, president of Subscription Television Inc., will address Sales Executives Club of New York luncheon meeting at the Hotel Roosevelt.

■May 5—Symposium on "Do the People Have a Right To Know?" sponsored by the **Massachusetts Broadcasters Association**, **Massachusetts Newspaper Information Service**, **Massachusetts Bar Association** and the **Boston Bar Association**. Speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co., and W. Theodore Pierson, Washington communica-

tions attorney. Sheraton Plaza hotel, Boston.

■May 5-6—Spring convention of the **Missouri Broadcasters Association**. Speakers include LeRoy Collins, president of the National Association of Broadcasters; Norman (Pete) Cash, president of the Television Bureau of Advertising; Joseph Kittner, of Washington law firm of McKenna & Wilkinson; Robert J. Rawson, chief of the FCC's renewal and transfer division, and H. W. Bourell, FCC engineer in charge of the Kansas City field engineering bureau. MFA Insurance Co. auditorium and the Neff Hall Auditorium of the University of Missouri, Columbia.

May 5-6—**CBS-TV Affiliates** conference, Hilton hotel, New York.

May 6—Annual shareholders meeting of **The Goodwill Stations Inc.**, to vote on dissolving corporation by selling all stock to Capital Cities Broadcasting Corp. (BROADCASTING, March 2). 2800 Fisher Building, Detroit.

May 6—Deadline for entries in the 1964 creative competitions of the **Advertising Association of the West**, encompassing advertising in 10 media. Radio entries should go to Stan Spero, KMPC, 5939 Sunset Blvd., Los Angeles 90028. TV entries should go to Jack O'Mara, Television Bureau of Advertising, 444 N. Larchmont Blvd., Los Angeles 90004.

May 6—Annual stockholders meeting of **Magnavox Co.**, Fort Wayne, Ind.

■May 6-8—Forty-second annual convention of the **Public Utilities Advertising Association**. Speakers include James S. Fish, vice president and director of corporate advertising for General Mills, "Ethics in Advertising." Radisson hotel, Minneapolis.

May 7—Annual stockholders meeting of **Scripps-Howard Broadcasting Co.**, First National Bank, Cincinnati.

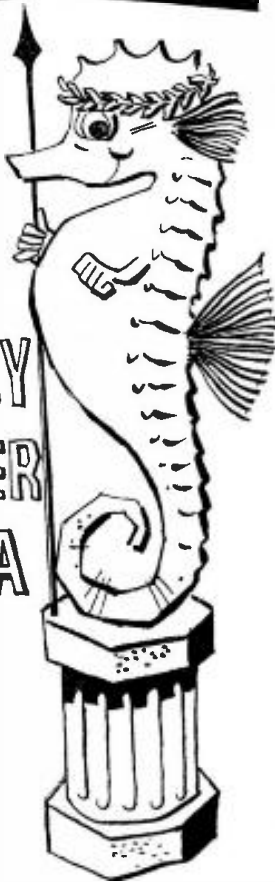
May 7-8—**Montana Broadcasters Association**, Yogo Inn, Lewiston.

■May 7-9—**University of Wisconsin Journalism Institutes**. Participants include Edward P. Morgan, ABC News analyst; Richard E. Cheverton, news director of WOOD-AM-FM-TV Grand Rapids, Mich., and John R. Bucklew, RCA computer expert. Madison, Wis.

■May 8—**Fresno (Calif.) Advertising Club**. Guest speaker will be Edmund C. Bunker, president of the Radio Advertising Bureau.

■May 8—**Oklahoma-Kansas Community**

SUNNY  
SEMPER  
VENDA



The Latins named him:

*Hippocampus  
Hudsonicus  
Lophobranchii  
Syngathidae*

... the ancient Romans were long winded ... we call our seahorse "SUNNY."

He's the symbol of *Quality Broadcasting* in Tampa-St. Petersburg.

Ex *SUNNY* venarus SALES

# WSUN

TELEVISION  RADIO  
TAMPA - ST. PETERSBURG

Don't trip on your toga, call:

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

# Are you important to your representative?

Are you getting the concentrated interest and effort you deserve?

When more and more large group operators begin to bolt the established national representatives to set up at great cost their own national sales organizations, there must be a reason.

There is! And a good one!

They were tired of being tail end (or even front end) of a long, long list. They wanted, and needed more time, interest and effort for their own stations . . . and they wanted to be very, very important to the men doing their national selling.

What holds true for the groups holds even truer for the independent operator. Think for a minute—how important are you to your representative? Is he stimulated with interest for your station and its welfare? Are his salesmen inspired

every day to get up and go with an urge to sell something for you?

Perhaps the answer is yes. But if you are one of a long list of 25 . . . 35 . . . 45 or more stations, the odds are stacked against you and you may not be getting the attention you deserve. No matter how conscientious your representative, the more stations he must sell, the less time he has for you.

You *could* have the maximum amount of time, interest and attention with us . . . because we, like the groups, will never represent more than 15 stations.

Therefore, the welfare of each of our stations must mean a great deal to us—and our salesmen on the street. Each of our stations is important to us and you could be too.



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

*Station Representatives Since 1932*

NEW YORK CHICAGO DETROIT ATLANTA DALLAS SAN FRANCISCO HOLLYWOOD



**“EAST / WEST  
SIDE / SIDE”**

“... must rank head and shoulders over any meaningful drama unveiled this season . . . superior drama.”

NEWARK EVENING NEWS

“... one of the season’s best entries . . .”

NEW YORK DAILY NEWS

“... there was sensitivity, substance and style . . . Mr. Scott . . . a welcome addition to the luminaries in weekly TV . . . impressive and moving . . . superb direction.”

NEW YORK TIMES

“... Simply superb . . . ES/WS is a wonder . . . never lagged . . . adultly intriguing.”

TORONTO DAILY STAR

**GEORGE  
C.  
SCOTT**

---

The Industry votes these  
**ONE-HOUR DRAMAS**  
**“Best Filmed Series”**  
**ON THE NETWORKS THIS SEASON**  
(All-American Awards of the Year)

---



is on **YOUR  
SIDE**

"... best written, best acted new entry..."

MIAMI HERALD

"... exciting series... most moving... Scott carries enormous conviction."

WASHINGTON POST

"... in the best theatrical tradition... an engrossing hour."

BOSTON GLOBE

"... restrained and intelligent performance... a tremendous pleasure to watch."

LOS ANGELES TIMES

"... the season's big powerhouse."

SAN DIEGO UNION

"... shattering emotional impact."

HOLLYWOOD REPORTER

"... none with more impact, more depth, more ability than Scott."

INDIANAPOLIS TIMES

"... the show is sound..."

VARIETY

"... one of the season's finest... a powerhouse of a performance."

BOSTON TRAVELER

"... the first program in years to break away from superficial stereotypes."

BALTIMORE SUN

"... the best of the season..."

NEWSDAY

"... worth an hour of anybody's time..."

SAN FRANCISCO CHRONICLE



**NEWLY RELEASED...Already sold to:**

**WNEW-TV** New York

**KTTV** Los Angeles

**WGN-TV** Chicago

**WTTG-TV** Washington, D. C.

**WCCO-TV** Minneapolis-St. Paul

**WTTV** Indianapolis

**KPHO-TV** Phoenix

**KVOS-TV** Bellingham

.. and others.



555 Madison Avenue, New York, NY 10022

## Ever take the PULSE of your HOOPER?

WILS did. We found our PULSE to be remarkably like our HOOPER. Both show how well Lansing likes Radio WILS... like this:

**PULSE: May 1-21, 1963**

6 AM-12 Noon WILS 12 Noon-7 PM

**63% 58%**

AUDIENCE ESTIMATE

**HOOPER: Jan.-Mar. 1963**

7 AM-12 Noon WILS 12 Noon-6 PM

**62.3% 68.8%**

SHARE OF RADIO AUDIENCE

Our PULSE audience composition showed WILS having from two to three times the adult listeners in each measured time period from 6 AM to 7 PM.

### What earns this audience for WILS?



We broadcast  
24 Hrs.-A-Day.

**48**  
NEWSCASTS

We have news  
48 times a day  
... plus editorials

**6**  
GREAT D.J.'s

We feature our  
D.J. Personalities.  
They are liked.



We go where the action  
is. We did 125 trailer  
remotes last year.

### Why Lansing is your market

**SALES MANAGEMENT** Ranks us:

21st in Retail Sales per Household  
(3rd in Metro Cities over 200,000)

94th in Population and Households  
(always in the top 100)

Lansing is the state capital and the home of Oldsmobile and Michigan State University (more than 25,000 students).

For more information contact our rep  
(Venard, Torbet & McConnell, Inc.)  
or, write to:

**RADIO 1320** 37

**WILS**  
LANSING

5,000 WATTS / 24 HOURS A DAY

Antenna TV Association regional meeting, Hotel Allis, Wichita, Kan.

■May 8—Banquet at the University of Missouri School of Journalism marking the conclusion of its "Annual Journalism Week." Principal speaker will be Walter Cronkite, CBS News correspondent, who will receive an honor award for distinguished service to journalism. Jay H. Neff auditorium, University of Missouri, Columbia.

May 10-12—Meeting of the Pennsylvania Association of Broadcasters, The Inn, Buck Hill Falls, Pa. Speaker: Representative Walter Rogers (D-Tex.), chairman, House Communications Subcommittee.

May 11—Deadline for reply comments on FCC rulemaking to establish rules to govern ex parte communications during adjudicatory and record rulemaking proceedings which have been designated for hearing.

May 11—Deadline for reply comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities.

■May 11-12—Programming seminar by the National Association of Television Program Executives. Among the panelists are Michael Dann, vice president-programs, CBS-TV; Julius Barnathan, vice president and general manager of ABC-TV; Grant Tinker, West Coast program vice president, NBC-TV; Robert E. Lee, FCC commissioner, and W. Theodore Pierson, Washington attorney. Hilton hotel, New York.

May 11-12—Spring meeting of Association of National Advertisers, Waldorf Astoria hotel, New York.

■May 12—Mississippi CATV Association, technicians meeting, Sun-n-Sand motel, Jackson.

■May 12—National Association for Better Radio and Television, 14th annual awards banquet. Sylvester L. (Pat) Weaver, president of Subscription Television Inc., will deliver the chief address. Wilshire Country Club, 7 p.m., Los Angeles.

■May 12—Annual stockholders meeting of Metromedia Inc., New York.

■May 12-15—National Canadian Community Antenna Television Association convention. May 14 panel discussion, "How Restrictive Are the Government Regulations?" Chantecler hotel, Ste. Adele, Que.

■May 13—Meeting of the Future of TV in American Committee of the National Association of Broadcasters, Washington.

■May 13—Advertising Club of Wilkes-Barre, Pa. Guest speaker will be Edmund C. Bunker, president of the Radio Advertising Bureau.

■May 13—Twentieth annual Radio and Television Correspondents dinner, 8 p.m., Sheraton Park hotel, Washington.

■May 14—Annual stockholders meeting of Reeves Broadcasting Corp., New York.

■May 14—Annual stockholders meeting of Cowles Magazines and Broadcasting Inc., Waldorf Astoria, New York.

May 14—Spring managers meeting of New Jersey Association of Broadcasters, Wood Lawn. Rutgers University, New Brunswick, N. J.

May 14-15—Illinois Broadcasters Association, Wagon Wheel, Rockford.

May 14-16—Iowa Broadcasters Association, Congress Inn, Iowa City.

■May 15—Debate on pay TV between Sylvester L. (Pat) Weaver, president of Subscription Television Inc., and Vincent T. Wasilewski, executive vice president of National Association of Broadcasters. STV plans to launch a closed circuit pay TV system in Los Angeles and San Francisco, starting July 1. The NAB has gone on record as opposing any form of pay TV. Commonwealth Club, San Francisco.

■May 15—New deadline for filing comments on Federal Trade Commission's proposed rule to require cigarette labels and advertising to carry health hazard warnings.

May 15—Arizona Broadcasters Association, Skyline Country Club, Tucson.

May 15-16—Annual spring meeting of West Virginia Broadcasters Association. Included will be association's second annual engineering exhibit. Charleston Press Club, Charleston, W. Va.

May 16-17—Spring convention of the Illinois News Broadcasters Association, Bloomington.

■May 19—Radio Day at the Advertising Club of Washington. Guest speaker will be Edmund C. Bunker, president of the Radio Advertising Bureau. 12 noon, Presidential Arms.

May 19-21—Annual convention and exhibition of Armed Forces Communications & Electronics Association. Sheraton-Park hotel, Washington.

■May 20—Broadcast Pioneers, Los Angeles chapter, luncheon meeting. Harry

■Indicates first or revised listing.

**What's radio done for you lately?**

**...besides warning you of a tie-up on  
the expressway in time to change your  
route home,**

**introducing you to the new songs  
from Barbra Streisand's latest album,**

**clueing you in on the story behind the  
National League swap that could change  
the pennant race.**

**After all, isn't this what you expect  
from radio?**

**●● ABC OWNED RADIO STATIONS ●●**

**WABC NEW YORK • KQV PITTSBURGH • WXYZ DETROIT • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES**

**Radio...one of the good things  
about America**

●● **ABC OWNED RADIO STATIONS** ●●

**WABC NEW YORK • KQV PITTSBURGH • WXYZ DETROIT • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES**

Witt, chairman of the nominating committee, will submit a slate of officers to be elected for a year, beginning June 1. John Guedel will discuss "Surprises in the Hollywood Museum." Hollywood Roosevelt, starting at 11:45 a.m.

•May 20—Annual stockholders meeting of The Outlet Co., Providence, R. I.

May 21 — Los Angeles Advertising Women, presentation banquet to award "Lulu" trophies to winners in the 18th annual achievement awards competition for ads and related material created by western advertising and publicity women, used between April 22, 1963, and April 21, 1964. Entry blanks and information available from LAAW, 4666 Forman Avenue, North Hollywood, Calif. Banquet to be held at the Hollywood Palladium.

•May 21-22—Spring convention of the Ohio Association of Broadcasters. Speakers include Sherril Taylor, vice president-radio at National Association of Broadcasters; Dr. Seymour Banks, vice president of Leo Burnett Co., Chicago, and Pat Higgins of Carling Brewing Co. Commodore Perry hotel, Toledo.

May 21-22 — Ohio Association of Broadcasters, Toledo.

May 21-22—Washington State Association of Broadcasters, Hilton Inn, Seattle.

•May 21-23—Third annual convention of the North American Broadcasters Idea Bank, Holiday Inn, Evansville, Ind.

May 21-23—South Dakota Broadcasters Association, The Plains, Huron.

May 21-23—Spring convention of the Alabama Broadcasters Association. Program participants include Representative Walter Rogers (D-Tex.) and Max Paglin, former FCC general counsel and now partner in Washington law firm of O'Bryan, Grove, Paglin, Jaskiewicz, Sells, Gilliam & Putbrese. The Broadwater Beach hotel, Biloxi, Miss.

•May 23—Tenth annual program on entertainment law by University of Southern California and the Beverly Hills Bar Association. Four attorneys who are specialists in entertainment law and will speak are Herman F. Selvin, privacy in motion picture and TV production; Daniel A. Weber, "Practical Considerations in 'Entertainment' Litigation"; Victor S. Netterville, the problems of insurance coverage for privacy, plagiarism and related problems, and Robert A. Schulman, impact of recent tax legislation on motion picture and TV production. Judge Macklin Fleming of the Los Angeles Superior Court will be luncheon speaker at Town and Gown, Beverly Hills, Calif.

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BROADCASTING, May 4, 1964

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# Broadcasting

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YOU NEED  
 TERRE HAUTE,  
 TOO ..



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



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



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



WTHI-TV

CH 10 TERRE HAUTE, IND.

REPRESENTED BY



THE ORIGINAL STATION REPRESENTATIVE

OOH!  
OOH!  
OOH!...

For Ed Breen,  
President and General Manager  
of KQTV Fort Dodge, Iowa,  
who has just signed  
Toody and Muldoon to capture  
audiences and advertisers  
for his station.



CALL CAR 54/NBC FILMS

for your tower  
requirements  
check **ROHN SYSTEMS**

A complete tower  
erection service  
that has these  
special advantages:

- ✓ DEPENDABILITY
- ✓ RELIABILITY
- ✓ COMPLETE ENGINEERING
- ✓ COAST TO COAST SERVICE

Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.

**ROHN SYSTEMS, INC.**

6718 W. Plank Road

Peoria, Illinois

### Local feeling

EDITOR: Your article in the April 27 issue describing the growing emphasis which major agencies are placing on quality criteria reconfirmed something which we have been feeling locally for some time now.

I would like to supply my sales staff and some advertisers with reprints of this article . . . please consider this my order for 500. If you do not have reprints, may I have your permission to reprint it myself giving, of course, credit to BROADCASTING Magazine?

Thank you very much for this article, as well as the other important and interesting information which can always be gleaned from your excellent magazine.—*Bertram L. Weiland, general manager, WAKE Atlanta.* (Permission granted.)

### Newsmen take note

EDITOR: Over the weekend of April 25-26 TV and radio newscasts generally carried the story of the flood damage to the ancient city of Samarkand. I failed to hear one announcer locate Samarkand as being in Turkestan. Instead, in various ways they described its situation as in "Russia."

This would be like referring to Edinburgh as being in England . . . or Santa Fe as in New England. Whereas the U.S.A. is a voluntary union of states, the USSR is an involuntary union of "republics." Russia is one "republic" and Turkestan is divided into five "republics," with Samarkand in Uzbekistan. Its peoples are not related ethnically to the Russians.

May I suggest lessons for radio newswriters in geography? First lesson: Russia is not the USSR.—*Garip Sultan, Turkestani desk, Radio Liberty, New York.*

### Vocal minority

EDITOR: . . . I get just a little tired of knowing that many of our stations editorialize on other subjects, but seemingly let the patterns in our industry be set by a small minority. . . . Right now the regulation of CATV and pay TV seems to be making the headlines. I cannot understand some of the opinions at NAB on this subject. We are fighting government regulation on one hand and advocating it on the other.

Recently Clair McCollough stated his opposition to CATV. How could he so soon forget that one of his stations, WGAL-TV Lancaster, Pa., received the benefit of thousands of extra homes through CATV. This certainly was to

his advantage and many other telecasters receive the same service. I do feel local stations should be protected, but they should be able to meet or beat competition through proper means rather than suppression. . . . Before major policy decisions are made by such groups as NAB, perhaps the rank and file should be asked for its opinion. . . .—*Richard L. Fenstermacher, president, Broadcast Services, Palmyra, Pa.*

### Leap or fall?

EDITOR: I read "Committee votes \$13 million to ETV" (BROADCASTING, April 13) with mixed emotions; enthused . . . that the House Appropriations Committee was giving warm support for the ETV facilities act, but distressed that . . . the committee had noted "some disquieting testimony to the effect that there was a possibility that in some communities existing VHF channels now used for ETV programing might be replaced with UHF channels."

. . . Such action . . . would probably be the biggest step backward in the development of ETV since the movement first started. It is difficult enough for existing VHF-ETV stations to obtain a respectable share of audience without relegating them to the UHF band. . . . Those VHF-ETV stations that have labored long and hard to establish themselves and their reputations in the minds of the community could suffer irreparable damage if they were to be made the guinea pigs.

It would seem that the outstanding contribution that the ETV facilities act will make to the future development of ETV would, to a large extent, be nullified should the possibility of some ETV stations being required to move to UHF become a reality. Educational television's "great leap forward" would fall flat on its face.—*Sheldon P. Siegel, manager, KAET(TV) Phoenix, Arizona State University, Tempe.*

### First things first

EDITOR: The Tanner TV set counter displayed at the NAB convention in Chicago and reported in BROADCASTING, April 13, is clever and appears to fill a need. But let's not overlook that it relies upon something we ought to get rid of—the radiation of interference-producing signals from receivers.

. . . It would be unfortunate if the clamor for more sophisticated audience measurement were to scuttle future efforts to get rid of the "buzzes and birdies" cluttering broadcast and short-wave reception.—*Ralph E. Patterson, 44 Hunt Road, Somerset, N. J.*

# This skillet sent sales up into a multimillion dollar orbit



For generations, Corning Glass Works has stood out as the unquestioned research leader in glass and its kindred products.

In the late 1950's, Corning created a unique new family of materials called PYROCERAM® brand glass-ceramics. As the nose cone of a missile, it could withstand the arctic cold of outer space and the searing heat of reentry. These same properties could shorten kitchen hours for the housewife.

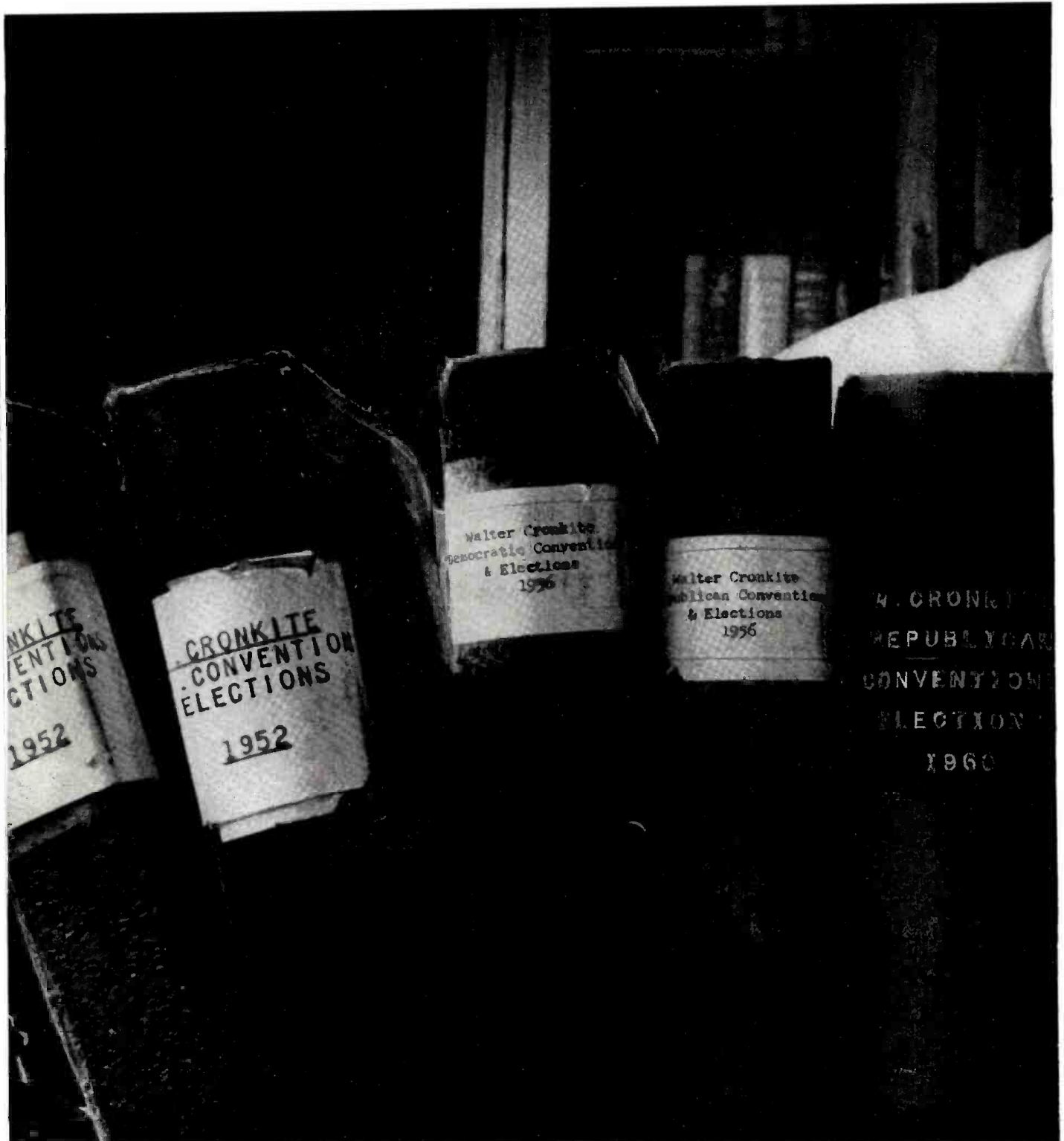
She could freeze, cook and serve her favorite foods—all in one beautiful dish which cleaned like magic.

Corning and Ayer test-marketed this new kind of cooking ware. One-minute commercials dramatized the heat-and-cold advantages of CORNING WARE® cookware—and moved to a kitchen demonstration. Dealers were swamped with orders.

Within a year nationwide television participations had helped lift sales to the multimillion-dollar level. Remarkable increases have continued ever since.

Any lesson here? Simply this. When a great product is interpreted by an imaginative and powerful selling idea—*the sky is the limit*.

The commercial is the payoff **N. W. Ayer & Son, Inc.**



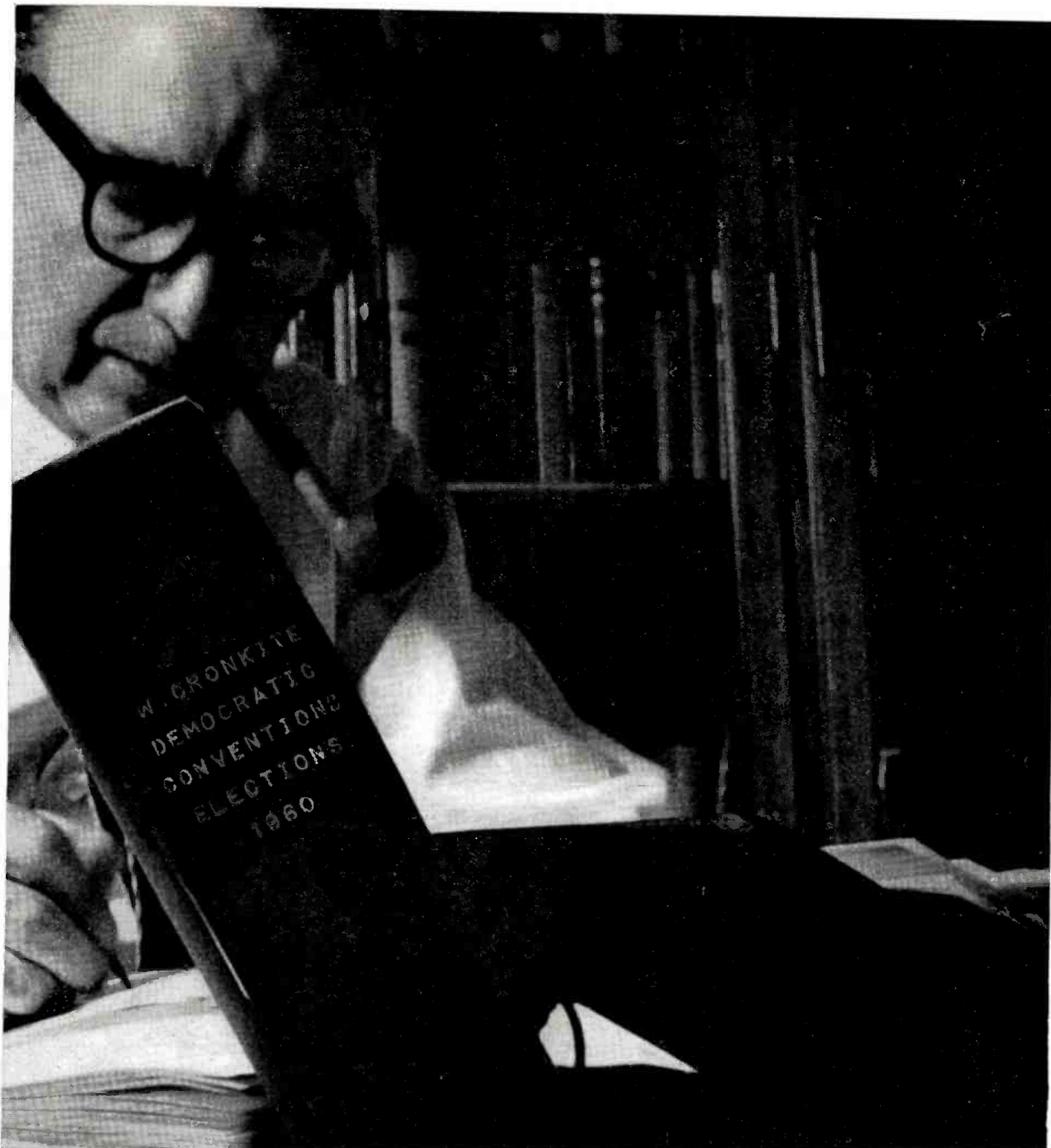
## The man who “wrote the book” on convention coverage

Actually, it looks more like an encyclopedia—and Walter Cronkite is still writing it.

It began with the 1952 conventions. For months in advance Cronkite kept filling a notebook with facts and figures on the political situation: shorthand biographies of the candidates, state and regional voting patterns, public comments by key politicians, summaries of major issues that would shape the party platforms.

Some of it came out of books and newspapers (he's a voracious reader). But most of it was the product of old-fashioned leg-work in the great journalistic tradition. During his years as a Washington correspondent he had interviewed most of the leading political figures and built up a vast circle of valuable sources in government and the two-party machinery.





By the time he was anchored down in CBS News' convention studio, most of the notebook's contents were etched in his memory. As he reported the convention's proceedings, and subsequently the election returns, this arsenal of facts enabled him to provide the kind of coverage that, according to *The New York Times*: "...resulted in a landslide victory for the Columbia Broadcasting System."

By 1956 the number of notebooks had tripled. They were now fortified with facts Cronkite gleaned from covering the off-year Congressional and gubernatorial elections. Commenting on television's 1956 convention coverage, *Time* stated "CBS' veteran Walter Cronkite, working his familiar anchor spot, gave the most informed, alert and lucid commentary." At the 1960 conventions *The Washington Post* asked and answered its own ques-

tion: "What is an anchor man? ... As far as TV goes, one definition could consist of two words—Walter Cronkite."

But perhaps the most significant tribute to his abilities can be found in the comments of his fellow journalists: "Walter's the hardest worker in the business...he's a pro... he does his homework...he cares."

This kind of careful, energetic, creative reporting produces the vital information and understanding Americans need most in an election year to make an intelligent choice among the candidates who seek their votes. It is the kind of information they have been getting not only from Walter Cronkite, but the entire CBS News organization spread out across the nation to cover the unfolding political drama of 1964. In short, it explains why for major news events more and more Americans are turning to **CBS News**

## Television sells Teflon's new image

Can a product courted and then spurned by consumers, retailers and manufacturers regain a place in their hearts? Can television do the wooing?

These were two of the questions people of the du Pont Co.'s fabrics and finishes department were asking themselves and their advertising agency, N. W. Ayer & Son, Philadelphia, after Christmas 1961, about Teflon TFE non-stick finishes.

In late 1960, Teflon—an unusual material to which almost nothing will stick—had been used by cookware manufacturers, first in Europe and then in the United States, as a lining for fry pans. Because food won't stick to Teflon, no grease or fat is needed for cooking. At a time when there was a vast amount of publicity about the danger to health caused by cholesterol and overweight, the "fat-free frying" appeal used by manufacturers and retailers made coated fry pans the hottest item in housewares; demand far outdistanced supply.

But this booming market had in it the elements of self-destruction. Some cookware manufacturers, particularly from abroad, used an unmodified type of Teflon on improperly prepared metal. Other manufacturers, in their haste to enter the market, used the correct type of Teflon TFE nonstick finish but failed to follow du Pont's recommendations for applying it. In either case, the result was the same—the coating failed to adhere properly to the metal.

Concurrently, two other things were happening. Retailers with the understandable desire to buy nonstick cookware bought it anywhere and everywhere, then promoted it hard at ever-lower prices. This served only to get low-quality pans in consumers' hands faster. But most important, the market was drying up; only a small percentage of consumers were interested enough in their health or weight to be moved by the promise of "fat-free frying."

**The Fall** ■ The sales decline of cookware coated with Teflon was as dramatic as its meteoric rise. To people throughout the cookware industry, Teflon became a word they hoped never to hear again.

However, du Pont was reluctant to see this portion of the business wither overnight. Those immediately responsible for Teflon felt that it was not a fad product, but rather was one which greatly added to the value of cookware. The added benefits, if properly represented, would be recognized readily by consumers.

Armed only with this belief, du Pont and Ayer people talked with manufacturers and retailers all over the country. Finding people who shared this belief was like looking for the proverbial needle in the haystack, but some were found.

A very few of the country's largest manufacturers and some important retailers had a similar kind of confidence in Teflon—a confidence based upon their experience in their own homes. And they expressed a willingness to cooperate in a program designed to bring about a rebirth.

**Marketing Plan** ■ With this limited but important encouragement, a marketing plan was devised by Ayer and du Pont, and the decision was made to test its effectiveness against a hostile industry. The key elements of the plan were:

- To give retailers and consumers a means of distinguishing properly made cookware from cookware with an improperly applied finish. A distinctive du Pont certification mark was created and would be issued, under license, to manufacturers who agreed to produce cookware meeting du Pont quality standards.

- To abandon the "fat-free frying," diet/health appeal and adopt a new appeal: "no-stick cooking with no-scour cleanup."

- To concentrate du Pont advertising solely on the huge national job of convincing women that Teflon would make life in the kitchen easier.

- To use television exclusively, mostly in daytime hours, for du Pont advertising. Television was selected as the medium because it allowed us to demonstrate Teflon in use (store demonstrators had sold the bulk of pans during 1961). More specifically, daytime television was chosen because of its

economy in reaching women.

At the end of the six-month test period, cookware finished with Teflon had attained a 27% share of the total cookware market and a 35% share of the metal cookware market. The results were an astounding testimonial to the effectiveness of a carefully integrated marketing plan and the teaching power and persuasiveness of television when used intelligently.

Needless to say, we went national. In September 1963, du Pont launched a daytime campaign on NBC and ABC.

In addition, Ayer recommended nighttime programs selected to provide extra reach at the start of the program and merchandising impact on the trade. Eight one-minute commercials were purchased during the first two weeks in September. An interesting approach here was that three of these were on the ABC premiere shows of *Breaking Point* and *The Fugitive*, and NBC's *Mr. Novak*. Two of these premiere shows gained more than a 50% share of the audience, as Ayer cannily had predicted.

At the end of the first four months, we found our national experience had almost exactly duplicated the test experience for the same period. Today, 15 cookware manufacturers are active with Teflon and are licensees in the certification mark program. Available utensils coated with Teflon have been expanded far beyond fry pans and now include most types of pots, pans, and bakeware. Newly designed, attractive lines are being supported by most manufacturers, using all media, including television. Almost without exception, retailers are enjoying excellent business. Their only problem seems to be availability of cookware from their suppliers—a far cry from the problems of two years earlier!



Norman A. Lynn, advertising manager for finishes and export sales in the fabrics and finishes department at E. I. du Pont de Nemours & Co., Wilmington, Del., has been with the company since 1936. A graduate of Pennsylvania Military College, Mr. Lynn started his career with du Pont as a correspondent and later became a salesman. He joined du Pont's advertising department in 1946 as assistant advertising and promotion manager. He was appointed to his present post in 1961.



TO SAVALLI GATES



OUR NEW STATION REPRESENTATIVE

**WE COULD  
HAVE MADE  
A STUFFY  
ANNOUNCEMENT**

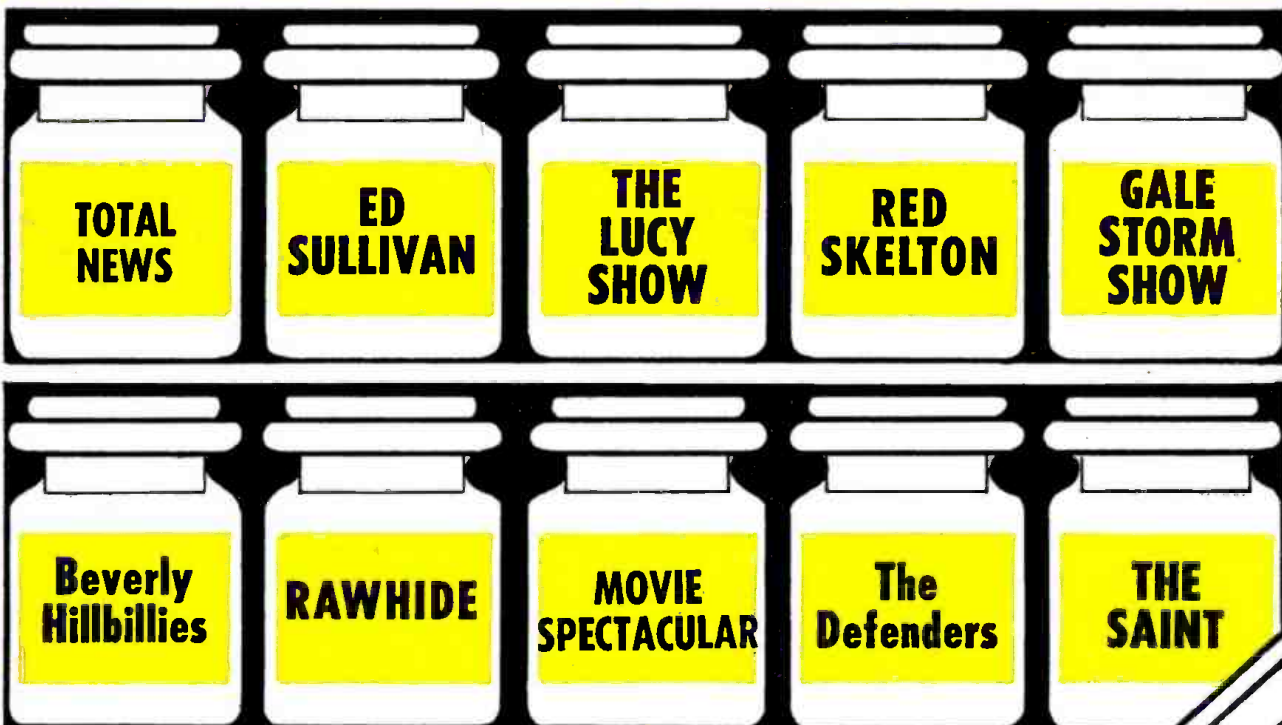
But ours is not really that kind of business.

So let's just state simply that we have known the principals of Savalli-Gates for a long time; that we have the utmost confidence in their integrity; a solid faith in their understanding of the Negro market as a whole and of WLIB in particular.

We have appointed them as our National Sales Representatives effective immediately. And, for obvious reasons, no one wishes them more success in their assignment than we do.

**WLIB**  
*Harlem Radio Center*  
310 LENOX AVE. AT 125th ST. NEW YORK 27, NEW YORK

# "Seasoned to Please!"



## WKRG-TV

Mobile-Pensacola

Channel 5

Represented by H-R Television, Inc.

or

Call C. P. Persons Jr., General Manager



# WHAT NOW FOR CIGARETTE SPOTS?

- Will tobacco industry code authority pass today's commercials?
- NAB delays its guidelines to give cigarette rules a chance
- Some tobacco firms think present broadcast ads are acceptable

Will the new cigarette industry code change 90% of cigarette commercials? That's what a few industry observers believe after reading the new tobacco rules released last week.

But more moderate experts agreed that no administrator is liable to interpret the new rules so strictly. They saw a gradual toning down of cigarette commercials with less emphasis on the social importance of smoking that appeals particularly to youthful viewers and more on the satisfaction which smoking gives to the mature person.

Several observers pointed out that while the new code has much to say about what cannot be done, there is very little information on what cigarette advertisers are allowed to say under the new rules.

Cigarette advertisers promised unanimously to live inside the new rules—no company indicated that it intended to do less radio or television advertising.

One immediate result of the tobacco code was the announcement by the National Association of Broadcasters' TV Code Authority that it will not issue guidelines on cigarette advertising, as it was prepared to do. The move was taken, it was explained, in order to give the new cigarette advertising rules a chance to prove themselves.

Everybody agreed that so far as commercials themselves are concerned, results will depend on how the administrator interprets the code.

Some copy experts contend that strict interpretation could cast in serious doubt as many as 90% of cigarette TV commercials now in use. But this is a minority, although a well-placed minority, view.

**Have Been Moving** ■ Most experts and observers, particularly agency experts, feel that the tobacco companies have been orienting their advertising toward the code's basic principles over a period of time—including their abandonment of campus promotions, substantial dropping of testimonial advertising, minimizing of youth appeal—so

that most current advertising conforms basically to code requirements. If the code is "loosely" interpreted, according to this viewpoint, little of the current advertising would have to be changed.

Against this background, the code does not promise to be the gold mine for commercial producers that it would be if the minority viewpoint—that up to 90% of the commercials might be challenged—should prove right. The average cigarette commercial is said to cost between \$14,000 and \$20,000 (including talent costs) with some of the more lavish ones going into the \$25,000 class.

A sampling of commercial producers found little evidence that they expect the code to be a bonanza. But a number of agency sources felt there would be enough changes in copy lines and "phasing out" of existing commercials to bring a noticeable but probably gradual increase in production business as the code becomes operative.

Nobody expects the cigarette companies' use of television to decrease. Some sources thought that radio business might increase—mainly on the ground that a voiced message is less susceptible than pictures to sexy, virile and perhaps some of the other overtones challenged by the code.

Some "reorientation and redirection"

is expected, however, with spot—and gradually perhaps network—campaigns being placed in later time periods and in and around different program types, particularly in those with minimal teen-age appeal.

R. J. Reynolds Tobacco Co., for instance, announced earlier this year that it would not use commercials after 3 p.m. on radio stations that make a primary appeal to teen-age audiences (BROADCASTING, Feb. 3).

**In Compliance** ■ Last week a Reynolds spokesman said the company felt it was "already substantially in compliance" with the new code.

He indicated, however, that Reynolds is not sure of how some of the code language will be interpreted: "For example," he said, "we don't know how 'sexual attraction' will be defined."

He said it would not be difficult for the company to abide by the code in light of "various modifications" made in Reynolds advertising over a period of time in the precise areas with which the code is concerned.

He indicated that Winston's advertising is felt to be substantially free of code problems, but suggested that commercials for Salems—which rely heavily on outdoor, "pastoral" scenes—might be "subject to review."

A spokesman for American Tobacco Co. noted that his company had made

## The cigarette code's main restrictions

**No cigarette commercials in or adjacent to television and radio programs appealing "primarily" to persons under 21.**

**No endorsements by athletes or others who "have special appeal" to persons under 21.**

**No models in cigarette commercials under 25.**

**No medical claims that cannot be substantiated by scientific research.**

## Would these commercials pass the new tobacco code?

The tobacco code administrator, yet to be appointed, must decide whether or not tobacco commercials will be permissible under the new code. Some, now on the air, which could be questioned are shown here. Others, which may be questioned, include the Newport advertisements which use a ski star and a boy-girl beach scene, Camels using an ice skater, Philip Morris Commander ads on the

cleanliness of the brand; Lark saying charcoal filters the air that the astronauts breathe, Belair utilizing a setting that might—or might not—seem to equate smoking with social success. What will be the decisions? No one knows, but the answers could mean millions to tobacco companies and their advertising agencies. (All pictures courtesy of U. S. Tele-Service Corp.)



Are they at least 25 years of age? Does the Salem spot suggest that smoking is "essential to social . . . success or sexual attraction," or imply that "their attractive appearance or good health is due to cigarette smoking?"

Has he participated in "physical activity requiring stamina or athletic conditioning beyond that of normal recreation"? Is she "smoking in an exaggerated manner" in this Tareyton commercial?

### WHAT NOW FOR CIGARETTE SPOTS? continued

several changes before the code was formulated; like other cigarette firms, it dropped campus promotions in June 1963. American also dropped football star Frank Gifford as its commercial spokesman last August, announced early this year that it would shift away from sports sponsorships, and has started using "more adult" people in its advertising.

Thus he—and other tobacco spokesmen—felt that the code is essentially a move to "formalize" what most of the companies already are doing.

The tobacco rules, Howard Bell, code director said last week, contain a significant number of provisions that the NAB guidelines would have covered. The NAB guides were being prepared to explain in detail the TV code's proscriptions on types of cigarette advertising.

Last January the TV code was amended to forbid cigarette advertising aimed at youth or conveying the impression that smoking promotes health.

The code authority will, however, soon issue a set of guidelines on cigarette smoking in programs. This was the second provision in the TV code that was added earlier this year. This section provides that "care should be exercised so that cigarette smoking will not be depicted in a manner to impress the youth of our country as a desirable habit worthy of imitation." Program-

ing is not covered in the cigarette code.

**Advertising Czar** ■ The cigarette code provides for a single administrator to pass on all advertising in all media. The administrator will have power to fine violators up to \$100,000 and provides no appeal from his decisions.

Principally the tobacco rules ban advertising in TV or radio or in other media aimed at or for people under 21.

The rules are aimed also at deglamorizing cigarette smoking. A principal aim, the code states, is to prevent the impression that cigarette smoking is essential to "social prominence, distinction, success or sexual attraction."

The new cigarette advertising regulations go into effect after the tobacco industry receives clearance from the Department of Justice about possible antitrust violations, and after the industry has found an administrator. This search is actively underway by the nine tobacco companies which have proposed the code.

Although George V. Allen, president of the Tobacco Institute, expressed the hope that the Federal Trade Commission would halt its current proceedings to give the code a chance to work, his plea seems to have fallen on barren ground. Paul Rand Dixon, chairman of the FTC, said the move will not halt the agency's consideration. Furthermore, he added, the restrictions do not apply to the health hazard, the princi-

pal objective of the trade commission. The FTC commenced hearings shortly after the surgeon general's report on cigarette smoking was issued (BROADCASTING, Jan. 13 et seq.).

The tobacco industry spends over \$200 million yearly on advertising in all media. In 1963, \$134.6 million was spent in TV, \$19 million in radio, \$18.2 million in newspapers and \$34 million in magazines.

**Applauded by Collins, Bell** ■ The action of the tobacco companies was commended by LeRoy Collins, president of the NAB, and by Mr. Bell.

Mr. Collins said: "In moving decisively in this manner, the tobacco companies have demonstrated the will to provide important self-regulation and self-discipline in serving the public interest. In doing so, they are contributing meaningfully to the future of the whole of American free enterprise."

Mr. Bell added that the provisions of the cigarette code "embrace the areas of concern to us based on the NAB TV code's present restrictions on cigarette advertising appealing to youth and involving health claims."

In discussing the cigarette code, Mr. Bell stressed that there is no conflict between the broadcast code and the tobacco provisions. In some areas, he observed, the tobacco code goes further than the TV code (any person shown smoking must be at least 25 years old and must look it; ban on the depiction of "exaggerated" smoking, etc.).

The new code does not, however, Mr.



Is he involved, indirectly, in a testimonial? Is what he's doing more than "normal recreation," and if so, does commercial "depict" him as a smoker? Does she imply smoking's sex appeal?

Does fishing require "stamina or athletic conditioning beyond that of normal recreation"? Do these scenes promoting Chesterfields indicate smoking is necessary or desirable?



Does the "extra margin" theme constitute a tobacco code violation as a representation with respect to health"? Questions must be answered on Parliament's hard sell.

Is there any "suggestion that (Marlboro's he man's) attractive appearance or good health is due to cigarette smoking"? Is smoking linked to "sexual attraction"? These questions must be answered.

Bell noted, say anything about competitive claims, some of which are derogatory of other cigarettes. It is also unclear, he added, on some other matters—What is valid, reliable research? What does the tobacco company code mean about filter advertising and health? What does it mean when it refers to romantic appeal?

Other public figures applauded the move by the tobacco companies, but some qualified their praise because there is no requirement for labeling regarding the health hazard.

FTC Chairman Dixon warned that the new tobacco company code is "not going to remove our obligations in any way to enforce the law. . . . There are still a lot of things to be thought out here. For one thing this plan in no way deals with the problem of the health hazard, and this is the main problem we are looking at."

A long time crusader against cigarette smoking, Senator Maurine B. Neuberger (D-Ore.) commended the companies for the code but expressed disappointment that there is no requirement that the public be warned about the effect of smoking on health. The plan, she said, goes "far beyond the meager efforts of the recent past. . . . Unhappily, it [the code] fails to require adequate effective warning in cigarette advertising and labeling, a requirement that most objective observers have long considered essential if the full impact of the hazards of smoking are to be brought home to the American people."

She stressed that a "crucial test will be the choice of an administrator with uncommon ability and integrity."

Representative Morris K. Udall (D-Ariz.), noting his own record of criticism of the tobacco industry "for its flagrant attempts to lure young people into the smoking habit," said "the industry deserves commendation for taking such a big stride." But this is not the complete answer, Representative Udall added.

Senator Frank E. Moss (D-Utah) also commended the tobacco industry. He had written principal manufacturers and the television networks last year inquiring what they were doing "to take the glamour out of cigarette advertising" (BROADCASTING, April 29, 1963).

Senator Moss and Representative Paul A. Fino (R-N.Y.) who, like other lawmakers have labeling legislation pending, said last week they had not abandoned their position. Representative Fino said "this is a step in the right direction," but it is "far from the intent of his legislation" which would require health warnings and labeling of nicotine and tar content.

And Disappointment "I was disappointed that the code does not require warning of health dangers in either advertising or labeling," said Senator A.S. Mike Monroney (D-Okla.) when asked to comment. Senator Monroney observed that the code "provides an excellent beginning" but that while it seemed to deal with "affirmative representation," it did not touch on "failure

to reveal something." The senator displayed his concern about tobacco advertising only a week earlier during a Senate budget hearing with FTC Chairman Dixon (BROADCASTING, April 27).

Tobacco state lawmakers praised the code and some urged the FTC to suspend its regulatory proposals to give the code a chance to prove itself.

Senators Thruston B. Morton and John Sherman Cooper (both Republicans of Kentucky) jointly applauded the code. Senator Cooper added his hope that "the industry's initiative . . . be given a full chance to show what it can accomplish before any action by an agency of the government [the FTC] . . . is undertaken."

Representative Harold C. Cooley (D-N.C.), chairman of the House Agricultural Committee and a major supporter of federally financed tobacco research "to make smoking safer," commended the tobacco industry's self-regulatory effort. The code, he said, in combination with his research proposal "is the only effective means of providing maximum assurances of health for the millions of adults who prefer to continue smoking."

A similar plaudit came from Governor Terry Sanford of North Carolina, who said the code is "evidence of statesmanship and public responsibility."

The move even won a measure of praise from the U. S. surgeon general, Dr. Luther L. Terry. "Health is the sole concern of the Public Health Serv-

ice in the matters of cigarette smoking," Dr. Terry said, "and we feel that any course of action which may have the effect of dissuading the youths of the country from smoking is a progressive step."

**Backed by Big Nine.** ■ The cigarette advertising code was announced April 27, with the backing of nine major cigarette manufacturers. It goes into effect after an administrator is chosen and clearance is received from the Justice Department.

No names have been mentioned publicly for the post of administrator, but at one point during the early discussions the name of the late General Douglas MacArthur was used as an illustration of the caliber and stature of the man be-

ing sought. In last week's announcement, the tobacco makers said that the administrator "shall be a person of recognized independence, integrity and intellectual achievement to the end that decisions by him shall command public confidence and respect."

The code provides for no appeal from the administrator's decisions. This is far stronger than the TV code which permits a series of appeals from the rulings of the code authority. This runs to the code director, the code review board and, in exceptional cases, to the TV board of the NAB.

The Tobacco Institute's Mr. Allen emphasized last week that the code is the work solely of cigarette companies and advisors. Despite rumors to the

contrary, he said, there were no conferences with advertising agencies or with any media. "This is a serious effort," he said, "to deal with questions raised in various quarters about cigarette advertising."

The code was established and subscribed to by these nine companies:

American Tobacco Co. (Lucky Strike, Pall Mall, Tareyton); Brown & Williamson Tobacco Corp. (Raleigh, Viceroy, Kool); Larus & Brother Co. (Holiday, Domino); Liggett & Myers Tobacco Co. (L&M, Chesterfield, Lark); P. Lorillard Co. (Kent, Old Gold, Newport); Philip Morris Inc. (Philip Morris, Marlboro, Parliament); R. J. Reynolds Tobacco Co. (Camel, Winston, Salem); Stephano Bros. Inc. (Marvel); U.S. Tobacco Co. (Ski).

## These are the provisions of the cigarette advertising code

### ARTICLE IV

#### ADVERTISING STANDARDS

**SECTION 1.** All cigarette advertising and promotional activities shall be subject to the following:

(a) Cigarette advertising shall not appear (i) On television and radio programs, or in publications, directed primarily to persons under 21 years of age; (ii) In spot announcements during any program break-in, or during the program break immediately preceding or following, a television or radio program directed primarily to persons under 21 years of age; (iii) In school, college, or university media (including athletic, theatrical and other programs); (iv) In comic books, or comic supplements to newspapers.

(b) Sample cigarettes shall not be distributed to persons under 21 years of age.

(c) No sample cigarettes shall be distributed or promotional efforts conducted on school, college, or university campuses, or in their facilities, or in fraternity or sorority houses.

(d) Cigarette advertising shall not represent that cigarette smoking is essential to social prominence, distinction, success, or sexual attraction.

(e) Natural persons depicted as smokers in cigarette advertising shall be at least 25 years of age and shall not be dressed or otherwise made to appear to be less than 25 years of age. Fictitious persons so depicted in the form of drawings, sketches or any other manner shall appear to be at least 25 years of age in dress and otherwise.

(f) Cigarette advertising may use attractive, healthy looking models, or illustrations or drawings of persons who appear to be attractive and healthy, provided that there is no suggestion that their attractive appearance or good

health is due to cigarette smoking.

(g) No cigarette advertising shall contain a picture or an illustration of a person smoking in an exaggerated manner.

(h) Cigarette advertising shall not depict as a smoker any person well known as being, or having been, an athlete.

(i) Cigarette advertising shall not depict as a smoker any person participating in, or obviously having just participated in physical activity requiring stamina or athletic conditioning beyond that of normal reaction.

(j) Testimonials from athletes or celebrities in the entertainment world, or testimonials from other persons who, in the judgment of the administrator, would have special appeal to the persons under 21 years of age, shall not be used in cigarette advertising.

**SECTION 2.** No cigarette advertising which makes a representation with respect to health shall be used unless:

(a) The administrator shall have determined that such representation is significant in terms of health and is based on adequate relevant and valid scientific data; or

(b) If the administrator shall have determined it to be appropriate, a disclaimer as to significance in terms of health shall be set forth in such advertising in substance and form satisfactory to the administrator; or

(c) The administrator shall have determined that the representation with respect to health in such advertising is not material.

**SECTION 3.** The inclusion in cigarette advertising of reference to the presence or absence of a filter, or the description or depiction of a filter, shall not be deemed a representation with respect to health unless the advertising including such reference, description or depiction, shall be determined by the administrator

to constitute, through omission or inclusion, a representation with respect to health. If the administrator shall have determined that such advertising constitutes a representation with respect to health, the provisions of Section 2 of this article shall apply.

**SECTION 4.** No cigarette advertising shall be used which refers to the removal or the reduction of any ingredient in the mainstream smoke of a cigarette, except that it shall be permissible to make a representation as to the quantity of an ingredient present in the mainstream smoke or as to the removal in toto of an ingredient normally present in the mainstream smoke, if:

(a) The administrator shall have determined that such representation is significant in terms of health and is based on adequate relevant and valid scientific data; or

(b) A disclaimer as to significance in terms of health shall be set forth in such advertising in substance and form satisfactory to the administrator; or

(c) The administrator shall have determined that a disclaimer is unnecessary for the reason that the representation in such advertising has no health implication or that such implication is not material; and

(d) The quantity of such ingredient is determined and expressed in accordance with uniform standards adopted by the administrator for measuring the quantity of the ingredient present in the mainstream smoke, provided that, until such uniform standard is so adopted, the quantity of such ingredient may be determined and expressed in accordance with any recognized scientifically valid method disclosed to the administrator without any requirement of confidential treatment.

**SECTION 5.** Any advertising determined by the administrator in conformity with





## Can any one radio station really cover 117 counties?

Around New York, possibly not — or even in any great metropolitan complex which boasts several 50,000-watt clear channel stations.

But in Iowa, **YES!** WHO Radio reaches 42% of the homes in the entire area mapped above, *weekly* — 94 counties in Iowa, plus 23 in Illinois, Minnesota and Missouri. In one of those Missouri counties, 82% of the homes

tune to WHO Radio weekly! (See NCS '61.)

Only 22 radio markets in America offer you a larger audience than WHO Radio. That's why this station is on the "top 25" list for many, many important national advertisers.

Again — don't judge Iowa by New York yardsticks. Ask PGW for the really astonishing facts.

# WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives

## smart money's on a short list



Our stations show increases of up to 58% in national billings last year. That's because our skilled salesmen represent a short list of major stations in leading markets. Each proposal is thoroughly researched and as concise as a telegram. Most time-buyers like our way of selling and order: WNEW, NEW YORK; KLAC, LOS ANGELES; WIP, PHILADELPHIA; WHK, CLEVELAND; WCBM, BALTIMORE; KMBC, KANSAS CITY; WDRC, HARTFORD.

### Metro Radio Sales

OFFICES: CHICAGO, NEW YORK, BOSTON, PHILADELPHIA, ST. LOUIS, DETROIT, LOS ANGELES AND SAN FRANCISCO.

the code may include the following legend: "This advertising (label) conforms to the standards of the Cigarette Advertising Code."

#### ARTICLE V

#### PROCEDURES IN EVENT OF VIOLATION OF CODE

SECTION 1. Any person, firm or corporation subject to this code, who violates any provision of this code, shall, in the discretion of the administrator with respect to each such violation, pay to the office of the administrator as liquidated damages, and not as a penalty, a sum, not to exceed \$100,000, as determined by the administrator after consideration by him of all relevant facts. The administrator shall establish regulations for the determination of such violation and for the assessment and payment of such damages. No sanction shall be imposed without affording a hearing to the alleged violator. Upon written request from the administrator, an alleged violator of the code shall promptly deliver to the administrator any material and documents in its possession which are relevant and material to a determination by the administrator as to whether the code has been violated.

SECTION 2. Nothing herein contained shall be construed to give any person, firm or corporation, other than the administrator, any cause of action.

SECTION 3. In the event of a violation of this code, the administrator in his discretion may make public the fact of such violation in such manner as he may deem appropriate.

## NBC-TV registers \$25 million in sales

NBC-TV announced last week that it has recorded more than \$25 million in sales since mid-April to 19 advertisers for the network's 1964-65 evening program schedule.

Six of the advertisers bought into programs that will be new on NBC-TV next season. They are Mattel Inc., Los Angeles, through Carson/Roberts, Los Angeles, half-sponsorship of the *Flipper* series; Timex watches, through Warwick & Legler, New York, co-sponsor of *Kentucky Jones*; Gerber Products, Fremont, Mich., through D'Arcy, New York, alternate half-hour of *90 Bristol Court*; Speidel Corp., through McCann-Marschalk, New York, and Plymouth, through N. W. Ayer, Detroit, for the *Alfred Hitchcock Hour*; and Consumers Products Division of Union Carbide, through William Esty, New York, for *Solo* and the *Daniel Boone* series.

Other sponsors include Max Factor Co., Los Angeles, through Carson/Roberts, in *Mr. Novak* and *Alfred*

*Hitchcock*; and the Hartford Insurance Group, through McCann-Marschalk, in nine NBC News pre-election TV specials next fall.

## ABC Radio reports increased business

ABC Radio reported last week that gross billings for the second quarter of 1964 are already equal to the entire fourth quarter of 1963. Total billings for the first six months of this year are expected to exceed those for a similar period of 1963 by more than \$1 million. The billings increase was attributed to new expenditures by current radio advertisers and sponsorships using ABC Radio for the first time.

New advertisers on ABC Radio this year include: American Express Co., New York; Emery Industries, Cincinnati; Grove Labs, St. Louis; H. J. Heinz Co., Pittsburgh; Bloch Bros. Tobacco Co., Wheeling, W. Va.; Morton House Kitchens, Nebraska City, Neb.; National Car Rental System, Jackson, Miss.; The Wander Co., Chicago; Merle Norman Cosmetics; Cook Chemical Co., Kansas City, Mo.; and The Borden Co., New York.

## Wade, Compton end plans for merger

The marriage plans of Wade Advertising and the Chicago office of Compton Advertising were dissolved last week and the "engagement" was over.

As a terse statement from Wade expressed it: "The Compton-Wade merger negotiations have been broken off because of too many account conflicts coupled with a desire on the part of the Wade employees-stockholders to continue as an independent agency."

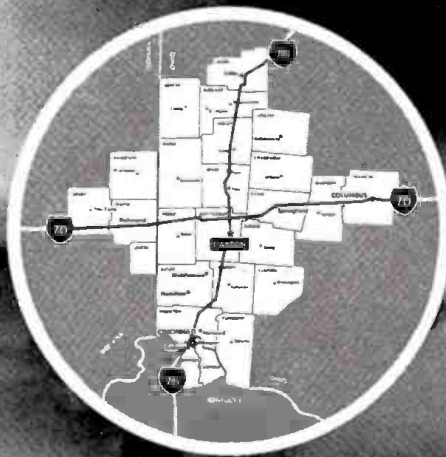
The prospect of the account conflict roadblocks had been posed earlier when word of the mutual wooing became known (*BROADCASTING*, April 27). The romance first began to bloom in January, it was related, before Wade lost the nearly \$15 million Alka-Seltzer account, but this event was not held responsible for the change of hearts.

Wade continues to handle over \$5 million in billings for other Miles Laboratories products. Miles has not yet chosen a successor agency for Alka-Seltzer, a heavy TV account.

Speculation about the account conflicts noted that Wade handles some billings for Toni Co. while Compton handles a larger portion of Alberto-Culver. Also, among other possible conflicts, Wade handles International Milling Co. and Compton represents Quaker Oats Co.



Welcome to  
Megacity. 70/75



*... the tenth largest consumer market in America*

U. S. Routes 70 and 75 cross less than ten miles north of Dayton. Within 70 miles of that intersection live 3,500,000 people... many of them in seven metropolitan areas... with a buying power of over seven billion dollars. ■ At the center of Megacity 70-75 are our powerful transmitters reaching—via TV, AM and FM—a commanding segment of this rich market, and providing one of the best media buys in broadcasting today. ■ For proof of it listen to George P. Hollingbery—who knows Megacity 70-75, and knows how efficiently, effectively, and economically you can reach it.

1104 FT.

WHIO-TV • CBS • CHANNEL 7

**WHIO**

WHIO-AM-FM • DAYTON, OHIO

Associated with WSB, WSB-TV, Atlanta, WSOC, WSOC-TV, Charlotte, WIOD-AM-FM, Miami, and KTVU, San Francisco-Oakland

# The odds on a prime-time buy

Grey Advertising analysis shows that the risk involved in picking 'safe' or 'venture' television programs can be predicted

A detailed analysis of the risks involved in buying prime-time network television suggests that effective sponsorship can be achieved by a balance of old and new shows on the TV screen. The report was released today (May 4) by Grey Advertising, New York.

The topic of "risks in TV advertising," which was explored in the May issue of *Grey Matter*, the agency's newsletter, was placed into focus by these preparatory questions: "How great is the margin of risk between a 'safe' program and a 'venture' program?" "How valid are the prevalent yardsticks for evaluating such programs?" "Are new shows really as unpredictable as is gen-

sidering such factors as: the show itself (Is the proposed program really new and unique? Who's writing it? Who are the cast and what is their TV box office potential? How sound is the program development plan?) and the network and time period (Opposite what programs on other networks? What shows precede or follow it on the same network and on the competition?).

The knowledgeable agency realizes the extent of the risk in purchasing new shows, the analysis pointed out. It also perceives the risks in an established show, particularly when it's placed in a new time period, or remains in the same period but with new competition. The agency also knows the risk is minimized when an old program remains in the same time period and the competition and lead-in do not change. But the newsletter stressed that even with proven TV shows, there is a risk because the price goes up and the decision must be made on a projection of the show's performance at the higher rate.

An advertiser who must decide between a proven property and a new show, the newsletter stated, is confronted with the dilemma: "Bold and new or old and true?" His selection must consider not only the probable impact and longevity of the program but also the relationship of the cost to the projected efficiency of the show.

**Narrow Gap** ■ From past experience, Grey Advertising has concluded that the gap between predictability of new shows and old shows is not as wide as is usually supposed, it was claimed. In a typical broadcast year, approximately two-thirds of the new shows do not return for the next broadcast season, while two-thirds of the old programs do return. The skilled predictor therefore estimates lower for new shows than for old shows. Using the 1962-63 season as an example, Grey's projections were within 10% of actual performance for 52% of old shows and 44% of new programs, and within 20% of the mark for 79% of old shows and 70% of the new ones.

"Naturally, the risk in buying a new show is still greater than buying an old program," *Grey Matter* acknowledged. "But our ability to predict the risk of failure of one versus the other isn't significantly different. Because the differ-

ence in predictability is not very large, the advertiser is in the position to make a program decision—albeit with greater risk—but with the dimensions of that risk in complete view, so that his decision-making control on new versus old program selection is relatively good."

The newsletter concluded that the risk differential between the old and the new program is not so great as to discourage all ventures into new programming, and added:

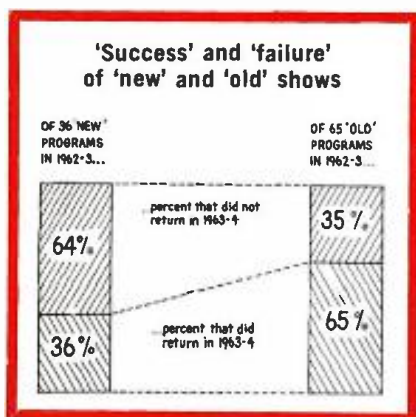
"... Buying a new program can hold promise of even greater success than a 'tried and true' program, particularly if the new show may have some distinctive psychological thrust. Are we advocating throwing caution to the wind and buying all or mostly all new programs? Of course not. But there is a balancing point somewhere between the amount of new and old programming, which an advertiser must find. Individual brand budgets and requirements will indicate the key."

## Network of agencies to handle movie ads

A chain of advertising agencies to provide grass-roots advertising effectiveness for new motion pictures in their premiere showings in the nation's major markets has been organized by Mort Goodman, president of the Goodman Organization, Hollywood agency. All-Star Films is the first client of the new agency network, which will be employed for the company's first picture, "Love—Italian Style," to be released in June.

Mr. Goodman, a veteran motion picture advertising-public relations man who has served in executive capacities with Warner Bros. and Republic Pictures before organizing his own agency, said that one of the most important responsibilities of the local agencies making up the chain will be in placing the radio-TV budgets in their areas. Use of the broadcast media has become "a major factor" in promoting new movies, he said, estimating that a minimum of \$250,000 will be spent for radio and television advertising for "Love—Italian Style."

Agencies signed as charter members of the network: Wexberg-Arlen Advertising, Chicago; Queen City Advertising Agency, Charlotte, N. C.; Paul A. Levi Co., Boston (covering New England); Sid Balkin & Associates, Houston (covering Texas and Oklahoma); the Pettingill Agency, Coral Gables, Fla. (covering Miami); Earl Maxwell



erally supposed?" "Is the terror of 'speculative' risks blunting advertisers' courage to take 'calculated risks'?"

The newsletter noted that the rising costs of prime time network TV and "the fear of failure" of programs have accelerated the trend toward participating purchases, which now account for 53% of the evening network schedules. The strong trend toward "playing it safe and snug" is likely to continue, it was said, but this "close-to-the-vest" approach to TV is causing "many a missed opportunity" and many "so-so" results when, within reach, are buys with promise of success that outweigh the risks of failure.

**The Risks Involved** ■ These "missed opportunities," according to *Grey Matter*, often do not involve taking daring chances. A realistic weighing of the risks involved in venturing into the new program can be achieved by con-



**Come down to the sea  
with NEW Channel 3**

KIII is the new (signed on May 4th), progressive television station reaching out to the booming South Texas Gulf Coast area. Located in Corpus Christi, KIII is the glamour station with the largest studios, the highest tower (949 feet), the finest production

facilities, and the most showmanship. As KIII throws out the net of fine viewing, it'll haul in for you a spectacular catch of buyers. Yes, if it's sales you want, net the South Texas Gulf Coast area by coming down to the sea . . . with Channel 3.

Clinton D. McKinnon, Executive Vice President —  
former owner KVOA-TV, Tucson; KOAT-TV, Albuquerque.  
T. Marshall Weaver, Station Manager.

Represented by Avery-Knodel, Inc.



**CORPUS CHRISTI, TEXAS**

## SRA gives its annual timebuyer awards

The Station Representatives Association announced its annual advertising awards last week at the Waldorf-Astoria in New York, naming recipients of its Silver Nail time-buyer of the year and Gold Key awards and of a Special Award of Honor.

Vera Brennan, broadcast supervisor since 1956 at Sullivan, Stauffer, Colwell & Bayles, New York, and veteran buyer with agencies including Scheideler, Beck & Werner; Duane Jones Co. and the Biow Co.,

Sol Taishoff, editor and publisher of BROADCASTING and TELEVISION magazines, received the Special Award of Honor for contributions to the broadcast industry through "outstanding journalism." Mr. Taishoff's BROADCASTING is now in its 33d year of publication. SRA noted that he has championed the cause of broadcasters, and through the editorial pages of the magazine denounced government encroachments in the broadcast industry.

Awards, plaques and citations



Mr. Matthews



Miss Brennan



Mr. Taishoff

received the 1964 Silver Nail award.

Leonard S. Matthews, executive vice president of Leo Burnett Co., Chicago, won the Gold Key award for outstanding leadership in advertising. Mr. Matthews has been with Burnett since 1948 when he joined the research department, moved to media in 1949 as a time-buyer and subsequently rose through executive ranks to his present post.

were presented by Lloyd Griffin, TV president of Peters, Griffin, Woodward, and chairman of this year's awards committee. Edward Codel of the Katz Agency, New York, and president of SRA, presided at the luncheon.

Featured speaker was Representative Walter E. Rogers (D-Tex.) chairman of the House Communications Subcommittee (see page 54).

& Associates, Memphis; Nemer Advertising Agency, Minneapolis; All America Advertising, New Orleans; Demiris, Rice & Associates, Salt Lake City; Jack Wodell & Associates, San Francisco (covering Seattle and Portland); Ernest S. Johnston Advertising, Washington; Ahnevant Advertising Agency, Atlanta; Mildred Siegel Advertising, Cleveland (covering Detroit); Nathan S. Wise Advertising, Cincinnati (covering Indianapolis); Feldman & Kahn, Pittsburgh; Mercury Advertising, Kansas City; Harry Bortnick Advertising, Philadelphia; Arthur Enterprises, St. Louis, and Gustav Marx Agency, Milwaukee.

### Business briefly . . .

**Scholl Manufacturing Co.**, Chicago, through West, Weir & Bartel, New York, has purchased sponsorship in 13 ABC Radio daytime newscasts weekly

during the summer months, beginning June 1. Campaign for Dr. Scholl's Zino-Pads and foot powder reportedly marks 50% increase in brand's radio budget.

**U. S. Time Corp.**, New York, for Timex Watches, through Warwick & Legler, New York, has purchased co-sponsorship of NBC-TV's *Kentucky Jones*, which starts on Sept. 19 (Saturdays, 8:30-9 p.m. EDT).

**Armour & Co.**, Chicago, through Foote, Cone & Belding, that city, has renewed a 26-week schedule for Dial soap at three stations in the Spanish International Network group; KWEX-TV San Antonio; XEJ-TV Juarez, Mexico, and XEFE-TV Laredo, Mexico.

**Schick Electric**, Lancaster, Pa., through Norman, Craig & Kummel, New York, last week announced plans

for a Mother's Day and Father's Day campaign that will include almost 7,000 spot radio messages and sponsorship in NBC-TV's *Today* show.

**Ford Motor Co.**, through J. Walter Thompson, Detroit, has purchased sponsorship on ABC-TV (Sunday, June 7, 5-6 p.m. EDT) of the final holes of the \$100,000 Thunderbird golf tournament at Rye, N. Y.

**Shulton Inc.**, New York, through Wesley Associates, that city, plans to advertise a full line of Bronztan products in a campaign featuring heavy use of network and spot radio. The Shulton drive, to run from May through August, will include sponsorships in CBS Radio's *Arthur Godfrey Show* and spot messages in 55 major markets.

**Aluminum Co. of America**, Pittsburgh, through Fuller & Smith & Ross, that city, has renewed for another 52 weeks the *Huntley-Brinkley Report* on NBC-TV (Monday-Friday, 7-7:30 p.m.), starting in September. Alcoa sponsors a 15-minute segment each Monday and on alternate Wednesdays.

NBC Radio reported last week that 13 clients accounted for more than \$3 million in new and renewed business during a period from March 9-April 15. The clients concerned are: **Rexall**, through BBDO, New York; **Mars Inc.**, through Needham, Louis & Brorby, Chicago; **Plymouth-Valiant**, through N. W. Ayer & Son, Philadelphia; **Oldsmobile**, through D. P. Brother & Co., Detroit; **Lincoln-Mercury**, through Kenyon & Eckhardt, Detroit; **Ford Quality Car Care**, through J. Walter Thompson Co., Detroit; **The Bank of America**, through Johnson & Lewis Advertising, San Francisco; **Mail Pouch Tobacco**, through Warwick & Legler, New York; **Homelite Saws**, through Sutherland-Abbott, Boston; **Retail Clerks International**, through Robert M. Gamble Jr., Washington; **General Mills**, through Dancer-Fitzgerald-Sample, New York; **Voice of Prophecy**, through Milton Carlson Co., Los Angeles, and **Metropolitan Life Insurance Co.**, through Young & Rubicam, New York.

### Rep appointments . . .

■ WOL Washington: Gill-Perna Inc., New York.

■ WRLP(TV) Greenfield, Mass.-Keene, N. H.-Brattleboro, Vt.: Vic Piano Associates, New York.

■ WKYW Louisville, Ky.: Mid-West Time Sales, Kansas City, Mo., as regional representative.

■ WINF Manchester, Conn.: Kettell-Carter Inc., Boston, as New England representative.

# ONE ORDER COVERS PANAMA CITY DOTHAN • FORT WALTON BEACH TALLAHASSEE

**316,000** WATTS OF FULL POWER enables you to place one order on WJHG-TV . . . and cover key Dixie markets which show population over a half million and buying income exceeding half-a-billion dollars annually!\* **WHY BUY ONE MARKET HERE? ANOTHER THERE?** WJHG-TV booms out the clearest, sharpest pictures in black-and-white . . . exclusive Color, too . . . plus hand-picked network shows that deliver for you, hour after hour, day after day. So, get more for your money. Contact Venard, Torbet & McConnell, Inc., nationally . . . or in the South, contact James S. Ayers Co., for choice avails.



# WJHG-TV 7

PANAMA CITY, FLORIDA NBC/abc

\*Sales Management

Raymond E. Carow, Managing Director

# Network TV billings up 7.8% in January

Network television billings for time and talent were reported today (May 4) at \$103,379,200 in January 1964, an increase of 7.8% over the same month the year previous (\$95,929,000).

Television Bureau of Advertising also reported network gross time billing in January as \$74,474,800, or about 9% over the \$68,273,100 total in January 1963.

TvB has begun reporting network TV billings on a basis of net time and talent for the networks in total and for day parts, while showing individual networks billings on a gross (one-time rate) basis. (Gross billing comparisons are supplied by BROAD-

## NETWORK TELEVISION NET TIME AND PROGRAM BILLINGS

(Source: TvB/LNA-BAR)

	January 1963	January 1964	Percent change
Daytime	\$26,973.4	\$ 28,548.4	+ 5.8
Mon.-Fri.	20,994.2	21,521.5	+ 2.5
Sat.-Sun.	5,979.2	7,026.9	+17.5
Nighttime	68,955.6	74,830.8	+ 8.5
Total	\$95,929.0	\$103,379.2	+ 7.8

## NETWORK TELEVISION GROSS TIME BILLINGS

(Source: TvB/LNA-BAR)

	January 1963	January 1964
ABC-TV	\$18,264.8	\$18,556.1
CBS-TV	25,912.7	29,117.7
NBC-TV	24,095.6	26,801.0
Total	\$68,273.1	\$74,474.8

CASTING based on previous TvB reports). Net time and talent costs

reflect time discounts granted to advertisers as well as program (talent) production costs charged to the advertiser. All figures are before agency commission.

The bureau, however, did not isolate time and talent figures for each of the networks. TvB declined to release these totals.

## Magic Secret will continue TV ads

An assortment of promotional material and more than 35 cartons of Helene Curtis Magic Secret Wrinkle-Smoothing Skin Lotion were seized in Baltimore last Thursday (April 30) following Food and Drug Administration charges that the product is unsafe and improperly labeled. FDA officials branded Magic Secret a drug "not generally recognized as safe and effective" for prolonged use. They claimed that its label does not name each active ingredient, implies a false promise of permanent improvement, and implies benefits it cannot produce.

Magic Secret claims to be the first cosmetic of its type on the market, a fast growing new field which now also includes Coty Inc.'s Line Away and Hazel Bishop Inc.'s Sudden Change (BROADCASTING, April 20).

Helene Curtis Industries Inc. and its agency, Edward H. Weiss & Co., Chicago, said there would be no change in the product's \$5 million-plus TV campaign, or in its advertising copy. They thought the government's move might turn out to be a publicity blessing in disguise, based on trade and consumer reaction. No one has refused to carry the advertising, the agency noted.

The Magic Secret campaign includes some print media as well as TV, but the largest portion of the billing is in television, with spot schedules on stations in about 30 markets plus NBC-TV. Advertising drives for Line Away

and Sudden Change also are concentrated in TV.

"The test seizure by the FDA of a small quantity of Magic Secret . . . does not have the effect of stopping the further sale of this product," Willard Gidwitz, Helene Curtis president, stated. "While this matter is in the courts, all stores now selling Magic Secret will continue to do so," he said.

Mr. Gidwitz said Magic Secret was developed over a period of several years, tested by five independent laboratories and four dermatologists, "and cleared by all of them." He said it was launched "only after all our own tests were completed and favorable reports were received from scientists and doctors and after intensive market testing" which proved its safety and the five to eight hour duration of its effects.

## Chicken-of-the-Sea gets ad presentations

Van Camp Sea Food Co., Long Beach, Calif., last week confirmed reports that it is reviewing the \$3.5 million Chicken-of-the-Sea account and has invited several advertising agencies, including the incumbent, Erwin Wasey, Ruthrauff & Ryan, Los Angeles, to submit presentations for the business. Chicken-of-the-Sea is a substantial TV advertiser, spending about \$2 million in network and spot television.

Eugene H. Stokes, advertising and sales promotion manager of Van Camp, stressed that "the only reason for this review is that sound management policies call for a periodic review of adver-

tising." He said EWR&R has "done an excellent job for eight years," and that if another agency is selected, it should not detract from Erwin Wasey's "established track record."

## Doyle Dane Bernbach gets two accounts

Doyle Dane Bernbach, New York, last week picked up two new accounts which in 1963 spent about \$5 million on advertising, half of which was in television.

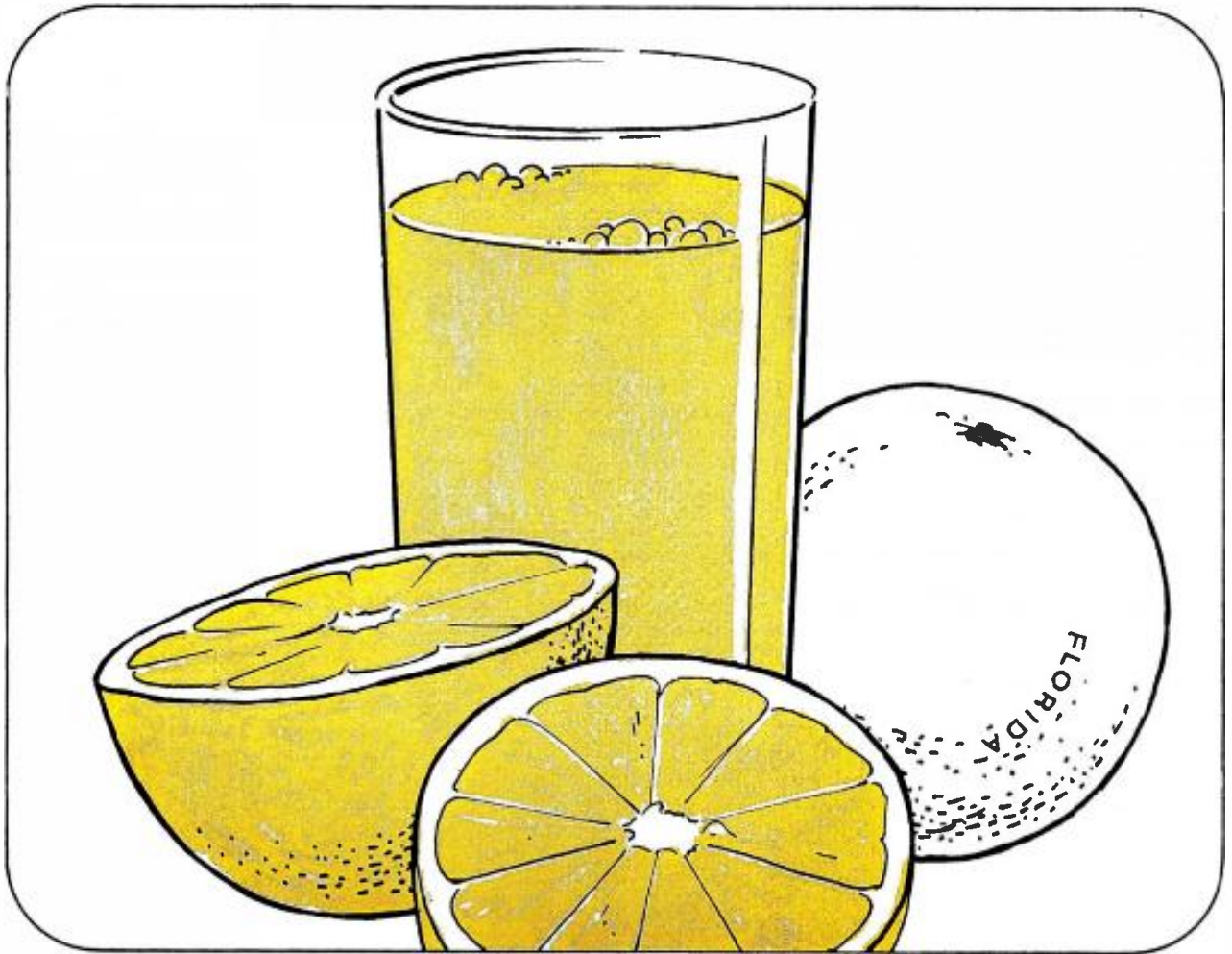
The Quaker Oats Co., Chicago, switched its \$3.5 million account for Quaker Oats and Mother's Oats from Compton Advertising, Chicago, effective for the fall campaign. About \$1.1 million of the total is in TV.

Effective June 1, DDB will handle billings for International Latex Corp.'s Isodettes' Division, now with Kenyon & Eckhardt, New York. Virtually all of the \$1.5 million spent last year by the company was in TV.

## Day buys out partner

Del Day, president of Day-Wellington Inc., Seattle-based radio-TV sales representative firm, has become sole owner of the company with the purchase of Gil Wellington's one-half interest. Transaction was completed May 1. Firm will maintain its present headquarters at 510 Vance building.





## We color commercials free.

Why not? We air everything we can in color! Local news, feature programs, station breaks, and even promos. When you buy time on WFGA-TV, you're welcome to use black and white, but why not captivate Jacksonville with the extra effectiveness of color—especially since it doesn't cost any more?

We'll handle anything you send... live, film, tape, slides, you name it! This is a great place to test your color commercials, too—we've had 7 years of color-casting experience! See your Peters, Griffin, Woodward "Colonel" for availabilities on WFGA-TV, the Southeast's most colorful station.

 **WFGA-TV/JACKSONVILLE**   
AN AFFILIATE OF WOMETCO ENTERPRISES, INC.

# Broadcasters alone do not an industry make

## AGENCIES, SPONSORS NEEDED FOR SELF-REGULATION

An outline for overhauling the present system of self-regulation in the broadcast field to include the sponsor and agency was proposed Friday (May 1) by Leonard S. Matthews, executive vice president of Leo Burnett Co., Chicago. The present self-policing system he said "could be improved."

Mr. Matthews said his proposal introduces "for the first time a democratic procedure into the free enterprise system of broadcasting." He felt government regulation could never solve the industry problems nor should it.

Speaking before the annual convention of American Women in Radio and Television in Tulsa, Okla., Mr. Matthews urged: "Let the industry solve its own problems. But let all segments of the industry participate in their solution."

Mr. Matthews suggested a tripartite body, "equally representing the broadcasters, the advertisers and their agencies," which he hoped could achieve "such stature that its voice could be heard and heeded throughout the broadcasting world."

The proposed name: Broadcasters, Advertisers, Agencies Committee. The BAAC, he said, "could be the final arbiter of all aspects of broadcast advertising."

Here are the general areas Mr. Matthews felt the BAAC might function. It could:

- "Survey, examine and analyze broadcasting in its entirety."

- "Determine what is the ideal structure of broadcasting in fulfilling its complex role of informing-entertaining-

communicating against the background of the public's interest."

- "Establish specifics governing such aspects of broadcasting as: positioning of commercials; permissible commercial time, and permissible 'quasi-commercial' time and use (billboards, on-camera identification, credits, promos, etc.)."

- "Prepare a new set of codes and ground rules, guide lines and prohibitions with regard to commercial copy."

Mr. Matthews noted that the government's regulatory control covers only station licensing while the industry extends far beyond to networks, producers, unions, advertisers and agencies. The National Association of Broadcasters, he noted, represents only stations and networks, and here "the broadcasters themselves set the ground rules and, more importantly, the interpretation of the rules."

Thus, he concluded, "we find that such limitations, curbs and policing as do exist are imposed upon the totality of the broadcast communications world by only a segment of the industry." Such a policing system, he considered neither adequate nor democratic.

## FCC fine cases taken to court

The Justice Department, acting in behalf of the FCC, is taking four Minneapolis-St. Paul television stations to court to try to collect FCC-imposed fines.

At issue is the collection of \$500 fines from each of the stations—KSTP-TV, WCCO-TV, KMSP-TV and WTCN-TV. The case is the first court test of an FCC forfeiture order. The Justice Department filed briefs against the stations at the U. S. District Court in Minneapolis at the request of the commission, which must prosecute through the attorney general's office.

The FCC demanded the fines after the stations aired spots on a local issue without sponsor identification (BROADCASTING, Nov. 4, 1963). The FCC charged that the violations were both willful and repeated. The stations acknowledged the violations but refused to pay (BROADCASTING, Dec. 2, 1963). They claimed they withdrew the spots after several airings when they realized the announcements violated FCC rules. Therefore, the stations said, the offenses were neither willful nor repeated.

The commission defines "willful" as

## FCC extends deadline

The FCC last week granted the request of the National Association of Broadcasters and extended from May 4 to May 25 the deadline for comments on the commission's proposed amendments to its double billing rules.

The rule changes would prohibit the presentation of any document that falsely states the amount actually charged by a station for broadcast time. The commission also asked for comments on the applicability of its proposed rule and nine interpretations of practices which would be banned (BROADCASTING, March 30).

meaning the licensee is conscious of his action but does not exempt those who are unaware they are violating FCC rules. "Repeated," the commission holds, is more than once. It is these interpretations that the stations are challenging.

The stations have until May 12 to respond to the Justice Department's suit. Washington attorneys for the four TV's met last week with Douglas A. Anello, chief counsel of the National Association of Broadcasters, to chart a common strategy for the legal battle ahead. The NAB has pledged "every possible assistance" to the stations and plans to file as a friend of the court.

## Also in advertising . . .

**Part ways** ▪ Studebaker Corp., South Bend, Ind., and D'Arcy Advertising, New York, have terminated their six-year relationship. Studebaker plans to announce another agency "in a short time."

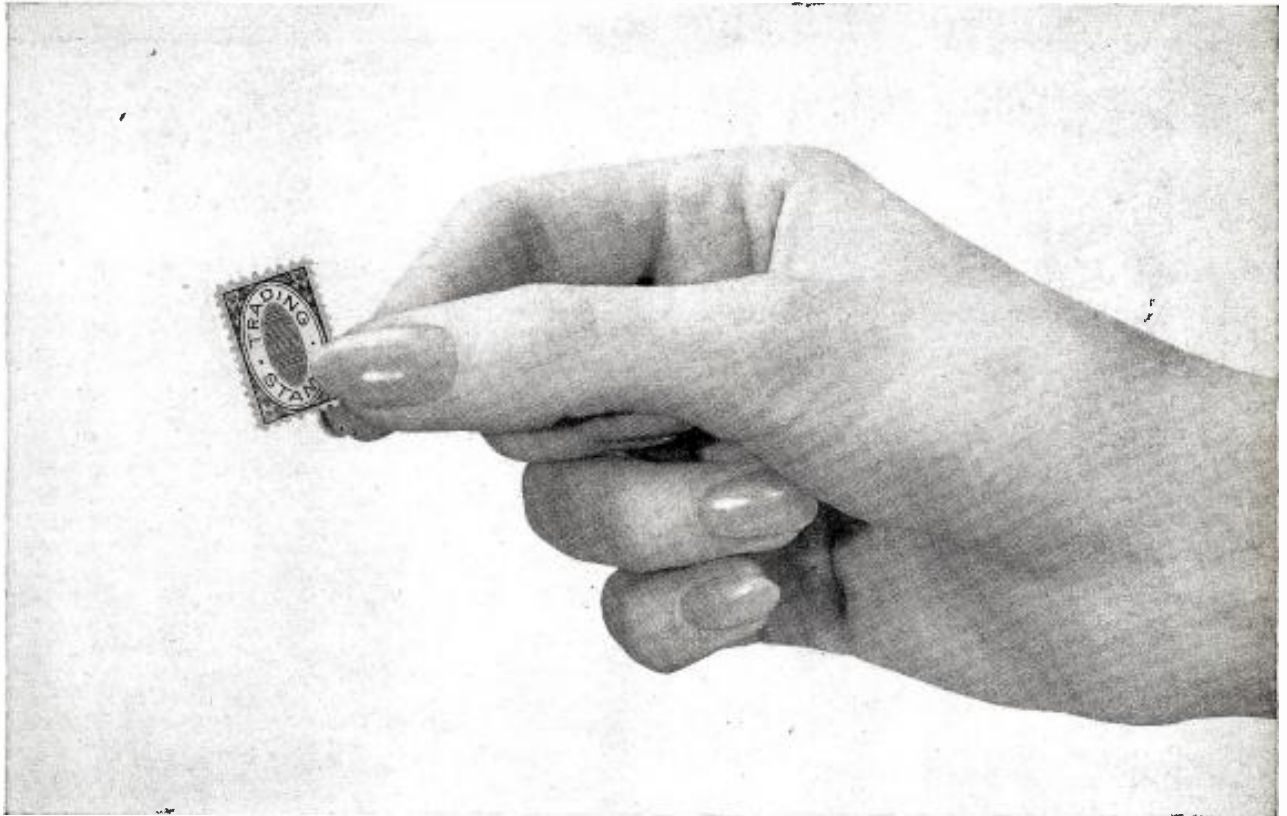
**Change of address** ▪ Kircher, Helton & Collett Inc., Dayton-based agency, has moved its Cincinnati office to Carew Tower, Fifth and Vine Streets.

**TV more effective** ▪ If a housewife is not interested in a specific product, she will forget a magazine advertisement about that product more easily than she will a TV commercial. This was the conclusion reached by Assistant Professor Dodd I. Buchanan of the University of Colorado School of Business, Boulder, in a four-month study last winter on the reading and TV viewing patterns of 149 women in New York City. Professor Buchanan's findings are reported in the April issue of *Journal of Advertising Research* in an article, "How Interest in the Product Affects Recall: Print Ads vs. TV Commercials."

## MJ&A's Chicago results

MacManus, John & Adams Inc.'s first full year of operation in Chicago has resulted in a 40% billing growth there to a total of \$10 million, it was reported last week by Fred J. Hatch, senior vice president and Chicago regional director of the national agency which has its headquarters in Bloomfield Hills, Mich.

The agency's projected total national billing for 1964 should reach \$65 million, Ernest Jones, MJ&A president said. The agency opened its new Chicago office last spring following acquisition of the former George H. Hartman agency there.



## Only a tiny piece of paper—but it's worth \$1,000,000,000!

This, of course, is a trading stamp—well-known to shoppers for the little “extras” of good living it makes possible.

But it's much more than this from an economic point of view.

Today the trading stamp industry is a dynamic economic force that helps make America a prosperous nation.

This year alone, the industry will buy an estimated \$500,000,000 worth of products (at cost or wholesale prices) from more than 600 U.S. manufacturers of consumer goods in 75 different industries.

In addition, the stamp industry is expected to generate another \$500,000,000, ranging from over \$120 million for transportation, warehousing, and redemption store operation, to more than \$90 million in farm purchases of cotton, wool and other primary materials used in the production of merchandise for stamp redemption.

The full-time employment of more than 125,000

workers will be required at one stage or another of production or distribution to operate stamp companies and to supply merchandise for stamp redemptions.

So the tiny piece of paper shown above represents an industry that contributes one billion dollars to our economy every year.

*Actually, the total retail value of merchandise received by consumers redeeming stamps in a state usually comes to more than 100 per cent of the money paid by the merchants who purchase stamp services. In all cases, the total value going back into the state when the payrolls, rents, taxes and other expenditures of stamp companies are taken into account is substantially more than the money paid for the stamp service.*

All told, the trading stamp industry not only brings extra value to consumers, and a powerful promotional device to merchants, but contributes importantly to a stronger economy—both on the national level and in every state and community in which it does business.

AN AMERICAN WAY OF THRIFT SINCE 1896



## Radio ratings loom for ARB

Detroit study gives firm tools for making plunge into nationals this year

The American Research Bureau announced last week that it is entering the radio ratings field. The Beltsville, Md., firm said it will offer the networks national ratings by late summer or early fall, and local service, initially earmarked for radio outlets in the major markets, will be available later, perhaps by the end of the year.

ARB, now a major television rater, will rely on a multimedia individual diary technique, decided on after experimentation in the Detroit market (BROADCASTING, Feb. 10). The Detroit test was commissioned by RKO General, which put up \$12,000 for the study. ARB added \$50,000.

At issue in the Detroit study was whether ARB should use a radio-only or multimedia diary. The multimedia diary chosen measures radio listening, television viewing and print reading in the various homes.

ARB said the total measurement made possible in the Detroit study by the multimedia personal diaries revealed that an average of 42% of total

radio listening takes place away from home.

The syndicated ratings ARB is offering to the networks will have a sample size of 17,000 per survey. Four to six reports a year will be made. Data will include average quarter-hour audience by age and sex for both at-home and away-from-home listening and total listening. Cumulative analyses will be included.

ARB's Detroit study, checked by a telephone coincidental survey, showed an average at-home audience for Monday through Friday from 10 a.m. to 10 p.m. of 131,000, and away-from-home listening added 95,000 listeners for the same period.

## Pastore to conduct hearing on O'Connell

The Senate Commerce Committee will conduct a public hearing Tuesday (May 5) on the nomination of a retired Army general that President Johnson wants to be his top adviser on television communications matters.

James D. O'Connell, retired lieutenant general and chief of the Army Signal Corps from 1956-59, was nominated to be assistant director of the Office of Emergency Planning and director of telecommunications management in the White House April 20 (CLOSED CIRCUIT, March 9).

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, will preside.

## WRLP's case for survival

Surrounded by CATV's, only one fed by microwave, the station looks for help

The National Community Television Association has told the FCC that no television station that went off the air in the last five years blamed a community antenna television system for its death (BROADCASTING, April 13). This statement may have to be taken back in the next few months.

For in the area around Greenfield, Mass., where rolling hills make attractive scenery but bad television reception, WRLP(TV) (ch. 32) is in what appears to be a losing battle with a score of CATV's, about half of them with 2,000 or more subscribers.

WRLP is owned by Springfield Television Broadcasting Corp. whose president, William L. Putnam, is well known as a practitioner and supporter of UHF television. Springfield also owns WWLP(TV) (ch. 22) Springfield and WJZB(TV) (formerly WWOR) Worcester, both Massachusetts, and WKFE(TV) (formerly WONE; ch. 22) Dayton, Ohio.

WRLP has 10 to 15 employes, and provides a measure of local service in news, weather and sports. But station officials question how long WRLP can continue on its present basis. It may either go off the air or become a satellite of WWLP.

CATV's, station officials say, have been "cutting up" the market. The cable operators, attracted by the hilly terrain, have been moving into the area in the past half-dozen years, hoisting antennas, stringing cables and relaying programs from, among other places, Boston, Schenectady, N. Y., Poland Springs, Me., Hartford, Conn., and New York City.

Advertisers Ride CATV's - The station claims a service area with a population of some 130,000. It calculates that the CATV systems, within its Grade A and Grade B contours, have some 20,000 subscribers and gross about \$1.7 million annually. And, in addition to "splintering" its audience, the station says, the CATV's have cost it the support of national and regional advertisers. "Why should advertisers buy us when they can get a free ride from, say, Boston, via CATV?" asked

## Nielsen answers critics on sampling technique

The A. C. Nielsen Co., sensitive to criticism about its method of measuring national TV audiences, last week explained its problem of adverse public opinion in a New York presentation to representatives of the press.

Nielsen vice president and chief statistical officer, Warren Cordell, defended the 1,000-home sample which the company relies upon for measurement of national TV viewing, as an adequate sam-

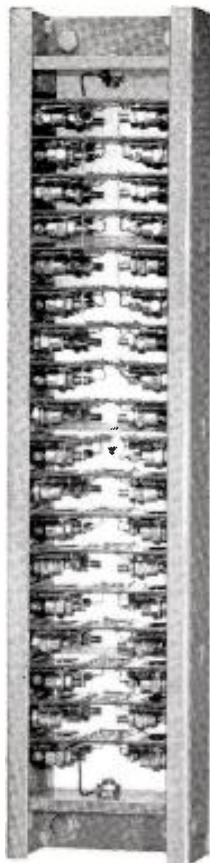


Mr. Cordell

ple base for audience ratings.

In another move to explain its procedures Nielsen has published a pamphlet titled "What the Ratings Really Mean" which justifies the 1,000-home base from which national figures are projected. The report also claims that the Nielsen method of "random" selection of its sample homes ensures that each TV household in the country has an equal chance of being selected as a unit in the sample.

Nielsen began a forced turnover three months ago of all of its 1,000 Audimeter homes. It will be completed within two years. After 1965 the company plans a continuing forced turnover of 20% of its Audimeter homes yearly.



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Why tolerate transmitter outages from rectifier arc-back? Mercury vapor tubes, the principal contributors to lost air time, are just plain old fashioned. Westinghouse solid-state rectifier stacks will give you 100% power-supply dependability—*no matter what the make or power level of your transmitter.*

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*P.S. Our megawatt rectifier assemblies are helping to carry the message of hope behind the Iron and Bamboo Curtains.*

You can be sure if it's Westinghouse



one station spokesman.

Furthermore, WRLP can't look forward to any appreciable protection from the commission's proposed rule to require microwave-fed CATV's to carry local stations on their cable and to refrain from duplicating them. Of the 10 major CATV's the station is concerned about, only one is serviced by microwave. The others would, therefore, remain free from FCC jurisdiction.

The station is not carried by any of the CATV's. The one served by microwave, Mohawk Valley TV, in Athol-Orange, Mass., did carry WRLP on its cable, but dropped it in March in favor of WBZ-TV Boston, a VHF station. The CATV reportedly said it was concerned about competition from a VHF translator in the area.

CATV operators who normally charge about \$10 to install their cables are dropping the price below a dollar, and in some cases to nothing at all. But what really worries the station is that some of the offers are contingent on the subscriber turning in his antenna.

"If the antennas come down," said a station representative, "what chance do we have?"

For its part, the station has been waging a vigorous editorial campaign against the "money grubbing" CATV's

and warning of the possible death of free, local television. In addition, Mr. Putnam has written the governors of Massachusetts, Vermont and New Hampshire, declaring that the states should exercise regulatory authority over all-cable CATV's if the FCC doesn't. He has not yet received any replies.

**Not Unprecedented** ■ WRLP's situation—in terms of the competition it faces from a group of CATV's—isn't unique. According to the NCTA, some 20 to 30 stations are in areas served by 6 to 12 systems. And in the mountains around Scranton-Wilkes-Barre, Pa., an area served by three UHF stations, 104 CATV's are operating, claiming a total of 100,000 subscribers.

A partial solution to WRLP's problem would be to use translators to extend the station's signal into shadowed areas. But a station representative said the cost of translators—coupled with the financial drain resulting from the competition with the CATV's—has put this remedy out of reach.

### Strike delays dedication

Labor troubles forced Triangle Stations to postpone dedication of its Philadelphia Broadcast Center, originally

scheduled for last Wednesday (April 29). Due to a dispute with the International Alliance of Theatrical Stage Employees, executives at Triangle Stations' WFIL-AM-FM-TV Philadelphia were occupied with keeping the station on the air, and thus unable to serve as hosts.

According to Roger W. Clipp, vice president of the Triangle Stations group, the issues include wage increases, part time employes and IATSE jurisdiction. Triangle Stations are WFIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WBNF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn.; and KFRE-AM-FM-TV Fresno, Calif.

### CBS-TV affiliates to meet in New York

Frank Stanton, president of CBS Inc., heads a slate of speakers scheduled for the May 5-6 conference of CBS-TV affiliates in New York.

Dr. Stanton speaks at a luncheon May 5. Other speakers include CBS-TV President James T. Aubrey Jr., Michael H. Dann, vice president-programs; Thomas H. Dawson, vice president-sales; William B. Lodge, vice president-affiliate relations and engineering; Fred W. Friendly, CBS News' president. Executives in news, sports, programming, information, research and planning also will report to the conference.

Tom Murphy, Capital Cities Broadcasting and chairman of the CBS Television Network Affiliates Association, will deliver opening remarks May 5.

### Changing hands

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 87).*

■ KBAK-TV Bakersfield, Calif.: Sold by Reeves Broadcasting Corp. to Harriscope Inc. for \$1,635,147. Harriscope, owned by Burt I. Harris, Irving B. Harris and Donald P. Nathanson, owns 70% of KFBB-AM-TV Great Falls, Mont.; 60% of KTWO-AM-TV Casper, Wyo.; 100% of KLFM(FM) Long Beach, and 33⅓% of KKAR Pomona, both California. Reeves Broadcasting keeps WUSN-TV Charleston, S. C., and WHTN-TV Huntington, W. Va. Founded in 1953, KBAK-TV (ch. 29) is a CBS affiliate.

■ KWEB Rochester, Minn.: Sold by Carroll Crawford and Kingsley Murphy to Colonel J. C. Poire and associates

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Daytimer in top fifteen market. Needs healthy owner-operator. Priced to sell fast. Need \$50,000 down.

MIDWEST  
**\$150,000**

Single station market. Fulltime facility with fine real estate and new equipment. Needs experienced owner-manager. \$100,000 cash down.

NORTHERN CALIFORNIA  
**\$275,000**

Daytime facility in single station market. Absentee owner, now making small profit. Needs owner-operator.

PENNSYLVANIA  
**\$75,000**

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for \$200,000 and five-year, \$15,000 per year agreement not to compete. Colonel Poire owns WELY Ely, Minn.; sellers keep KOTE Fergus Falls, Minn. KWEB is a 500 w daytimer on 1270 kc and holds a construction permit for fulltime operation with 5 kw daytime and 500 w at night.

## Court hears case on FCC's filing fees

Broadcasters are getting their applications processed before the FCC a lot more cheaply in proportion to the cost involved than other licensees.

But should the commission's filing fee policy win its legal test on such a disproportionate basis the tables might be turned some day and radio-TV could be called upon to pay much more than their share in view of their big money status.

Such was the practical implication of the broadcaster's position last week in arguments on the basic legality of the FCC's application fee policy. The case was argued Monday in Chicago and was taken under advisement by the U. S. Court of Appeals for the Seventh Circuit.

The challenges of the commission's legal right to impose the fees were brought before the court by WISM-AM-FM Madison, Wis., and the National Association of Broadcasters, as well as by a number of nonbroadcaster interests (BROADCASTING, Jan. 20).

The FCC held to its rights to charge the fees, but admitted that many non-broadcast applicants pay 75-80% of the proportionate processing costs in their fees while in the broadcast industry the fees cover only about 8% of the total costs to the commission. Those opposing the fees claimed that the statutory standards are so inconsistent and vague as to be unconstitutional.

Besides WISM and the NAB, those opposing the fee policy included Aeronautical Radio Inc., Air Transport Association of America, Aircraft Owners and Pilots Association, American Radio Relay League, American Trucking Associations, American Merchant Marine Institute and several airlines.

## Kansas meeting hears about radio's problems

The radio industry's "mania" for presenting an "adult image" to advertisers is preventing it from achieving full sales strength, according to Stephen B. Labunski, vice president and general manager of WMCA New York. In a speech prepared for delivery Saturday

BROADCASTING, May 4, 1964

(May 2) to the Kansas Association of Radio Broadcasters in Wichita, he claimed that "when you dodge youth appeal, you're . . . sidestepping mass appeal." Mr. Labunski noted that two out of three persons in the U. S. are under 40 and that by 1970, half of the nation's population will be under 25.

Radio, by its nature and history, is "in an ideal position to become the chief instrumentality through which business can reach, appeal to, and sell this youth market, which is rapidly becoming the majority American market," he said.

Another speaker at the Kansas meeting deplored the FCC's fairness doctrine as unconstitutional. Richard Cheverton, news director of WOOD-AM-FM-TV Grand Rapids, Mich., called the FCC's stand paradoxical. "If a radio station truly operates in the public interest, convenience and necessity, then it must, first of all, fight to preserve the constitutional guarantee provided by the First Amendment, for the public. To do this, the broadcaster would have to defy the orders of the FCC," Mr. Cheverton said.

"It is time that this issue, if need be, be carried to the Supreme Court," he said.

Sherril Taylor, the National Associa-

tion of Broadcasters' vice president for radio, told the meeting a whole segment of radio listeners "has been lost and could be wooed back with new and exciting sounds from our radio stations."

Mr. Taylor said that over the years "there's been a lack of guts and creativity in radio programing" and radio broadcasters have been "inept at measuring the full and complete dimensions of our audience in terms of circulation." These are the reasons, he asserted in calling for a renaissance of radio, that television has made such heavy inroads into radio's audience.

## Fund drive for ETV station

A drive to raise \$150,000 for educational station WENH-TV Durham, N. H., has been put in the hands of John Pillsbury, a Manchester insurance executive who was Republican candidate for governor in 1962.

The station needs the money to continue producing programs, and Mr. Pillsbury, as drive chairman, will concentrate the campaign in those areas of the state now served by WENH-TV. Mr. Pillsbury is a past member of the state legislature and helped get the original operating funds for the outlet.

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**SOUTHWEST**—Closely operated daytimer returning owner-manager earnings of \$20,000 annually. Total price of \$62,000 with \$20,000 down and balance over a long period. *Contact—DeWitt "Judge" Landis in our Dallas office.*

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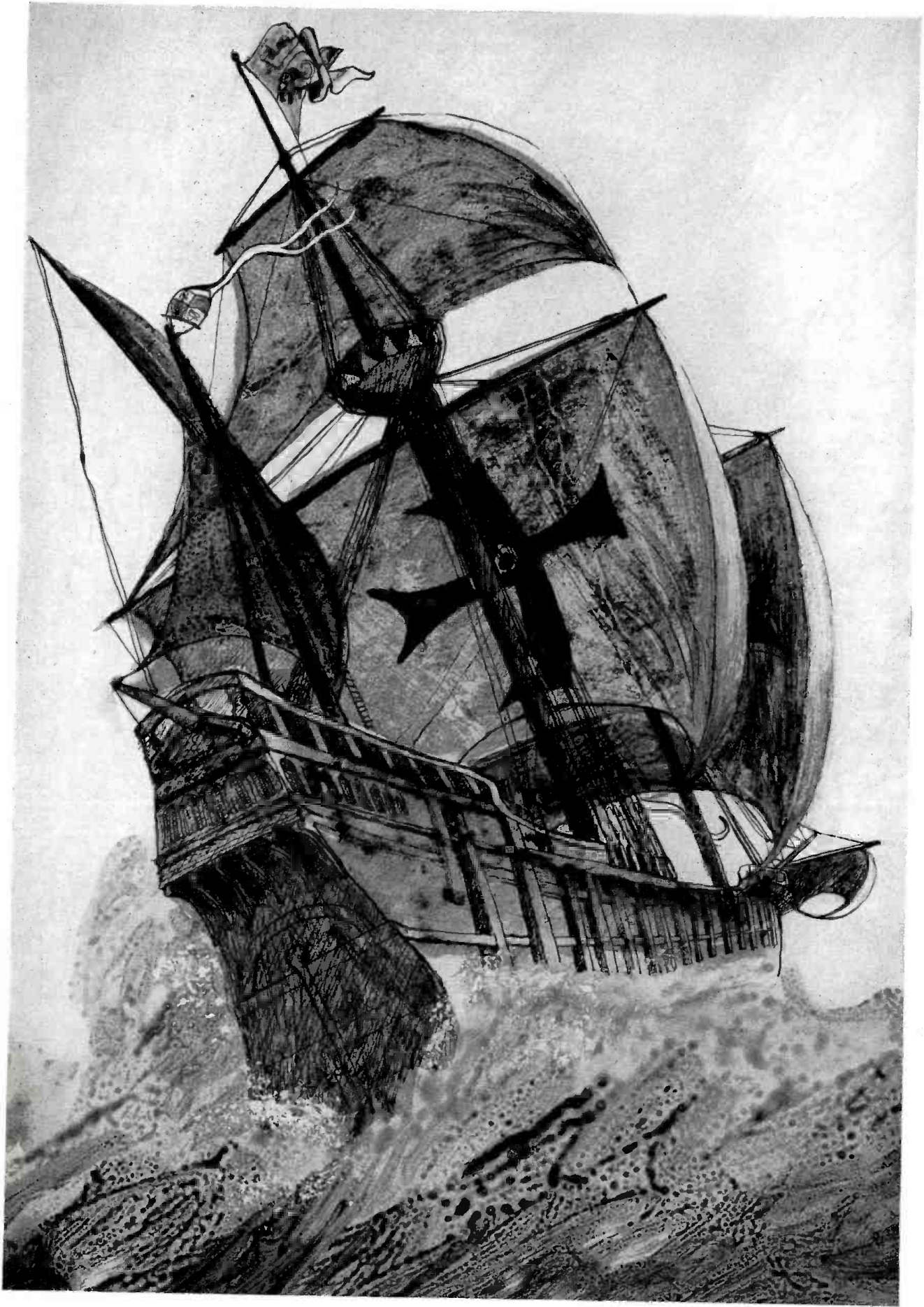
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# How ABC helped America discover Columbus

## (And won a 1963 George Foster Peabody Award)

On Wednesday night, October 16, 1963, the Special Projects Division of ABC News presented "The Saga of Western Man: 1492," the first in a series of four documentaries tracing the development of Western civilization as mirrored in the history of the United States.

The first program, which recreated Columbus' voyage to the New World, won praise from educators, critics and viewers. Enthusiasm continued through the subsequent episodes: 1776, 1898 and 1964. On Wednesday, this acclaim was capped by the most conspicuous honor an educational television program can receive: The George Foster Peabody Award for TV Education.

The citation reads:

*"Through ABC's 'The Saga of Western Man,' John Secondari and Helen Jean Rogers, his wife, have made history of the last five hundred years come alive and have brought into meaningful focus the stirring events and personalities that created our era and the revolution still in progress. With the aid of color television, they have let us see and perhaps better understand not only what happened in the Western world, but how and why. This brilliant series shows how great an educational tool television can be when it is expertly employed, and as such merits the Peabody Award for TV Education, 1963."*

ABC Television Network 

# FCC confirms Austin status quo

**Microwave licensee told it must protect KTBC-TV; commission says option agreement in good order**

The FCC last week refused to lift the requirement that TV Cable of Austin protect KTBC-TV, the Austin, Tex., station owned by the family of President Lyndon Johnson, thus ending the suspense over one of the most widely publicized cases to come before the commission in years.

The commission said it would be contrary to its policy and "inequitable" under the circumstances to grant the requested relief. It noted that it has placed the same condition on all other microwave grants for community antenna systems during its consideration of a rule to protect TV stations from those systems.

The vote was 6-0. The missing vote was that of Commissioner Robert E. Lee, who was absent. The commission's action was on a petition for reconsideration. It had rejected an earlier request for relief in December.

TV Cable, the commission said in its order, had voluntarily accepted the requirement to avoid the "freeze" on microwave grants to CATV's and must abide by it—unless the company chooses to turn in its microwave authorization.

The condition requires TV Cable to refrain from carrying programs for 15 days before and after they are broadcast by KTBC-TV, the only station in Austin.

The FCC said its interim procedure contemplates "strict adherence to the prescribed conditions." The commission added that the procedure doesn't provide for proceedings in which particular issues might be resolved.

**Competition** ■ TV Cable's request for relief grew out of its competition with Capital Cable Corp. of Austin for CATV subscribers. Capital, which does not use microwaves, is outside FCC jurisdiction and is free to duplicate the station—and does.

Texas Broadcasting Corp., licensee of the Johnson station, has an option to buy up to 50% of Capital Cable stock. The president's wife and two daughters own 84% of Texas Broadcasting, but their shares have been placed in trust.

Many press reports have commented on the Johnson family's stake in the success of Capital Cable. And TV Cable's attorney, John Cole, in a last-ditch effort to sway the commission, said last week that KTBC-TV and Capital had misled the commission in saying the option agreement doesn't give the station any control over Capital Cable. He made the statement in a letter to Chairman E. William Henry after the com-

mission obtained a copy of the agreement from Capital and made it public. The agreement does give the station a measure of control over some aspects of Capital's business (BROADCASTING, April 27).

**Clean Agreement** ■ However, the commission, in its order, said there was nothing in the agreement to warrant reconsideration. In earlier pleadings, TV Cable had alleged that the option agreement gave the station the right to require Capital to refrain from simul-



## Farewell to Paglin

The FCC and its staff last week honored departing General Counsel Max Paglin with a farewell reception. Mr. Paglin (r), a 21-year veteran of the commission, was presented by Chairman E. William Henry with a plaque, signed by the seven FCC commissioners, lauding the former general counsel for "exceptional service." Mr. Paglin also received a desk set as a parting gift from the commission and staff.

Mr. Paglin, who leaves the FCC to enter private law practice (BROADCASTING, April 6), joined the commission in 1942 and has served in the agency's department of law, the Common Carrier Bureau, the Broadcast Bureau, as legal counsel to Commissioner Robert T. Bartley and as assistant and general counsel. Mr. Paglin is succeeded by Henry Geller as general counsel.

taneous duplication. TV Cable said the fact that the station was not invoking this authority was proof that it didn't require that protection.

The commission, however, noted that the agreement does not provide for this. It observed that nonduplication was not employed in the industry in 1957, when the agreement was signed.

Furthermore, the emphasis placed on the Johnson family involvement appeared to cause resentment among some commissioners. Commissioner Lee Loevinger had voted to give relief to TV Cable when it initially requested a waiver. But in a concurring statement last week he said he was voting against reconsideration because TV Cable had presented nothing to merit it.

He said the option agreement contains nothing relevant, and added, "It appears to me that this proceeding has stimulated much publicity that is quite unwarranted by its merits." He said there is no point in granting reconsideration "except to engender further unwarranted publicity."

**Question of Faith** ■ The commission, moreover, indicated there was a question of TV Cable's good faith. It said that the company knew about the option agreement as well as about Capital Cable's plans to build an all-cable system last July. That was when the commission granted TV Cable's request for a microwave, on condition that the CATV protect KTBC-TV. At the same time, the commission deferred Capital Cable's application for a microwave grant because of its refusal to agree to accept the condition.

Instead of informing the commission immediately that it would seek a waiver, the FCC order said, TV Cable began construction of its microwave system "and permitted Capital . . . to go forward as rapidly as it could with its all-cable plans."

TV Cable requested a waiver in September, "long after Capital Cable had committed itself through substantial investment to the all-cable route," the commission noted, "In the circumstances, it would be clearly inequitable to grant the petition for waiver."

The commission still faces a number of issues, involving the Johnson family's broadcasting interests in Austin.

Its order noted it has initiated a proceeding which might preclude Texas Broadcasting from exercising its option to buy 50% of Capital Cable. That is the commission's notice of inquiry into the question of mutual ownership of stations and CATV systems (BROADCASTING, April 20).

In addition, the commission said that it has not decided on the form of the rule it is considering as a means of affording TV stations protection from community antenna systems. If TV Cable objects to the kind of rule eventually adopted, the commission said, it

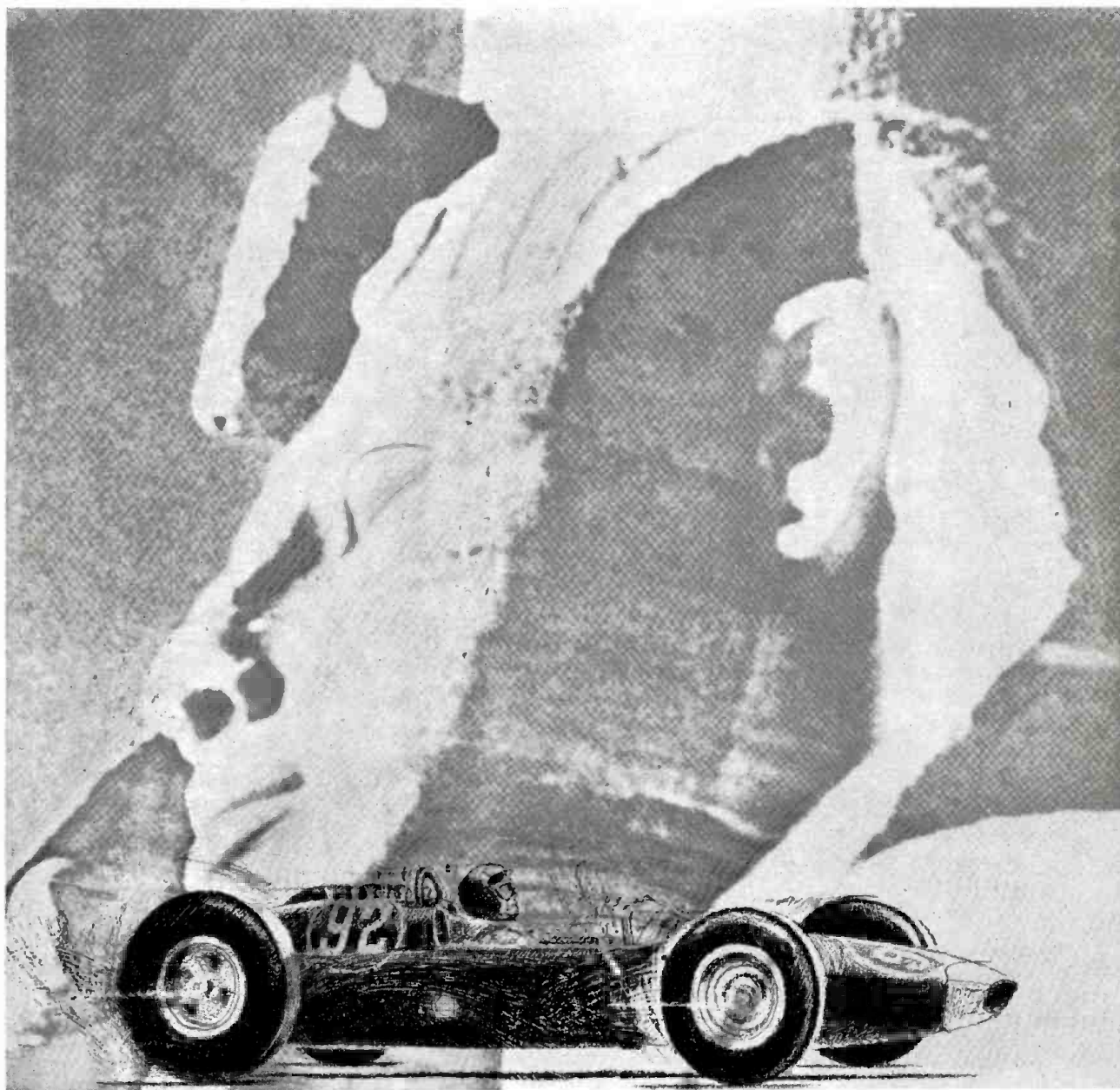
## Temples of the Nile . . . and the "Indy 500"

Take your pick . . . better still, take both! For Humble brings you two big televised shows this month, each widely different from the other, each deeply absorbing. One is the story of the River Nile; the other, a close-up on the fever-pitch preparation that builds into the nation's most famous racing classic, the Indianapolis 500.

Humble Oil & Refining Company will continue its one-hour documentaries through mid-September, in cooperation with the NBC Television Network. They will appear bi-weekly until June, weekly during the summer.

These programs examine in detail the many ways of life in many countries, providing a better look at our shrunken world . . . therefore, a better understanding.

This series offered by Humble is the largest offering of nighttime news specials by a single sponsor in the history of network television. To Humble, it is another opportunity to accept the responsibility of leadership.



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

BROADCASTING, May 4, 1964

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will "have the right at that time to seek waiver of the rule, on such grounds as the nature of the particular TV area."

However, the commission also observed that there might be changes in Austin that would work against a waiver. Although KTBC-TV, a prosperous station is the only outlet now in Austin, permits have been granted for two UHF stations. The commission, the order said, would have to consider the amount of protection those stations would need.

## Interim hearing on KRLA set for May 14

The FCC last week set May 14 for the hearing on the five applications for interim operation with the facilities of KRLA Pasadena-Los Angeles.

The applicants for the interim operation are Oak Knoll Broadcasting Corp., Goodson-Todman Broadcasting Inc., California Regional Broadcasting Corp., Crown City Broadcasting Co. and Radio Eleven Ten Inc.

Oak Knoll is not one of the 19 applicants for a regular license for the 1110 kc facility. It is seeking only an interim operation.

Radio Eleven Ten represents five applicants for a permanent license—Pa-

cifica Fine Music Inc., Radio Southern California Inc., Orange Radio Inc., Pasadena Civic Broadcasting Co. and Pasadena Community Station Inc.

The commission also made regular applicants Voice of Pasadena Inc., Western Broadcasting Corp., KFOX Inc., Topanga Malibu Broadcasting Co., Radio Station KCJH, Hi-Desert Broadcasting Corp. and Standard Broadcasting Co. parties to the proceeding. Also appearing will be Gordon Broadcasting of San Diego Inc., licensee of KSDO, and the American Federation of TV and Radio Artists.

The object of the hearing will be first to decide if an interim operation is to be authorized, and then which of the five applicants is to receive it (BROADCASTING, April 27). The commission has extended the operating authority of Donald R. Cooke, KRLA owner, to May 30 with the view that the interim operation question will have been settled.

Several of the regular license applicants, who are not seeking an interim grant, have opposed the interim applications on the ground that such an operation would prejudice applications that would move the KRLA frequency from its Pasadena location. Standard Broadcasting, KGBS Los Angeles, pointed out that it and KFOX Inc., licensee of KFOX in nearby Long Beach, would violate the FCC's duopoly rule if they participated in an interim operation.

## The ax fell 42 times

The code authority of the National Association of Broadcasters dropped 42 radio subscribers during the year ended March 31, the NAB announced last week in a summary of its first full year of radio monitoring. The code authority monitored 85% of its radio subscribers. Some 38% (more than 1,900) of U. S. radio stations subscribe to it.

Using log review and tape monitoring of its field staff and Air Check Services Corp. of America, Chicago, NAB reviewed 67,091 hours of programming, 98% of which met radio code time standards. The errant 2%, NAB reported, was divided among 22% of the subscribers, and 91% of the time-standard violators corrected their vagaries. Nineteen stations were dropped because of violations.

The NAB said its monitoring led it to drop 23 radio stations from the code for failing to comply with the code in areas other than time standards—advertising of forbidden products, outlawed programming practices, etc. Only 10% of monitored stations overstepped the bounds of these provisions and 70% of the violators moved to comply with the code, the NAB stated.

The monitoring was conducted dur-

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ing the code authority's fiscal year—April 1, 1963, through March 31. The NAB noted that stations deleted from code lists have the right to appeal, but said none of last year's offenders had.

Howard H. Bell, code authority director, said that the monitoring results proved "the willingness of a great majority of stations with specific violations to adjust their practices to comply."

### Newhouse motion on WHYN denied by court

Samuel I. Newhouse's motion that the pension funds of three Springfield, Mass., newspapers be required to turn over to the newspapers the funds' 50% interest in WHYN-AM-TV in that city was denied last week by a court-appointed master.

The motion was made as part of a four-year old suit brought by Mr. Newhouse against six officers of the *Springfield Union, News and Sunday Republican*. Mr. Newhouse, through his *Newark (N. J.) Star-Ledger*, acquired 41.8% in the Republican Co., parent company of the three newspapers. In 1967, Mr. Newhouse will acquire another 45.2% interest. After failing to win representation on the board he brought suit in 1960 to oust the officers. The special master was appointed by the Hampden county superior court to take testimony.

In his report, the master found the newspapers and funds in good condition, although he criticized the newspapers' officers for transferring funds to employ pension plans.

### Montana broadcasters to hear CATV spokesman

The Montana Broadcasters Association is using the direct approach to obtain first-hand information on the effects of community antenna television on local television stations. The group has invited Robert D. L'Heureux, general counsel of the National Community Television Association, to speak to a meeting Thursday (May 7) in Lewistown, Mont.

Mr. L'Heureux, former chief counsel to the Senate Commerce Committee, said this was the first time in his memory that such an invitation had been extended to an NCTA official. He will discuss recent NCTA research presented to the FCC last month that, according to the association, shows CATV's have had little economic impact on local television operations, especially on UHF. He also will discuss ways in which cable system operators and broadcasters can work together to improve reception for the viewing public.

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Texan tells SRA meeting  
CATV, pay TV and networks  
threatened with controls

Representative Walter Rogers (D-Tex.) last week called on broadcasters to stand firm against further attempts at government control spurred by the rising issues of community antenna television, pay television and continuing attempts to regulate the networks.

Mr. Rogers, chairman of the House Communications Subcommittee, spoke at the Station Representatives Association's annual advertising award luncheon (see page 54) in New York, where he was accorded the rostrum in recognition of his leadership in the fight against FCC regulation of commercial time. He had previewed his stand on CATV and pay TV in an interview in Washington a week earlier (BROADCASTING, April 27).

Representative Rogers warned that the "threat of pay TV has not lessened" but is becoming "more intense." And of CATV he said: "The question is whether or not the closed circuit broadcasts, together with the CATV receptions, will open the door to full-scale pay television."

If so, he said, the "quality of free television could very well be measurably lessened and there could be a shifting of the quality programs from free television to the closed circuit medium as well as the CATV medium, without any legislation." He said this question "must come before the Congress in the not-too-distant future."

**Congress and CATV** ■ Mr. Rogers said he believed broadcasters agree with his position that Congress, and not the FCC through extension of powers, ought to determine the course of closed circuit TV operation (CATV).

Discussing the FCC's broadcasting powers, Mr. Rogers said if the commission can fix license fees, it would not be illogical to presume that the FCC could "assume the power to permit or deny pay television and to control the extent to which the spectrum could be employed for these purposes." At present, however, Mr. Rogers said he wouldn't expect the commission as it's now composed to take such a stand on pay TV. But, he added, "should the composition of the commission change to a majority in support of pay television, I do not know what the result would be. Mr. Rogers also:

■ Predicted a renewal of government

interest in the content of programming and commercials, particularly now that there is controversy over cigarette advertising—"and we may as well expect this and more serious questions to be raised with regard to the advertising of other products considered by many to be harmful to the human body."

■ Warned of "renewed attempts" to bring networks under FCC regulation—some attempts prompted by "government desire to control CATV or closed circuit activities indirectly through network facilities."

■ Promised to continue to try to thwart FCC attempts to regulate the length and frequency of broadcast commercials and said he hoped the Senate would pass the bill, already passed by the House.

His New York speech was the first in a series of four addresses Representative Rogers is scheduled to make be-



Rep. Rogers

fore broadcast groups in the next few weeks. He is to talk to the Pennsylvania Association of Broadcasters at Buck Hill Falls, Pa., May 11, to the Alabama Broadcasters Association at Biloxi, Miss., May 22, and to the Georgia Association of Broadcasters at Callaway Gardens, Ga., June 15.

**ACLU Opposition** ■ Meanwhile in New York, the American Civil Liberties Union adopted a resolution calling on the Senate to reject the bill, arguing that "overcommercialization" can work against the public interest.

The ACLU asserted that if commercials were to occupy, in one form or another, the major portion of a station's programming schedule, they could have a "definite effect on the obligation of a station to broadcast in the public interest, since they would take time away from noncommercial programming. The organization added that diversity on the air, thus would be limited.

# Red Quinlan's views on pay TV

He foresees fourth network  
of CATV's, UHF stations  
forming pay-TV system

A fourth television network may evolve in the U. S. only if pay TV is a substantial part of its base, according to the speculations of Sterling C. (Red) Quinlan, new executive of Field Enterprises Inc. who is exploring that firm's return to broadcasting.

Should a fourth network emerge it could well be "a literal hodge-podge of pay-TV systems, CATV's and UHF stations," quite unlike anything considered a network today, he suggested. Mr. Quinlan, formerly vice president of ABC and general manager of its WKBW (TV) Chicago, discussed the rapid spread of CATV systems and other trends in a talk April 25 before a local meeting of Sigma Delta Chi.

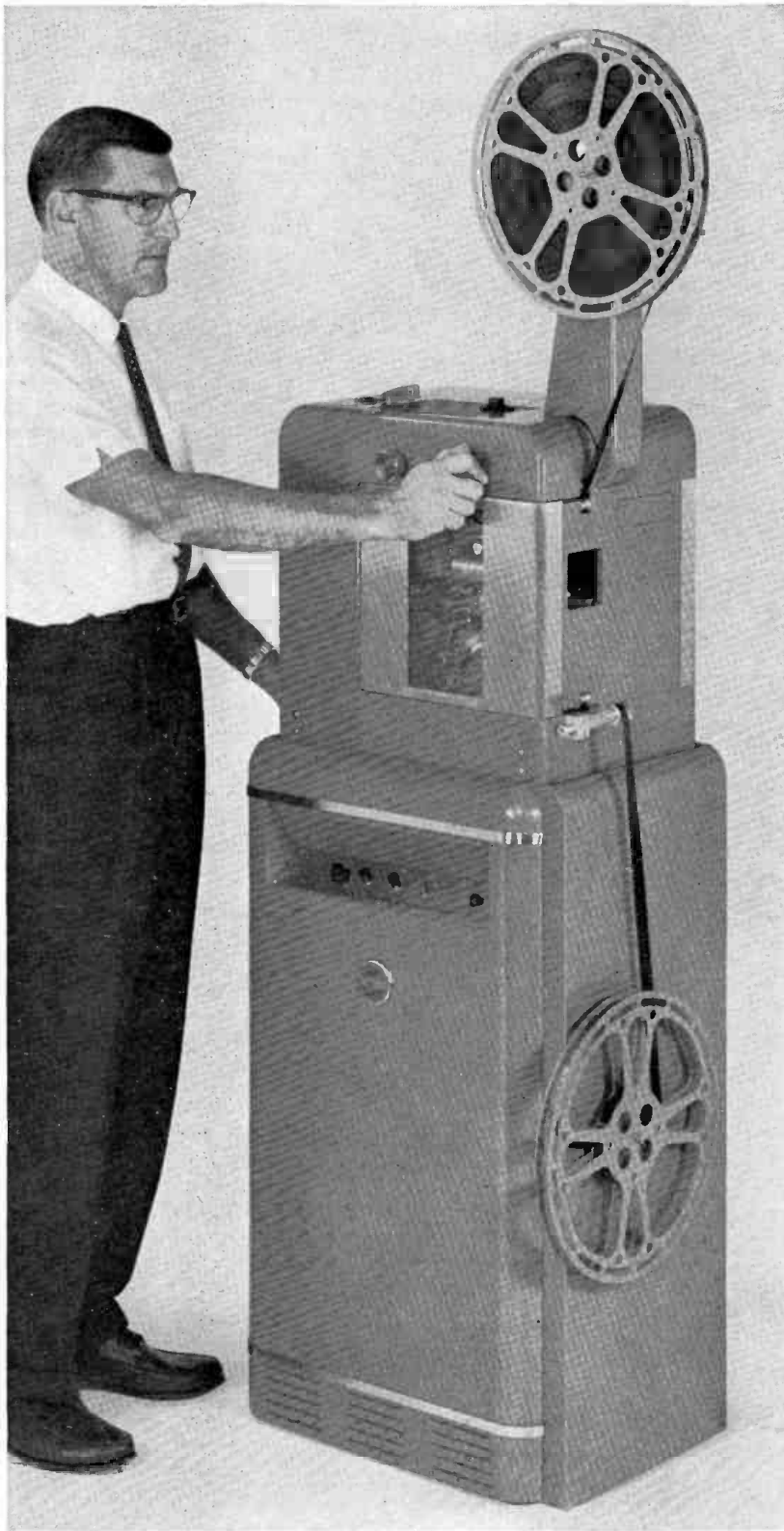
He noted that the nearly 1,300 CATV systems now operating already have a potential of a million homes. He said 88 of these systems were linked for the purpose of serving 200,000 viewers who paid to see the recent Liston-Clay fight in their homes and cited the 250 West Coast systems which may be joined for the airing of baseball games.

"By 1969 it is estimated that 125 million people will have another television choice," he said, "that of paying for certain entertainment not available on free TV."

Explaining that he is not necessarily either for or against pay television as such, Mr. Quinlan said "what I am really for is the creative process." He said the main thing "is that America be able to share not just a fragment of the creative process in a locked-in numbers game" which presently exists, "but that America be able to share as much more of the creative process as it is willing to pay for."

Mr. Quinlan, who is exploring possible station acquisitions for Field Enterprises among other subjects, said he personally is "against all forces that are static; forces that are undynamic and tend to surround this great miracle of communications with a stereotype pattern. I am for everyone making all the profits they can consciously digest, that's the American way and it's good enough for me."

How much a part Field Enterprises will play in new developments in communication Mr. Quinlan couldn't predict.



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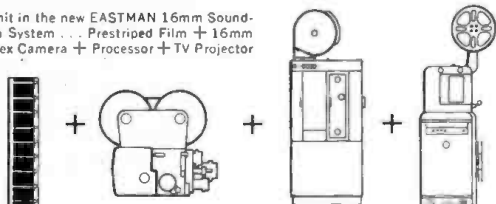
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# NCTA looking for action in next Congress

## CLAIMS CATV-BROADCASTERS WEAKEN NAB POSITION

Chances for enactment this year of legislation to give the FCC jurisdiction over cable television—once a 1964 goal of the National Community Television Association—are conceded to be doomed.

But to the chairman of the NCTA board of directors, which meets in Chicago today and Tuesday (May 4-5), the lack of a legislative victory is outweighed by other developments that brighten the likelihood of legislation in the next session of Congress.

Fred J. Stevenson, board chairman, reviewed the directors' agenda last week, and pointed out that they may select an association president (the post has been vacant for nine months), will consider nominations for six upcoming board vacancies and examine plans for the NCTA's national convention scheduled

for next month.

Then, looking back over his term, Mr. Stevenson observed that "time seemed to be working against us a few months ago" when negotiations with the FCC on proposed legislation began to fall apart after the National Association of Broadcasters called for stiffer regulation of CATV.

But now two factors seem to be diluting the NAB's strength, he said:

▪ The rapidly increasing entry of broadcasters themselves into CATV ownership is reducing chances that the NAB can mount a strong, united attack.

▪ In addition, NCTA research filed in a brief with the FCC last month "conclusively" destroyed the main broadcaster argument that CATV's have a harmful economic impact on many local television stations (BROADCASTING,

April 27, 20).

"We're at the point where time can be beneficial, not only to us but to the broadcasters," Mr. Stevenson said. "All of us are taking a sober look at things, and by the time the new Congress convenes, we may find broadcasters have a new respect for us." And, he continued, "there's no question that increased participation of broadcasters [in CATV] can work to cable television's advantage."

In other developments last week:

▪ Broadcasting Co. of the South, a group broadcaster which already has incurred displeasure of another group owner, Jefferson Standard Broadcasting Co., applied for a CATV franchise in a second city where Jefferson Standard operates a TV station. The application was in Charlotte, N. C., home of Jefferson Standard's WBTV(TV). Jefferson Standard has been hinting at a possible suit over Broadcasting Co. of the South's CATV in Florence, S. C., home

## Call Plaza 1-2345 for furniture repair

Frank Stanton, CBS Inc. president, was depicted last week in the role of cabinetmaker to the President of the United States—on a cue supplied by President Johnson.

In a telegram to the Architectural League of New York, which presented its Michael Friedsam medal to Dr. Stanton at a dinner Tuesday (April 28), President Johnson described the CBS president—who is also one of his closest advisers—as "a world statesman in communications, distinguished citizen and a creative craftsman whose talents have even found expression in the 19th-century desk I use as President."

League President Ronald Allwork told the dinner guests that Mrs. Stanton had given him some background on the reference: that when President Johnson moved into the White House he took along his old desk, but because it was too low it had to be propped up on two-by-fours. With the President's "permission," Mr. Allwork reported, Dr. Stanton "had the legs lengthened properly."

Dr. Stanton told the audience it didn't happen quite that way. He said he and Mrs. Stanton had been guests of the President shortly after the Johnsons moved into the White House, and President Johnson had asked what he thought of the office—and of the desk.

"I said I thought the room was



Dr. Stanton

lovely and the desk was fine, but the President of the United States oughtn't to have a desk that was up on blocks, literally. Well, I didn't ask to do it—he just put his arm around me and said, 'You fix it.'"

Dr. Stanton said the date was finally set for Feb. 6, when President Johnson would be away.

"We got down there early in the morning to start working on it," he reported. "About twenty minutes of one, one of the Secret Service men came over and said, 'The President

is calling you,' and I thought, 'Gee, this is decent of him to be thoughtful enough to call me and thank me for doing this.'

"I walked to the phone and he started talking with me about things—he was in New York—and when the conversation went on and on I said—it was after one o'clock by that time—I said, 'I thought you were having lunch at *The New York Times* today.'

"He said, 'I am, and after lunch won't you come up to the Carlyle [hotel] and visit with me?' I said, 'Do you know where I am?' He said, 'No, where are you?' And I said, 'I'm in your office.'"

The Architectural League's award to Dr. Stanton honored "his role in promoting, through the vast communications system he directs, the development of art in industry. His sponsorship of architecture and the fine arts has made a significant contribution to a vastly wider appreciation of the place of the arts in the life of the nation."

In the principal speech, Fred W. Friendly, president of CBS News, chided the league's members for what he called their failure to ask for a program on architecture—a rebuke that subsequently brought a challenge from the floor. Mr. Friendly urged them to cooperate in programing to broaden public understanding of "building and design and craftsmanship."



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# The seeds of hope are sown by many hands

Take a look at the facing page.

What you see are some fairly familiar symbols—symbols of campaigns conducted entirely free of charge by The Advertising Council as a public service to the nation.

Some other campaigns conducted by the Council as a contribution to the country are:

- Seat Belts for Highway Safety
- Support the College of Your Choice
- The Campaign against Littering
- Radio Free Europe
- Worship This Week
- Youth Fitness
- United Funds and Community Chests
- U.S.O.—United Service Organizations
- Welcome Foreign Visitors
- Peace Corps Recruiting

Some of these campaigns are carried on for various agencies of the U.S. Government. Others are conducted for non-profit private groups. But in every case, the profit motive is

absent. No charge is made for services rendered. Everybody gives. Nobody gets.

For example, the advertising agencies who create the various campaigns work for nothing. The newspapers, magazines, outdoor advertising companies and transit advertising firms donate the space for the public service messages. TV and radio networks and stations give the time. The business firms of the country—large and small—contribute the money on which the Council operates.

The results are pretty satisfying.

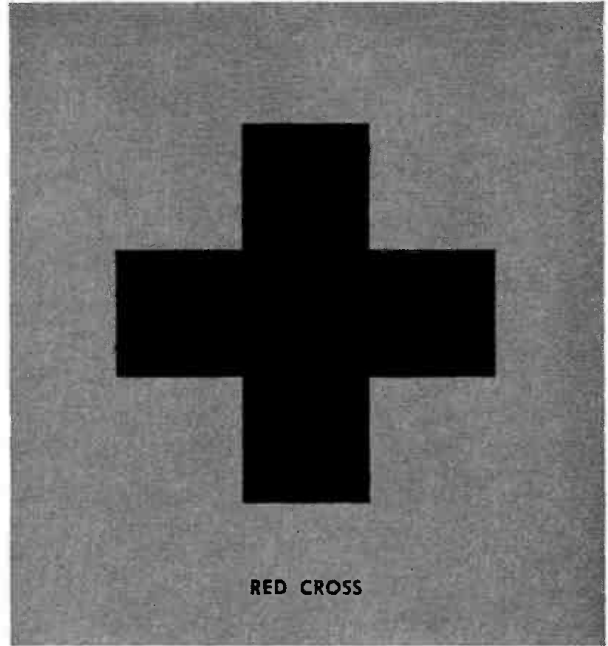
For example, the damage done by forest fires has been cut to one-eighth its former amount. The *rate* of deaths on the highways, during the 17 years of the campaign, has dropped from 11.3 per one hundred million miles to 5.3. The number of school children participating in physical fitness programs has stepped up 12%. U.S. Savings Bonds outstanding have reached 47 billion dollars.

Advertising and business solicits no credit for this public service. It merely hopes others will be inspired to do likewise.

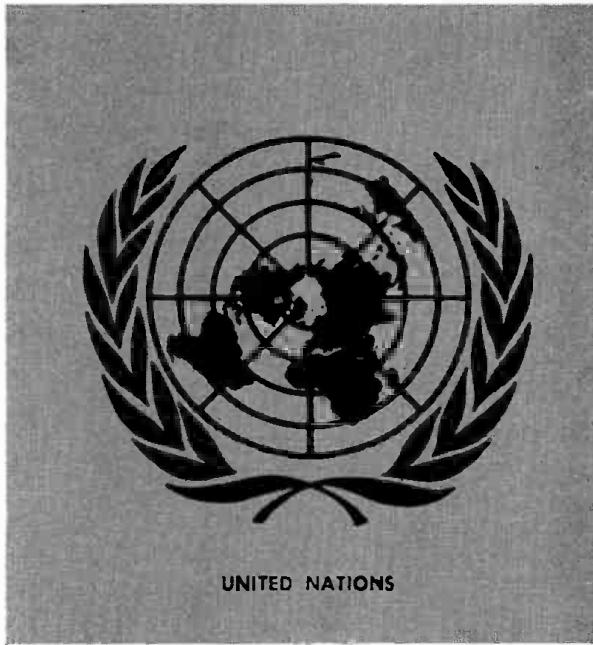
For certainly this is a time when every American should re-dedicate himself to the task of making this a still better country.



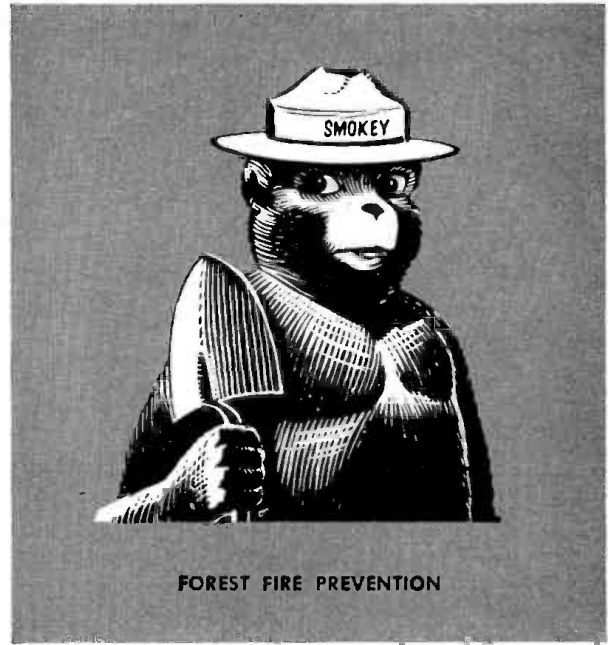
U. S. SAVINGS BONDS



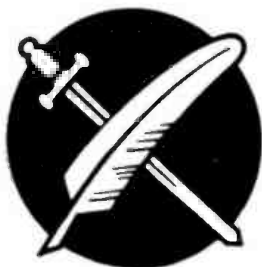
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## Henry satisfied with his Washington niche

FCC Chairman E. William Henry took a figurative step back last week, looked at the work he does, and decided that he likes it.

The chairman, who joined the commission in October 1962 and who assumed his present post last June 1, described his duties, and his reaction to them, in a luncheon talk before the Woman's National Democratic Club, Monday (April 27).

In broadcasting, he observed, the commission "can make a contribution both to the gross national product and to the net quality of Ameri-

can life." He said the commission does not seek to do this by "insisting paternalistically that the public be exposed to broadcast programs that we think they need, but by ceaselessly working to make room for, and in fact demanding, the widest diversity program services and avenues of expression."

His job, the FCC chairman conceded, may not be the most important one in the Washington bureaucracy. But in his "introspective moments" he said, he feels "fortunate" to hold it.

of Jefferson's WBTW(TV).

Two competing central Missouri television stations joined forces against efforts of Meredith Broadcasting Co. and Commonwealth Theaters Inc. to obtain a franchise for a CATV in their viewing area (BROADCASTING, April 27). All appeared Monday (April 27) in Columbia, Mo., at a four-hour hearing of the city council. The council took no action, according to City Manager Don Allard, who said applicants and CATV opponents offered directly conflicting statements on the virtues and ill effects of CATV. KRCG(TV) Jefferson City and KOMU-TV Columbia, plus a television serviceman's organization and the Television Accessory Manufacturers Institute (TAME) appeared in opposition.

TAME, which sought to discuss a Meredith-Jerrold Corp. CATV venture in Melbourne, Fla., at a Melbourne city commission meeting last Monday, was denied permission to appear, according to City Manager Gordon Dillon. Mr. Dillon said the city had already approved the CATV system by referendum in November 1962 and has a contract with the firm, Florida TV Cable Inc.

TAME plans to expand its membership to include electronics distributors, acting Chairman Morton Leslie said Thursday (April 30). TAME which is now made up of nine manufacturers, will invite more than 2,000 distributors to join the organization, he said.

## Lamb suit settled

Echoes of the Lamb case of the 1950's cropped up recently with the disclosure that a lawsuit by Buffalo, N. Y., lawyer Vincent M. Gaughan against J. Howard McGrath and Edward Lamb, for fees in connection with the long FCC hearing had been settled. Although the amount was not officially disclosed, it was reported that Mr.

Gaughan received \$25,000.

Still pending is a \$500,000 lawsuit in Ohio against Mr. Lamb (owner of WICU-TV Erie, Pa.) by Russell Morton Brown, Washington attorney, also for legal fees in connection with the case. Mr. Brown recently brought a \$500,000 libel suit in Washington against Mr. Lamb for remarks Mr. Lamb made in his book, *No Lamb for the Slaughter*, about Mr. Brown.

Mr. Lamb was accused of having failed to inform the FCC of his left-wing associations. He was cleared of all charges after a lengthy hearing.

## ABC opposing examiner's plan for channel 13

Grant of a commercial-educational, share-time operation of channel 13 Rochester, N. Y., would deprive ABC of a competitive outlet, the network last week told the FCC in opposing an initial decision that recommended Rochester Telecasters Inc. and the Rochester Area Educational Television Association Inc. be given the channel.

The network's comments were made as the contestants for channel 13 filed their objections to the initial decision made by Hearing Examiner Annie Neal Hunting (BROADCASTING, Feb. 3).

The 11 applicants have been operating WQXR(TV), an ABC affiliate, on an interim basis.

The network said the commission should approve one of the applicants for a fulltime commercial station. ABC said that before it would affiliate with the commercial half of a share-time operation it would seek to clear its programs with Rochester's other two commercial outlets. Only failing some other arrangement, the network said, would it affiliate with Rochester Telecasters.

Examiner Hunting's initial decision would deny the applications of Flower

City Television Corp., Genessee Valley Television Inc., Community Broadcasting Inc., Heritage Radio and Television Broadcasting Inc., Main Broadcasting Co., The Federal Broadcasting System Inc., and Rochester Broadcasting Corp. The last "by reason of default," the examiner said.

## Clubwoman added to FCC 'possible' list

A fourth woman has been recommended to President Johnson as a candidate to fill a seat on the FCC that may be vacated by Commissioner Frederick W. Ford whose term expires June 30.

Mrs. Dexter Otis Arnold of Concord, N. H., president of the General Federation of Women's Clubs and a former radio personality in Syracuse, N. Y., is backed by Senator Norris Cotton (R-N. H.), ranking Republican on the Senate Commerce Committee. The senator wrote to President Johnson last week recommending Mrs. Arnold, a Republican, for the FCC post.

Mrs. Arnold's two-year term as president of the federation ends in June and she is not eligible for re-election. The federation has 11 million members in the U. S. and 54 other countries. She has headed the organization's communications activities and was responsible for a survey of children's television programs which she said were good and plentiful before 7 p.m., but were lacking in TV schedules after that hour. Mrs. Arnold was an air personality from 1930-34 at WSYR Syracuse, and director of speech and dramatics in the Syracuse schools.

Among others believed in running: Curtis Plummer, FCC executive director; Pauline Frederick, NBC News United Nations correspondent; Mary Jane Morris, former FCC secretary practicing law in Michigan, and Evelyn F. Eppley, attorney in the FCC Rules and Standards Division (CLOSED CIRCUIT, April 27).

## Convention credentials sought by broadcasters

Applications by the broadcast media for credentials to the Republican and Democratic political conventions "are in much greater demand than ever before," Bill Henry, chairman of the Radio-Television Correspondents Association political convention committee, said last week.

Mr. Henry, preparing to acknowledge upwards of 1,000 independent station requests, said applications would



### WTTG (TV) dedicated

With a map of the U. S. in the background denoting how Metro-media Inc. spans the nation, Mayor Samuel Yorty of Los Angeles (l) congratulates Metro-media President John W. Kluge (r) at formal dedication of new WTTG(TV) Washington office and studio building last Tuesday (April 28). Mark Evans, vice president for public affairs, Metro-media Inc., looks on.

soon be submitted to the party convention organizations for accreditation. He estimated total applications, including network, would exceed 2,000.

Both parties have instituted regulations to control the number of persons on the convention floor, Mr. Henry said. Convention credentials will permit broadcast personnel into the convention halls and to news rooms, but special passes—available only at the convention—will be required for access to the floor, he said.

Mr. Henry said credentials may not be mailed, but will be distributed at the convention sites just before the start of each convention: San Francisco for the Republicans in July and Atlantic City for the Democrats in August.

### Affiliates endorse Mutual's operations

Replies to questionnaires from more than 400 Mutual affiliates expressed endorsement of the network's management, news and operations, it was revealed last week at a meeting of the Mutual Affiliates Advisory Committee in Las Vegas.

Other answers from affiliates sug-

Broadcasters around the world  
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Saves space — multi-deck, solid-state unit has five playback decks and one record-playback. Automatic stop and end-of-message cueing. Ideal for master control.



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Keeps You in View!

gested that the MAAC executive committee study further such subjects as radio dramas, radio mysteries and a 24-hour operation.

Resolutions were adopted commending the Broadcast Rating Council for seeking ways and means of improving radio broadcast measurement and praising the efforts of Representatives Oren Harris and Walter Rogers and Senator Warren Magnuson for their efforts in behalf of the industry.

Victor C. Diehm, of WAZL Hazleton, Pa., chairman of MAAC, presided. Speakers included Robert F. Hurleigh, Mutual president, and Walter Meyers, vice president in charge of media services for the Minnesota Mining & Manufacturing Co., MBS's parent.

### Media reports . . .

**ETV gift** ■ Harris Foundation of St. Paul has presented a gift of \$200,000 to noncommercial educational WTTW (TV) Chicago which enables it to begin construction on new site for twin operation on channels 11 and 20.

**Award winner** ■ Paul Cunningham, NBC-TV reporter, last week was named winner of the 15th annual Albert Tasker medical journalism award in the field of television. The award, consisting of a \$2,500 honorarium, a citation and a gold statuette, was presented to Mr. Cunningham for his five-program series on mental retardation.

**New agency** ■ Broadcast Music Inc. names the Zakin Co., both New York, to handle advertising. Institutional print campaign is planned.

### Reeves Broadcasting to meet

Reeves Broadcasting Corp. paid J. Drayton Hastie, president, and Chester L. Stewart, vice president, \$35,265 each in 1963, according to a proxy statement on the firm's annual stockholders meeting in New York May 14.

Major order of business at the meeting, the proxy stated, will be to elect eight directors, all incumbents, and vote on management's proposal to adopt cumulative voting procedures.

### Columbia sets fund for broadcast journalism

A campaign to raise \$3 million for Columbia University's graduate school of journalism has been announced by Grayson Kirk, Columbia president.

Called the Half-Century Fund, the campaign is designed to raise money for an expanded broadcast journalism program, several fellowships and strengthening of the school's basic program. Plans in the broadcast area include a TV workshop program, a closed-circuit broadcast laboratory and a communications research program.

Among members of the fund committee are Louis G. Cowan, president of Chilmark Press and former president of CBS-TV; George Gribbin, board chairman of Young & Rubicam; Robert E. Kintner, president of NBC; James A. Linen, president of Time Inc.; Donald H. McGannon, president of Westinghouse Broadcasting Co.; Frank Stanton, president of CBS; James C. Hagerty, vice president, American Broadcasting-

## FANFARE

# You can take it with you

Union Carbide counts on stations' yen for more circulation

The fact that (1) all radio and television stations would like to raise sets-in-use figures and (2) that battery-powered portable receivers are on the market is the basis for a promotion now on radio and which will shortly be using television—for free.

The consumer products division of Union Carbide Corp., which makes batteries for portable radio and TV receivers, relies upon a point of mutual interest with stations—higher sales of battery-powered sets—to perpetuate the plan.

The campaign, prepared for Union Carbide by the William Esty agency, promotes the use of portable sets, without mention of brand names, on the assumption that a subsidiary effect will be increased battery sales.

On June 1, the agency will mail to all commercial TV stations in the country a kit containing a 60-second film emphasizing the portability of small



Eight companions for the beach

screen TV sets.

Jim Stewart, executive on the Union Carbide account at Esty, said that many people are unaware that self-contained TV sets which run on rechargeable batteries are available. The filmed spot encourages outdoor use of

such sets, picturing a girl in various summertime seaside activities accompanied by a "mini" receiver. The theme: "You can take it with you."

Union Carbide and Esty base their optimism about the TV project on the success they claim to have had in a

Paramount Theaters; Joseph Pulitzer Jr., president and publisher, *St. Louis Post-Dispatch* (KSD-AM-TV); Frederick O. Beebe, chairman of the board, Washington Post Co. and Newsweek Inc. (WTOP-AM-FM-TV Washington, WJXT-TV Jacksonville, Fla.), and Arthur Ochs Sulzberger, president and publisher, *The New York Times* (WQXR-AM-FM).

## Comments criticize call-letter proposal

The FCC's proposed call-letter rule-making has raised little interest in the broadcasting industry. But two of three comments filed opposed the suggested rules which would require that a call-letter applicant give public notice of the call sought and give written notice to all stations with transmitters within 35 miles of the applicant's transmitter (BROADCASTING, March 9). Under the rules the commission wouldn't act on a request until 30 days after it was filed.

A Washington communications law

firm, Fisher, Wayland, Duvall & Southmayd, objected to the notification requirement. The firm said that publication of call letter requests in the FCC's public notice, "Broadcast Applications Accepted and Tendered for Filing," would be sufficient public notice. It also suggested that the 30-day waiting period be changed to 15 days.

The law firm said the 35-mile radius for giving notice is burdensome, requiring an engineer to make measurements when applying for call letters. The law firm suggested that notice be given to all stations in communities located within 35 miles of the applicant's station.

Guy Gannett Broadcasting Services objected to all the major facets of the proposed rules. The licensee said that it would make applying for call letters more difficult than applying for major changes.

Cohn & Marks, another communications law firm, made no major objections to the rules but urged a few minor procedural changes (BROADCASTING, April 13).

## A new approach to FM coverage problems

A different approach to increasing an FM station's listenership was accomplished by Norman W. Lofthus, vice president and general manager of KDES-FM Palm Springs, Calif., when the Palm Springs Television Cable Co. agreed to broadcast the complete daily programming of KDES-FM, including commercials, to the cable company's 7,500 subscribers.

After a number of conferences on the technical feasibility of the innovation, Mr. Lofthus and Robert Beaman, the cable company's general manager, found it was possible to use channel 12 for all KDES-FM broadcasts. So all 7,500 cable subscribers are being provided with a quality "FM receiver" without cost.

Reaction by KDES-FM advertisers and timebuyers to a "bonus" of 7,500 potential new listeners was outstanding, according to Mr. Lofthus.

similar campaign for portable radio sets.

Earlier in the year they mailed promotional materials to 3,800 radio stations including recorded spot announcements suggesting the "room-to-room" adaptability of battery portables.

The agency reports that 2,321 stations indicated they already had, or intended to, participate in the promotion.

## Trading stamps draw higher attendance

Unhappy with the attendance at city council meetings which it broadcasts live, WKST New Castle, Pa., set out to do something about it—at least for 12 weeks. During that period, the station will give away 10 books of trading stamps each week to citizens attending the meetings and whose names are drawn.

The idea has the blessing of Mayor John C. Jordan and council meeting attendance has risen steadily. At the first give-away session, 10 people attended, but only nine accepted the gift stamps. Following weeks drew 70, and then more than 100 citizens to the council chamber which normally seats only 50.

If interest continues, Byron McConnell, WKST general manager, said the plan could be extended beyond the 12 weeks.

BROADCASTING, May 4, 1964

## Drumbeats . . .

**Farm folio** ■ Iowa radio stations WMT Cedar Rapids and KWMT Fort Dodge have put out a booklet designed for agencies and advertisers describing the stations' farm programming, projects, sponsors, personnel and rural market data.

**Fund seeking** ■ WEDH(TV) Hartford, Connecticut's only ETV station, has gained support from the governor in a drive for \$275,000. Governor John N. Dempsey has designated May as Educational Television Month.

**Editorial request** ■ KMOX St. Louis has supplied the city's police department with 250 copies of a broadcast editorial "What Juvenile Delinquents Need." The copies will be distributed by policemen speaking before parents groups.

**Special striking** ■ Limited edition of a bronze plaque bearing the Abraham Lincoln profile used on U. S. coins will be presented by WGN-AM-TV Chicago to guest speakers honoring Lincoln at the New York World's Fair Illinois Pavilion. First plaque was presented during a special radio-TV program to Illinois Governor Otto Kerner.

**Public service** ■ A new series of TV and radio promotional spots on the Red Cross is now available through the Ad-

vertising Council. The TV spots, in color and black and white, come in 60's, 20's and 10's. The radio spots feature star appeals and songs.

**Happy poll** ■ A sponsor-conducted survey recently turned up some pleasant results for WAIV(FM) Indianapolis. Burger Chef drive-ins wanted to discover the potential audience for its New York Philharmonic broadcasts over the station; had an independent agency ask, among other things, "Do you have an FM radio in your home?" And 47% of the Indianapolis area families sampled said "yes."

## Uterine cancer project gets heavy TV support

Near-perfect cooperation by television stations in the Illinois area has been cited by the American Cancer Society in connection with its drive to educate the public about the importance of early detection of the disease.

The society has informed all state chapters of a successful campaign by the Illinois chapter that resulted in TV stations in nearly 90% of that state's market area carrying an 18-minute color film dealing with uterine cancer, which kills some 14,000 American women each year.

The film often was augmented by personal appearances by physicians and those who have been cured by the disease.

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## McCall-Hunt combine has 4.5% of AB-PT

McCall Corp. President Herbert Mayes last week said McCall now holds 112,500 shares of American Broadcasting-Paramount Theaters stock. An associated investment in AB-PT by Hunt Foods is believed to be in the neighborhood of 95,000 shares.

Hunt Foods owns 35.5% of McCall Corp. Norton Simon, Hunt Foods president, is a director of McCall and is also a member of McCall's finance committee. Mr. Mayes indicated last week that the McCall finance committee had authorized investment in AB-PT up to \$5 million. The AB-PT market price last Thursday (April 30) stood at 36½. On the basis of that price the current McCall investment would be around \$4.1 million.

The combined Hunt-McCall investment of 207,500 shares is equivalent to 4.5% of the 4,586,205 outstanding AB-PT common shares. Mr. Mayes denied a published report that he had said combined Hunt-McCall holdings in AB-PT were 207,500 shares, but did not deny this might be the case.

Management of AB-PT, in a proxy solicitation to shareholders, has explained that a holding of 6⅓% in the company could insure board representation for the holder under the company's present cumulative voting method of electing board members (BROADCASTING, April 20). The management is asking stockholders on May 19 to vote to abolish the cumulative voting procedure.

Should a stockholder wish to solicit proxies in opposition to management's proposal he would have to register the solicitation with the Securities & Exchange Commission.

## FINANCIAL REPORTS

An official of the SEC's corporate finance division said last week that neither Hunt Foods nor McCall had filed to make such a proxy solicitation.

Mr. Mayes would not comment on whether McCall Corp. is in accord with the AB-PT move to do away with the cumulative voting practice.

## PKL earnings up more than 100% in quarter

Papert, Koenig, Loos, New York agency, has issued a first-quarter financial report showing a net income gain of more than 100% over same period in 1963. Agency said first quarter comparison of net profit taken as percentage of gross billings revealed increase from 1.28% to 1.99%. Gross billings were up more than 50% over 1963 first quarter.

Thirteen weeks ended Feb. 29:

	1964	1963
Earned per share	\$ 0.23	\$ 0.10
Net income	119,635	50,914
Gross billing	6,022,949	3,988,600

## Wometco looking for 27% increase in gross

The board of directors of Wometco Enterprises Inc. at the firm's annual stockholders meeting in New York last week declared a regular quarterly dividend of 14 cents on class A stock and 5 cents on class B stock. The dividends will be paid June 15 to stockholders of record June 1.

Mitchell Wolfson, Wometco's president, predicted gross income of \$28 million for 1964, an increase of more than 27% over last year. The projected net profit will be up at least 20%, he said.

The board re-elected all officers and promoted vice presidents Louis Wolf-

## SEC reports February stock transactions

The Securities & Exchange Commission has reported the following February stock transactions by officers and directors of broadcasting and allied companies in its March issue of *Official Summary* (all common stock unless otherwise indicated):

**Capital Cities Broadcasting Corp.**—Robert M. Peebles exercised option to purchase 1,000 shares, now holds 1,000; Daniel P. Weinig exercised option on 1,000 and bought 300, holds 2,600.

**CBS Inc.**—Samuel R. Dean, sold 3,400, retains 3,558; William C. Fitts Jr., sold 2,200, retains 1,508; William S. Paley, sold 51,400, retains 1,391,968 (also holds 297,430 in holding company and 9,178 as trustee); J. W. Iglehart, bought 200, acquired 20,000 in stock split, holds 40,000.

**Reeves Broadcasting**—Morris Schechter bought 500, holds 1,300.

**Storer Broadcasting**—John E. McCoy acquired 6,000 through option, holds 10,850 (also 1,000 in trust for parents).

**Taft Broadcasting**—William H. Hansher, acquired 108 through option, holds 1,247; Lawrence H. Rogers II acquired 1,470 through option, holds 5,005; R. T. Schlinkert sold 800, retains 32; Charles P. Taft sold 300, retains 18,052.



son II, Richard Wolfson, Van Myers and Jack Waxenberg to senior vice presidents. William R. Brazzil was formally named vice president in charge of Wometco's WTVJ(TV) Miami and of sales, broadcast division (BROADCASTING, March 2).

## 20th Century-Fox turns from red to black ink

20th Century-Fox's annual report for the year ended Dec. 28, 1963, shows net earnings of over \$10 million, compared to a net loss of over \$45 million in 1962.

The motion picture firm made \$18,999,596 in 1963 from feature pictures licensed for television, compared to \$8,320,949 in 1962. It made \$3,815,600 last year from film series produced specifically for TV, down from \$10,305,367 the year before.

Year ended Dec. 28:

	1963	1962
Earned per share*	\$ 3.44	\$ —
Income	102,940,436	96,355,871
Net earnings (loss) before taxes	10,915,800	(45,327,691)
Net earnings (loss)	9,115,393	(39,796,094)

\*Based on 2,669,486 shares outstanding.

## Reeves Industries has profit in first quarter

Reeves Industries Inc., New York, last week reported first quarter earnings of \$2,000 which compare to a \$63,000 loss in the first period of 1963.

The Reeves Soundcraft Division manufactures sound tapes and has recently begun production of "long wear" video tape. Reeves says the new tape, for which it claims a wear-life of 700 passes, has been enthusiastically received by the broadcasting industry.

Homer Clapper, executive vice president and chief operating officer of Reeves Industries, predicted significant improvement in earnings for 1964 over 1963.

## Time Inc. on stock exchange

Time Inc. stock, formerly traded over-the-counter, moved to the New York Stock Exchange last week. The issue was trading around 39½. Ticker symbol assigned to the company is "TL."

Time-Life Broadcast, subsidiary of Time Inc., operates KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; WFBM-AM-FM-TV Indianapolis; WTCN-AM-TV Minneapolis; KOGO-AM-FM-TV San Diego and KERO-TV Bakersfield, Calif.

BROADCASTING, May 4, 1964

## ITC profits up \$100,000 on large sales increase

Net profit of Independent Television Corp. for the fiscal year ended April 30 amounted to \$600,000, Michael Nidorf, ITC president and board chairman, announced last week.

He stated that net profit for the four years ended April 30 totaled \$2.6 million. ITC's profits increased during 1963-64 by \$100,000 over the previous year and the rise was said to be attrib-

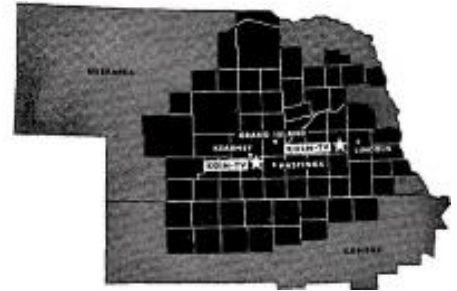
table to a virtual doubling of domestic sales and a 14% increase in international sales, as compared with 1962-63, Mr. Nidorf said.

During 1964-65, ITC will release a group of first-run and off-network programs, he reported. Placed into distribution in recent weeks has been the *Man of the World* one-hour series and the one-hour off-network program, *Espionage*, currently on NBC-TV, and the *Mr. Piper* half-hour color series, designed primarily for children.

ITC intends to place into syndication several other series, Mr. Nidorf



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(Nov. 1963 ARB — 6:30 to 10:00 p.m.)	
LINCOLN-LAND* "A"	
KOLN-TV/KGIN-TV .....	58,000
OMAHA "A" .....	56,500
OMAHA "B" .....	53,900
OMAHA "C" .....	50,000
LINCOLN-LAND "B" .....	26,200
LINCOLN-LAND "C" .....	18,700

\*Lincoln-Hostings-Kearney

\*March, 1963 ARB Ranking. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

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added, including *Stingray*, a half-hour science program; a second year production of *The Saint*; a second group of Jo Stafford specials and three or four TV specials built around world-famous circuses.

**Teleprompter's '63 net  
 up \$80,000, Kahn says**

Teleprompter Corp., New York, has reported that its net earnings for 1963 were up more than \$80,000 over 1962, and new highs were predicted for 1964. The firm, in its annual report to stockholders, said increased sales are expected this year because Teleprompter is putting new emphasis on "community antenna television and closely related activities."

Irving B. Kahn, Teleprompter chairman and president, noted that subscribers to the firm's 13 CATV systems increased by 21.4% last year to 44,318. Mr. Kahn told stockholders that the figure is expected to reach 50,000 in 1964.

Commenting on the annual report, Mr. Kahn said operating results for

1963 and 1962 are not comparable because the 1963 figures "reflect the disposition, effective Sept. 1, 1963, of three manufacturing divisions located at Cherry Hill, N. J. (BROADCASTING, Nov. 11 and 18, 1963).

Twelve months ending Dec. 31, 1963:

	1963	1962
Earned per share	\$ .11	\$ .07
Net earnings	80,363	55,957
Gross revenues	4,896,368	5,431,930

**MacFadden-Bartell  
 revenues up 16% in '63**

Consolidated net sales and revenues of the MacFadden-Bartell Corp., New York, rose 16% for 1963.

Revenues of the company's broadcast division were reported 10% ahead for the year. M-B operates WADO New York, WOKY Milwaukee and KCBQ San Diego.

The annual meeting of stockholders will be held in New York on May 12.

Year ended Dec. 31:

	1963	1962
Earned per share	\$ 0.87*	\$ 0.10
Net revenues	25,696,176	23,245,783
Net profit	1,382,728	162,738
Operating profit of broadcast division	2,486,000	2,254,000

\*Before 5% stock dividend.

**EQUIPMENT & ENGINEERING**

**General Electronics  
 to make color TV tube**

General Electronics Corp., Newark, N. J., is negotiating with Paramount Pictures to produce a small-screen color TV tube using the Paramount-developed Chromatron principle.

Under the agreement, General Electronics would manufacture an 8-inch color tube. The electronics company says it is now in negotiations with a major set manufacturer to produce small-screen Chromatron receivers.

Paramount had previously given a nonexclusive license to the Sony Corp. to manufacture and sell Chromatron tubes in the U. S. and Canada. A major advantage claimed for the Chromatron tube is picture brightness. However, it has not yet advanced beyond prototype production.

**'Educating' starts**

Tutortape Laboratories, New York, in association with Fordham University, that city, and the New York City Department of Labor, has introduced a new teaching system designed to operate with multiplexed FM broadcasts. The system, called Educating, devel-

oped by Tutortape at an approximate cost of \$250,000, will be programmed over Fordham's own station, WFUV-FM. The system involves simultaneous broadcasts of educational material on four separate multiplexed FM channels to special receivers. The student is asked questions, which he answers by pressing one of four buttons on his receiver. The button switches the receiver to an appropriate channel for reaction to his answer.

**Henry goes national  
 to talk on set prices**

FCC Chairman E. William Henry did his part in two network appearances last week to explain to viewers why they will have to pay more for sets manufactured after April 30, the deadline for manufacture of VHF-only receivers shipped interstate.

He appeared on NBC's *Today* program Thursday morning (April 30) and in spots recorded for use in ABC news programs that night to publicize set manufacturers' complete conversion to all-channel sets.

In both he stressed that requiring the manufacture of all-channel sets will promote greater diversity of programming through the development of UHF.

Under legislation urged by the FCC,

all sets manufactured after April 30 for shipment in interstate commerce must be capable of receiving all 82 channels. The UHF tuner will add about \$25 to the cost of the set.

On the *Today* show he agreed that the government is taking an "educated gamble" in requiring the manufacture of all-channel sets as a means of encouraging the development of UHF.

But he also said, in view of the commission's many previous efforts in that area, the all-channel receiver law appears to be UHF's "last chance" to succeed.

### Conrac video monitors

Conrac Division of Giannini Controls Corp., Duarte, Calif., has announced a new CZB series of performance-stabilized video monitors which, the firm says, allow simultaneous display of picture shifts too subtle to be readily seen on other professional monitors.

The monitors assure that the variations in picture quality are really due to picture changes and not caused by the monitor itself. The series includes an 8-inch model (\$720), a 14-inch model (\$765) and a 17-inch model (\$745). In the CZB series, 29 transistors are combined with 11 tubes plus rectifiers.

### Technical topics . . .

**New order** ■ RCA Broadcast and Communications Products Division has received a CBS-TV order for nine more TR-22 transistorized TV tape recorders. The network has now ordered a total of 21 units including 10 for the now under construction CBS Broadcast Center in New York and others for the CBS News operation in Washington.

**New reflex camera** ■ Mitchell Camera Corp., Glendale, Calif., in cooperation with RCA, has developed a new lightweight, pin-registered, high-fidelity, magnetic sound-on-film reflex camera, the SSR-16 which is designed for battery or AC operation.

**Closed-circuit tape** ■ Memorex Corp., Santa Clara, Calif., has introduced a video tape for use on closed-circuit systems. The Memorex 75P video tape can be used on Precision Instrument Co.'s portable television recorder and the Machtronics broadcast recorder. It will be nationally distributed through PIC's independent distributor organization.

**Expansion at Ampex** ■ Ampex Corp., Redwood City, Calif., has begun construction on a new 85,000-square-foot manufacturing plant in Colorado Springs. The building is scheduled to be completed in nine months, with initial production to begin early in 1965.

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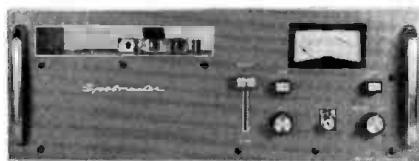
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SPOTMASTER tape cartridge equipment is the preferred choice on five continents. These quality-engineered machines permit snap-in cartridge loading and split-second, one-hand operation . . . plus all the other time-tested and field-proven SPOTMASTER features.

Write or phone today for full details about the wide range of rugged, dependable SPOTMASTER equipment . . . their outstanding features and options . . . modular construction . . . easy maintenance . . . complete line of accessories . . . competitive prices . . . lease/purchase plans. Remember, all SPOTMASTER models are backed up by an ironclad, full-year guarantee.

### NEW DELAYED PROGRAMMING OPTION

The optional SPOTMASTER 500 A-DL (Delayed Programmer) provides a 5-second to 16-minute delay in the broadcast of program material. Permits instant censoring and deletion of objectionable material from interviews and other live origination while the program is on the air . . . also meets many other delayed programming requirements. With the DL function switched off, the unit operates as a standard 500A recorder-playback. Available in rack or compact models.



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## 59 nations to hear Olympics

NHK developing video-tape system for high-quality pictures via satellite

The Japan Broadcasting Corp. (NHK) expects to employ 2,000 persons during the 1964 Summer Olympics games at Tokyo in October to cover the games for radio stations in 59 countries and TV stations in 39 nations.

NHK is constructing a special eight-story (three below ground) broadcasting center containing 40 radio studios, five TV studios, 20 video-tape recorders and six sound-track recorders for films for foreign use, as well as comparable equipment for national use. In addition, some 400 radio booths and 200 television booths with fixed positions for 100 TV cameras will be distributed among the 21 stadiums and

other locations where competition will be held. Six color TV cameras will be installed at the main stadium for the opening and closing ceremonies.

Contracts have been signed with NBC-TV for the U. S., ABC Radio for the U. S., European Broadcasting Union for 26 Western European countries, Canadian Broadcasting Corp. for Canada, Australian Broadcasting Co. for Australia, Intervision (OIRT) for Eastern European countries, and broadcasting companies in six African and 15 Asian nations.

Live coverage of some segments of the games to the U. S. and other nations may be possible when the U. S. launches its Syncom III communications satellite this summer.

NHK is developing a special electronics system using a new video-tape recorder that it hopes will enable the satellite to relay high quality pictures. The system would reduce the bandwidth requirement to one-half of its original signal before sending it to the satellite. Should the U. S. and NBC-TV approve the system, NHK has expressed willingness to send the receiving terminal equipment to the U. S. and provide

### Canadian revenues up

Operating profit of Canadian radio and television stations was \$5.3 million in 1962 compared with a loss of \$200,000 in 1961, according to figures of the Dominion Bureau of Statistics. The report showed radio operating revenue at \$55 million for 1962 and TV operating revenue at \$68.5 million, up from 1961 figures of \$51.5 million for radio and \$59.1 million for television.

the receiving station with Japanese operators.

U. S. officials are withholding comment on the possibility of using Syncom III for Olympics coverage.

### U. S. sponsors GATT change

An amendment to the General Agreement on Tariffs and Trade is being sponsored by the United States as a means of assuring "greater freedom of international trade in television programs," John G. McCarthy, president of the Television Program Export Association, reported last week.

Mr. McCarthy, who was in Geneva for a series of conferences with John Evans, U. S. State Department chief of the U. S. mission to GATT, said the amendment is on the agenda of the next meeting of the GATT Working Party on Television, scheduled to start in two weeks. The U. S. amendment calls upon the 62-nation membership of GATT to "eliminate obstacles to the international sale of television programs," according to Mr. McCarthy.

### Trivia via space is unneeded commodity

Leonard H. Marks, Washington communications lawyer, has counseled broadcasters of all countries not to use international space satellite communications for the transmission of trivial material.

Mr. Mark's comments, appearing in the European Broadcasting Union's March issue of the *EBU Review*, gave attention to legal, economic and philosophical questions.

The Washington attorney said "American and European broadcasters must keep in mind their responsibility to transmit creative programs which will educate and inform less developed portions of the world." Mr. Marks also believes that the immediacy of international communications can bring nations closer to an understanding of international disputes, United Nations debates and significant cultural events.

Mr. Marks said that in time there will be direct broadcasting from satellites to the home receiver, bypassing the now used ground stations that relay the signal from space. But he asked whether broadcasters would use such communications for "mis-

chievous propaganda" or for the "enlightenment and understanding of world problems."

**Legal Precedent** ■ Mr. Marks said that legal studies are now underway of means to create international ownership of the space segment of a space communications system. He noted a number of examples of internationally owned business ventures, such as the Scandinavian Airline System, owned by Norway, Denmark and Sweden, and Eurofima, a 14-nation agreement made in 1955 for modernization and standardization of railroad equipment by European states.

"These illustrations demonstrate that some of the organizational questions and operating procedures that will be faced by the international space organization have previously been explored," Mr. Marks concluded.

Mr. Marks said that a single global communications system would provide the most ordered and economical facilities for all users, and would provide a greater return for participating nations.

### Broadcasters form AAB

Seventeen Alberta broadcasters have formed a provincial organization, the Alberta Association of Broadcasters. Officers of AAB are A. F. Shortell, CKSA Lloydminster, president; G. R. A. Rice, CFRN-AM-TV Edmonton, vice-president, and directors G. A. Hartley, CHCA-TV Red Deer; J. A. Love, CFN Calgary, and Orville Kope, CHAT Medicine Hat.

### Mexican TV buys Gemini

MGM Telestudios, New York, reports that it has sold 10 Gemini video recording systems to Mexico's largest television network, Telesistema Mexicana. The newly-introduced Gemini

equipment is designed to provide a high-quality, simultaneous 16 mm film during video tape production.

Telesistema has been testing the Gemini system for two months, and MGM said the "pilot operation" has been so successful that Gemini equipment is expected to be installed shortly in all of Telesistema's 17 studios and four mobile trucks. Telesistema Mexicana operates five TV channels in Mexico City.

## Canadian radio-TV sales ahead of 1963 pace

More money was spent in national advertising on Canadian radio and television in January this year than in January 1963, according to tabulations of Elliott-Haynes Ltd., Toronto research firm. Radio advertising totalled \$1,590,041 this January as against \$1,205,747 last January, while TV adver-

tising totals were \$5,855,267 this January and \$4,832,352 last year.

Largest advertising group in radio was the foods and food products category with \$485,836 (\$333,899 last year), followed by drugs and toilet goods at \$278,523 (\$232,386 last year). These two groups interchanged on television with drugs and toilet goods first with \$1,638,521 (\$1,266,480 last year), and foods and food products second with \$1,609,410 (\$1,161,650 in '62).

## PROGRAMING

# CBS, NBC stand pat on sharing

Networks chiefs, FCC hold meetings in Washington to discuss various plans for divvying up programs

The meetings were friendly—but there was no "give" in the networks' position. That was the consensus of several FCC commissioners following their separate meetings last Thursday (April 30) with Dr. Frank Stanton, president of CBS, and Robert Sarnoff, NBC board chairman.

FCC Chairman E. William Henry had called the meeting—a third with Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, was held Friday—to discuss means of sharpening competition among the networks and of stimulating the development of UHF television.

Much of the discussion in the meetings centered around "sharing" plans aimed at providing network programs to UHF stations in the 18 top two-VHF-station markets. Under one plan, advanced by Commissioners Kenneth A. Cox and Robert E. Lee, stations in these markets would be prohibited from taking more than one-third of their network programming from one network. This would force the networks to make one-third of their output available to each of the stations.

Under the other "sharing" plan, suggested by ABC, each of the networks would be required to have an equal number of VHF and UHF affiliates. This would result in CBS and NBC giving up VHF affiliates to ABC.

**No Change of Heart** ■ Dr. Stanton and Mr. Sarnoff have opposed these proposals before, and they didn't indicate any change of heart last week.

They reportedly said the proposals would prejudice a licensee's right to choose his programming source and would interfere in the affiliation arrangements between networks and stations.

They are said to have stressed that attempting to sharpen competition

through any form of compulsion would create more problems than it would solve.

However, Dr. Stanton informed the commission that CBS-TV has invited nonaffiliated stations interested in carrying programs not cleared by affiliates to contact the network.

One commission member said he re-

graded this as a "hopeful" sign. But he said he would be "more hopeful" when network programs started showing up on nonaffiliated stations.

Dr. Stanton was accompanied to his meeting, in the morning, by Richard Salant, vice president and special assistant to Dr. Stanton; and Leon Brooks, Washington counsel for CBS.

Mr. Sarnoff was accompanied to his meeting, in the afternoon, by Thomas E. Ervin, vice president and general attorney; David Adams, senior executive vice president; Thomas E. Knode, vice president for station relations; and Hugh Beville, vice president for planning and research.

*all over America, people of all ages  
are listening to the radio again, to*

**THE LIVES OF HARRY LIME**

Orson Welles

**CAPT. HORATIO HORNBLOWER**

Michael Redgrave

**SCARLET PIMPERNEL**

Marius Goring

**THEATRE ROYALE**

Laurence Olivier

**SECRETS OF SCOTLAND YARD**

Clive Brook

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Orson Welles

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# More to primary than just voting

## Yarborough gets FBI investigation after McLendon forces charge that Estes gave senator \$50,000

The bitterly contested campaign between Senator Ralph Yarborough (D-Tex.) and broadcaster Gordon McLendon was to end in the primary election Saturday (May 2). But it left as a legacy an FBI investigation and an unresolved question about the extent of broadcaster immunity from libel suits.

The investigation and the unresolved question are related. Both involve allegations made by two men in a video taped segment of a McLendon telecast Saturday, April 25, that Billie Sol Estes gave Senator Yarborough \$50,000 in Pecos, Tex., in 1960. Estes, West Texas financier, has since been convicted on state and federal charges.

The FBI, acting on the senator's request, is investigating the allegation. The senator has called it "an infamous lie."

He also wired 39 television stations in Texas, Louisiana and Oklahoma, after the April 25 telecast, warning them then that they would be subject to libel suits if they carried the program.

And that wire prompted a request by McLendon lawyers last week for a declaratory ruling from the FCC.

The commission was unable, in the time available, to reach a formal decision. But it issued a "tentative ruling"

that supported the senator's position. By that time, however, late Thursday afternoon, the McLendon attorneys decided to withdraw their request for a ruling. They said it was too late in the campaign for the ruling to have any practical effect.

Senator Yarborough is a member of the Commerce Committee, which has jurisdiction over the FCC, and is chairman of its Watchdog Subcommittee, which oversees the manner broadcasters cover political events.

**No Censorship** — The political broadcasting law, which prohibits broadcasters from censoring candidates, also protects them from libel suits resulting from their remarks. But Senator Yarborough, in his telegram, warned the stations that if voices other than Mr. McLendon's are used, "your station is not exempt from the libel laws."

WOAI-TV San Antonio, which carried the McLendon program Monday (April 27), turned off the audio portion of the taped segment. But Mr. McLendon stated the allegation himself.

Marcus Cohn, Washington counsel for Mr. McLendon, had asked for the declaratory ruling on Tuesday. He accused the senator of trying to "bludgeon the stations into refusing to use these programs in their entirety" and to force

broadcasters to "censor a use by a political candidate."

He argued that "any attempt by a licensee to censor a political candidate or dictate the manner in which a political candidate uses his time is directly prohibited" by the Communications Act.

He said that the inclusion of a taped segment as "an incidental, though integral, part of a candidate's presentation, where the taped presentations occupy only 10-15% of the total time used by the candidate, does not subject any portion of the program to censorship by a licensee."

**No Decision** — The commission discussed the question at its meeting Wednesday but was unable to reach a decision. The members said it was too difficult to settle without considerable research. On Thursday, the staff polled the commissioners in an effort to arrive at a "tentative" decision. The result was a ruling that WOAI-TV was within its authority in shutting off the audio portion of the videotape.

However, commission officials pointed out that the ruling was not a formal one and will not be considered a precedent.

Meanwhile, the Yarborough-McLendon forces last week were still glowering at each other over an earlier dispute involving the equal-time law.

At issue was the amount of time to be made available to the senator on the three McLendon Corp. stations in Texas — KLIF Dallas, KILT Houston and KTSA San Antonio. The commission earlier had ruled that Senator Yarborough was entitled to time equal to that used by Mr. McLendon since Feb. 20 (BROADCASTING, April 27). Mr. McLendon, president of the licensee corporation, used about 18 minutes a day on each of the stations from Feb. 10 to the end of the campaign.

And the FCC staff, acting on a second complaint, on Monday (April 27) restated this ruling. The staff said that a commission suggestion that the two sides negotiate a settlement didn't exempt the stations from affording equal opportunities from Feb. 20.

The Yarborough forces had asked for "equal time" totaling 18 hours and 54 minutes on each station. The time was requested at the rate of seven minutes per hour per station, from April 24.

Mr. Cohn on Tuesday notified the Yarborough headquarters in Austin, Tex., that each of the stations would make 54 minutes daily available to the senator for the rest of the campaign.

Harry O'Connor, an aide to the senator in Austin, said the time would be used. But he made it clear he didn't consider the offer satisfactory. "The problem didn't get worked out," he said. But he said he didn't know whether any further complaint would be filed with the FCC.

## Minow finds something to praise about TV

Newton N. Minow, former chairman of the FCC and now executive vice president of Encyclopaedia Britannica, lauded an NBC program specifically and TV generally at an awards ceremony in New York last week.

"One of the great frustrations I found at the FCC was that while we tried to encourage more public service pro-



grams, we could not ever give an award or some other suitable recognition to distinguished achievement."

Mr. Minow presented the American Jewish Committee's Institute of Human Relations award to NBC for its three-hour program on the civil rights movement — *The American Revolution of '63*.

The former FCC chairman, who while he held office was critical of TV programming, cited NBC's effort as "an important stage in another revolution which essentially reflects television's growing recognition of its major responsibilities."

## Harris holds the key to unlock 315 passage

Lack of a green light from the White House and personal differences with the legislation are among reasons why Representative Oren Harris (D-Ark.) is in no hurry to move a resolution to suspend Section 315 for the presidential and vice presidential campaigns this year.

Representative Harris, chairman of the House Commerce Committee, has taken no steps toward action on the suspension measure, HJ Res 247, since House and Senate conferees were named earlier this year (BROADCASTING, Feb. 24). Minor differences in versions passed by the two bodies last year prevent its going to the White House for signature without a conference.

Representative Harris, noting that President Kennedy favored the measure, says he has not heard the views of President Johnson. The President has not said publicly whether he would like to face his Republican opponent on radio and television as Mr. Kennedy did. Some hold the view that the President won't commit himself until after the GOP convention in July (CLOSED CIRCUIT, April 27).

Representative Harris said suspending Section 315 for only one office is an idea that has never held much appeal for him. He helped pass previous suspension measures because there was considerable support for them then, he added. Now the only pressure is coming from broadcasters and others "politically motivated," he said in an oblique reference to public criticism he's been getting from Republicans.

The congressman noted, however, that he could not and would not obstruct the will of the Congress, adding, "I'm not holding it up alone." The reference seemed to be that Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee and a close friend of the President, was taking no initiative either.

## Musicians, directors negotiate with producers

The Association of Motion Picture and Television Producers last week was negotiating new agreements with the American Federation of Musicians and the Directors Guild of America to succeed contracts expiring Thursday (April 30). In the immediate offing are talks with the Screen Actors Guild and the Composers and Lyricists Guild of America. Contracts with both of these organizations end May 31.

Late last week AMPTP negotiators were concentrating on their discussions

with AFM representatives and cancelled a Thursday meeting with the DGA group to continue with the AFM. All parties declined to discuss proposals and counter proposals. It was understood that the AFM was asking a 10% increase in all wage scales, plus an increase in the minimum amount of work time for providing music for TV programs. DGA is said to be seeking not only more money for its members but also more authority, with less submission to the mandates of producers.

AFM was also holding talks with the broadcasting networks musicians' contracts with the networks also at midnight Thursday.

## Facilities for World's Fair programs available

Commercial and educational broadcasters have been invited to participate in program origination at the World's Fair in New York. The invitation was extended by Visual Electronics Corp., which is coordinating systems design and operation of the communications center at the fair's Hall of Education Pavilion.

Visual Electronics said facilities for live or taped programming from the center include advanced broadcast studio

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## 14 sales made on new Wolper specials

A second group of one-hour historical specials have achieved initial sales in 14 markets for start either in late 1964 or early 1965, M. J. (Bud) Rifkin, executive vice president of United Artists Television, reported last week.

The early sales on the *UA-Wolper Specials Group Two* were highlighted by the purchase of the six programs by Blue Cross-Blue Shield of Florida, Jacksonville, in eight markets on a half-sponsorship basis. Mr. Rifkin noted this represents an increase in five markets for Florida Blue Cross. It is sponsoring the Group I specials in three markets.

"We started to offer these specials during the National Association of Broadcasters convention," Mr. Rif-

kin remarked, "and we have received more than 50 letters and telegrams asking for details of programs and rates. Many of the inquiries have come from stations, advertisers and agencies who bought the first six specials, which began on the air last fall. We sell them for two runs, so that the dates of the first group have not been played off. Group I has been sold in 130 markets domestically and a growing number of markets overseas."

Group II, which currently is in production by Wolper, consists of: "The Battle of Britain," "The Nuremberg Trials," "Korean War," "France: Conquest and Liberation," "Japan—A New Dawn over Asia" and "Prelude to War."



General DeGaulle inspects the Free French forces in London in 1940;

a scene from one of the six new Wolper-UA-TV specials.

equipment, video-tape recorders, film and slide chains, integrated video and audio distribution and flexible staging.

Educational and commercial broadcasters interested in either participating in program origination or a special tour of communications facilities during their visit to the World's Fair may contact M. A. Mayers of Visual Electronics, 356 West 40th Street, New York, for details.

### Program notes . . .

**New rep** ■ Desilu Productions, Los Angeles, has appointed Ashley-Steiner-Famous Artists as its representative under a long term agreement. General Ar-

tists Corp. had been exclusive sales agent for Desilu.

**New series** ■ A travel-adventure series of 39 half-hour shows, *It's a Small World*, will be released for syndication this fall by Cartoon Distributors Corp., Beverly Hills, Calif. The series will be available in color or black-and-white.

**\$10,000 grant** ■ The Johnson Foundation, Racine, Wis., awarded a \$10,000 grant to Midwest Educational Television (MET) to permit the exchange and production of educational TV programs on a regional basis. W. D. Donaldson, KTCA-TV (ch. 2) St. Paul-Minneapolis, was named director of the project.

**Empire Moves** ■ Empire Broadcasting, radio commercial producers, moved May 1 from 480 Lexington Avenue, New York, to 18 West 45th Street, that city. The phone number, Yukon 6-5700, remains the same.

**Support** ■ The Daughters of the American Revolution at its 73d continental congress in Washington a fortnight ago passed a resolution supporting the right of radio and television stations to self-regulate educational, patriotic and religious programs.

**Tennis price** ■ ABC-TV, which will telecast this year's challenge round of the Davis Cup from Cleveland Sept. 25-27, bought the TV rights from the United States Lawn Tennis Association for a reported \$50,000, with the option to also telecast the matches again in 1965 for \$60,000 if the U. S. team wins this year.

**More racing** ■ Sports Network Inc. will colorcast the \$150,000 Jersey Derby at Garden State Park May 30 (5:30-6 p.m. EDT).

**Writing trophy** ■ The Mystery Writers of America, at its annual Edgar Allan Poe awards dinner, has awarded an "Edgar" statuette to the *Kraft Suspense Theater* production of "The End of the World, Baby" as "the best mystery television show of 1963." Luther Davis, Los Angeles, was writer of the teleplay.

**Documentary offering** ■ *Pattern for the Nation*, a documentary on mental retardation produced by WVIC-TV Hartford, has been presented to the Connecticut Health Department's Office of Mental Retardation for public use.

**TAC shows** ■ Television Affiliates Corp., New York, has accepted two new shows for its subscriber service: *The Exciting Years*, a series of 13 programs taped by WXYZ-TV Detroit, and *Spark of Liberty* from SFB-TV West Berlin.

**More football** ■ ABC-TV will telecast the 1964 Mahi Shrine North-South College All-Star football game at the Orange Bowl in Miami on Christmas Day, marking the third straight year the network has carried the event.

**Juvenile series** ■ A new juvenile series of 130 five-minute color shows, *A Day with Doodles*, starring Doodles Weaver, will be produced in San Francisco by Independent Producers Associated. A co-production between IPA and WPIX (TV) New York, *A Day with Doodles* will be syndicated through Polaris Corp., Chicago.

**Back home** ■ The comedy team of Mike Nichols and Elaine May have signed for a series of six guest appearances on *The Jack Paar Program* on NBC-TV next season (Fridays, 10-11



p.m. NYT). Mr. Nichols and Miss May made their debut in 1957 when Mr. Paar had the *Tonight* show on NBC-TV.

**Another entertainer** ■ CBS-TV has added syndicated newspaper columnist Art Buchwald to its roster of stars on *The Entertainers* next fall (Friday 8:30-9:30 p.m. NYT). Carol Burnett and Bob Newhart previously were signed for series.

**On the move** ■ The East Coast division of the Alexander Film Co. has moved to new offices at 6 East 45th Street, New York. Telephone Yukon 6-3537. Calhoun McKean, formerly head of his own independent production company, McKean Associates, New York, has been named head of Alexander's New York office.

**Demand's agency** ■ Demand Radio, a programming service produced by Mars Broadcasting, Stamford, Conn., has appointed Bo Bernstein & Co., Providence, R. I., as advertising agency. A national trade and publicity campaign is planned.

**Develop series** ■ Newly formed Greenway Productions, Hollywood, headed by William Dozier, formerly Screen Gems vice president, has signed an extended agreement with CBS-TV to develop a group comedy series for the 1965-66 season.

**Site switch** ■ Hatos-Hall Productions has moved to 2401 West Olive Avenue, Burbank, Calif. Principals, Stefan Hatos and Monty Hall, are co-producers of *Let's Make a Deal*, audience participation show on NBC-TV, 12-12:30 p.m., Monday-Friday.

**New package** ■ Project: Television Shows Inc., Chicago, is syndicating a new package of 156 five-minute children's programs, *Cobby's Hobbies*, featuring a talking chimpazee. Series was produced by Calvin Productions, Kansas City, Mo.

### Fox TV drops program plans

Plans of 20th Century-Fox Television for using files of Fox Movietone News in production of TV documentaries (BROADCASTING, Dec. 9, 1963) have been dropped. Malvin Wald and Jesse Sandler, who were preparing two series for early production, have left the West Los Angeles studio. The two planned series were *A Day to Remember*, dealing with historic events of this century, and *Comeback*, about celebrated individuals who slipped into oblivion, then came back.

Reason—no sale after a year of trying. Failure was ascribed to network rules that documentaries (with few exceptions) must be produced by the networks' own news departments.

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## Automated program package made available

### FOUR FIRMS JOIN FORCES TO SERVICE STATIONS

To provide big-city program service for radio stations in small and medium-sized markets, Heller-Ferguson Inc., Hollywood producer of programs, promotion and production aids has formed an alliance with LTV Continental Electronics, Alto Fonic Tape Service and International Business Machines.

LTV's contribution is Prolog, a unit that combines program elements from up to 300 sources and puts them on the air in the desired sequence automatically from a log prepared in advance. Alto Fonic provides taped musical program material in four basic categories: big bands, small combos, popular vocals and standards, which can be fed through the Prolog process as individual selections or in program sequences of any length desired up to 24 hours. IBM adds an automatic accounting service, "Traffaccounting." And Heller-Ferguson provides custom-made station themes, promo spots, intros and other musical material keyed to the station's personality.

"We got into this not because we wanted to get into the equipment business, but from necessity," Hugh Heller, president of Heller-Ferguson, said last week. "When we talked to stations about using our production aids, we soon found out that what they were really interested in was an overall program format that would more or less run itself, freeing top personnel for on-the-air-work or on-the-street selling. So we scouted around and came up with this combination."

The services making up the automated program package, Mr. Heller said, are available to stations on a monthly rental basis which varies with the station requirements. The Prolog equipment costs between \$350 and \$750 a month, with a three-year minimum lease. The Alto Fonic programing runs from \$150 to \$300 a month, with no

minimum contract period. The Heller-Ferguson production aids range in price from \$300 to \$500 a month, on a two-year to four-year lease. IBM's "Traffaccounting" system rents for \$360 a month, with an initial charge of about \$3,000 for installing the equipment and instructing personnel in its operation.

The Prolog equipment and the Alto Fonic tape service were displayed and demonstrated at the National Association of Broadcasters convention in Chicago last month (BROADCASTING, April 20) and "aroused a lot of interest," according to D. Alan Clark, Alto Fonic president. The Prolog equipment is on a back-order basis, he said, with 40 inquiries received from stations in the previous week.

### MCA-TV releases 2 series

Release of *Tall Man* and *Calvin and the Colonel* off-network series to syndication has been announced by Hal Golden, vice president-director of sales for MCA-TV. Sales of *Tall Man* (75 half-hours) and *Calvin* (26 half-hours) have been made to KHJ-TV Los Angeles and *Calvin* to KTMT-TV Tacoma-Seattle.

### Homegrown protection

The Department of Labor has served notice it is now cracking down on "Group 2" foreign entertainers seeking to enter the U. S. The department has the authority to bar any foreign workers who plan to do work that could be done by unemployed Americans from entering the country, but it has not exercised this authority on entertainers.

The new Labor Department procedures will not apply to those classified "Group 1," that is, entertainers who are distinguished in their own right—such as the Beatles.

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# Network showdown at political corral

ABC, CBS, NBC look to on-air newsmen to make the difference at San Francisco and Atlantic City

"The battle we're concerned with in this year's political conventions is the battle between NBC, CBS and ABC," says NBC News General Manager Robert Northshield. The result of Mr. Northshield's opinion, which is shared by executives at ABC and CBS, is an unprecedented drive to cover all facets of the coming Republican and Democratic national conventions in July and August from San Francisco and Atlantic City, respectively.

In the opinion of the networks, it'll be the on-air newsmen who will make the difference as to which network does the best job at the conventions. And each network, logically, feels its newsmen are the best.

He indicated that the major changes for this year's coverage will be in the form of equipment innovations.

Mr. Northshield said NBC-TV's task is to serve the public during the conventions, and for the entire election campaign and the network that does this best will beat its competitors.

**Make Presence Known** ■ ABC-TV is in the process of rapidly expanding its news operation and, by the time the conventions are over, the other networks "will know we were there," said Robert Sammon, who is overseeing the network's convention, election and inauguration coverage.

Mr. Sammon and producer Bill Seaman will be working with the largest

up a "Special Election Unit" three years ago and executive producer Bill Leonard says the network's efficiency will be "200 to 300%" better than it was in 1960. It is "like comparing World War I and World War II," he said.

Walter Cronkite has been assigned as sole anchorman for CBS-TV, with Eric Sevareid and Harry Reasoner backstopping him in the main news room. Floor assignments have not yet been determined.

Mr. Leonard said that the networks now know how to handle live news events such as the conventions and the challenge now is how well they do them. Because there has been such an elevation of TV news standards, he said that newspapers actually "are covering us" to keep abreast of breaking news events.

All the networks will do an excellent job at the conventions, Mr. Leonard said. "But it will have to be a wonderful job to beat us," he added.

## Goldwater sets national speaking date on CBS-TV

Senator Barry Goldwater (R-Ariz.), candidate for the Republican presidential nomination, will speak on CBS-TV May 13, the first paid network appearance of a political candidate this year.

Senator Goldwater, who has been campaigning on statewide television hookups for several weeks (BROADCASTING, April 13), will be carried on tape by 110 stations from 8:30-9:30 p.m. EDT that night and on 41 other stations by delayed broadcast from one day to two weeks later. The program will be recorded within a few days of the first telecast and is expected to cost \$80-85,000 including \$72,000 for time charges, according to Goldwater campaign sources.

The senator will continue to use statewide television hookups and plans a major address to be carried throughout California May 30 from Orange county, just before the state primary June 2.

A 30-minute campaign film, "A Voice, Not an Echo—The Barry Goldwater Story," is being used on local television stations in state campaigns.

## Research needed to plan future programs

Broadcasters must invest in adequate research now to meet the programing needs of the future, according to Melvin A. Goldberg, National Association of Broadcasters' vice president for research. Speaking at the University of Indiana last week, he said broadcasters



Mr. Sammon



Mr. Leonard



Mr. Northshield

Each network expects to make use of at least 500 reporters and production crew members and some 50 TV cameras, as well as portable, wireless TV cameras, microphones and tape recorders at each convention. Television will be one of the dominant features at the conventions, with the three networks combined taking up a sizeable amount of floor space at the Cow Palace in San Francisco for just their main studios at the convention hall.

Chet Huntley and David Brinkley will serve as anchormen for NBC-TV at the conventions, with John Chancellor, Sander Vanocur, Edwin Newman and Frank McGee handling the major convention floor assignments.

Mr. Northshield said that NBC-TV's operations will be similar to 1960 coverage, except on a much larger scale.

news operation ever assembled by ABC-TV.

One innovation introduced by ABC News President Elmer Lower will be split control rooms, one for preset control and the other for on-air use. The idea is to cut down the noise in the control rooms and increase efficiency, Mr. Sammons said.

Howard K. Smith and Edward P. Morgan will anchor ABC-TV's coverage, with other assignments not yet completed.

ABC-TV expects to benefit by its exclusive commentary by former President Eisenhower at the Republican convention and by Senators Hubert H. Humphrey (D-Minn.) and Sam J. Ervin Jr. (D-N. C.) at the Democratic convention.

**Battlefield Comparison** ■ CBS-TV set

are suffering from past laxity in radio research.

But, Mr. Goldberg said, "we must begin to look to the future and not spend all our time putting out the current fires. For the problem of radio measurement today will be the problem of television measurement tomorrow." As TV sets become more portable, he said, TV's audience may be as difficult to measure as radio's.

The educational level of Americans is constantly rising, he noted, and research is necessary to determine what broadcast programming's response to this higher education level should be.

## WCIU(TV) giving foes Saturday time slot

Chicago's UHF channel 26 WCIU(TV) announced last week it is giving free time Saturday evening to the National Anti-Vivisection Society just prior to the airing of the station's controversial bullfight program taped in Mexico City.

John Weigel, WCIU president, said the society has been invited to explain why it is going to court in an effort to get the FCC to stop the bullfight telecasts. The FCC has said it had no jurisdiction in the program dispute (BROADCASTING, April 27).

The anti-vivisection group said the spokesman on its quarter-hour program will be Cleveland Amory, author and syndicated columnist. The group's action in Chicago has been delayed as a result of the death of its attorney, Harold Penner, but the case has not been dropped, Clarence E. Richard, managing director, said.

## TV firm adds radio with 'Ameche' offering

Expanding into radio, Television Industries Inc., New York, has been named distributor of the two-hour *Jim Ameche Show*, which will be offered to stations on a basis of a maximum of ten hours a week.

The program already has been sold to the Armed Forces Radio Network; KISD Sioux Falls, S. D.; KCBC Des Moines, Iowa; KFBC Cheyenne, Wyo. and WKYE Bristol, Va.

TVI previously had restricted itself to TV and has been active in the overseas distribution of more than 700 RKO feature films and 900 RKO subjects. Sales on the radio property will be handled from TVI's headquarters at 400 Park Avenue by Andy Coscia, director of sales development. The series is being produced in New York by the Jim Ameche Organization.

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## CBS News absorbing public affairs unit

CBS News no longer will have a public affairs department when moves now underway at the network are completed. As a result, production units associated with public affairs will report directly to CBS News and its president, Fred Friendly.

The news division's 60-man public affairs department, now directed by John W. Kiermaier, vice president, will lose its identity and a gradual reduction of its personnel effected. Mr. Kiermaier and several other public affairs production people probably will be placed elsewhere in the CBS operation under current plans. Some people have been placed on informal notice that they will not be retained. No target date for the changes has been set.

Of the nine producers, it was noted, approximately five will be retained, two or three to head production units reporting to CBS News directly, and the others continuing in their present function (religious programming chiefly).

According to CBS spokesmen, the public affairs department probably will have few—if any—assignments until the November election is over, and after that time, Mr. Friendly expects the production units to take care of cultural programming planned.

Religious program production now under public affairs includes *Lamp Unto My Feet* and *Look Up and Live*. Various radio and TV productions of a continuing kind also will be maintained. *CBS Reports* and *Twentieth Century* units have operated independently, reporting to Mr. Friendly.

## Controversy sparks second WNDT program

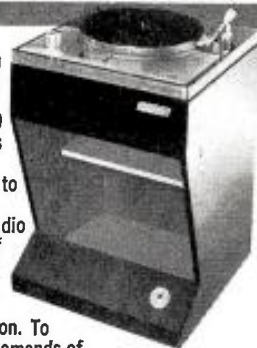
New York's educational station, WNDT(TV) (Newark, N. J.), expects to air a new program before June 1 concerning the disputed renovation of lower Manhattan.

WNDT became involved in the controversy last month when it produced a program that was underwritten by the Downtown Lower Manhattan Association, which favors the project (BROADCASTING, April 27). Although both sides of the dispute were presented on the program, opponents of the project later claimed they had been unaware that DLMA had underwritten the program and would have altered their arguments had they known.

The format of the new program has

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not been decided, but both sides will be given the opportunity to present their views.

WNBT feels it has not violated any of the rules governing ETV stations since DLMA had no control over program content and could not withdraw its financial support under any circumstances.

Although no group has offered to underwrite the coming program, the station indicated it would accept such an offer if the donor agreed to meet the conditions imposed on the acceptance of all such gifts.

William Ray, chief of the FCC's complaints and compliance division, said WNBT will be asked whether any conditions were attached to the DLMA grant. He also said the commission is interested in whether its rules on sponsorship identification were complied with and whether the program dealt fairly with controversial issues.

Mr. Ray said the inquiry was begun as the result of a complaint from a woman whose husband's electronics firm would be displaced by the renovation project, which involves the construction of a world trade mart.

## Lindemann says Rozelle may have lost money

National Football League Commissioner Pete Rozelle's decision to negotiate the league's championship game with CBS-TV and CBS Radio (BROADCASTING, April 20) may have cost the NFL some money, despite the record \$1.8 million CBS paid for each year of the two-year contract.

Carl Lindemann Jr., vice president of sports, NBC-TV, has said he had expected the NFL championship game to be open for bidding by the networks, just as the regular season games had been. He indicated that NBC-TV had been considering a bid of at least \$2 million for the rights to the championship game and that a winning bid might have had to go as high as \$3 million.

An ABC-TV spokesman also said his network had expected to participate in bidding for the championship game.

Mr. Rozelle had stated that the contract was negotiated with CBS because the American Football League games are to be telecast by ABC-TV this year and by NBC-TV next year, thus creating a possible conflict of interest.

CBS-TV said it will offer first refusal of the championship game to Ford Motor Co. and Philip Morris, as well as to the regional advertisers who also will sponsor the regular NFL season games. CBS Radio's sales setup for the championship game has not been determined.

76 (PROGRAMING)

## A call for competition

### Loevinger gives views on government's role in broadcast regulation

Government's proper role in broadcasting is to provide the climate for the maximum amount of competition rather than to exert supervision over programming, either by regulation or exhortation.

Commissioner Lee Loevinger took this position in remarks prepared in connection with Law Day, for presentation, in similar form, before audiences in Los Angeles Friday and Dallas today (May 4). He was to address a conference on radio and community service, sponsored by the University of Southern California and the Southern California Broadcasters Association, in Los Angeles, and the Television Programming Conference, an association of southern programming executives, in Dallas.

The commissioner, who has been outspoken in his opposition to government interference in programming since joining the commission last summer, said the interest of the public in free speech and liberty must take precedence



FCC's Loevinger  
We must have competition

dence over all other considerations.

Speaking of FCC concern with "balanced" or "quality" programming, he said, "I would risk having radio drowned in a flood of idle commercial chatter and television possessed by the stupidity of hilly-billy idiocy (to its own probable destruction) rather than risk diminishing the stature of liberty in America by an iota, much less a cubit."

But the commissioner doesn't agree, either, with those who, he said, "insist that the government has no proper role whatever in the supervision of programs" beyond the prohibition of legally objectionable matter, such as obscenities and lottery information.

He said the government is properly concerned with whether broadcasters carry news and public affairs programs. Such programming, he continued, is a "public necessity" and justified broadcasting's occupancy of a large share of spectrum space.

He said that those who feel government should have more control over programming in order to improve it suggest that it is not in the public interest to permit the broadcast "of the banal, vacuous, or stupid programs." But "it seems to me," Commissioner Loevinger said, "that in the long run it will be better for society if we do permit the broadcast" of such programming than to have a government agency impose its ideas of quality.

He said government should attempt to influence programming through the use of its power to distribute broadcast facilities among the widest possible diversity of licensees. But in this connection he warned that broadcasters should not seek regulation for their competition—community antenna television systems and pay television—that they would oppose for themselves.

"We must have competition among diverse licensees in order that the public may make its own choice and thus exert its own influence as to the programming which it finds responsive to its needs and desires," he said. Government cannot successfully substitute its efforts for the functioning of economic forces of competition, he added.

## Skiers plan assault on TV's golden slopes

The formation of the professional National Ski League and plans for ski event telecasts on a regular basis were announced in New York last week.

Tv producer-director Marlo Lewis said negotiations have begun with the three TV networks for coverage of NSL events, starting in January 1965. The schedule, he said, will consist of 13 one-

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hour shows to be taped and presented weekly. The telecasts will cover matches of 10 teams, split between an eastern and western division, on either Saturday or Sunday, with the programs taped two days in advance.

Seven teams already have been organized, representing Aspen, Colo.; Boyne Mountain, Mich.; Stratton Mountain, Vt.; Sugarbush, Vt.; Sun Valley, Idaho; Vail, Colo., and Windham, N. Y. Three teams from the West Coast are to be announced.

Mr. Lewis said the league would proceed with its activities even if television coverage were unavailable.

Mr. Lewis has been an executive producer with CBS-TV and currently is producer of the Perry Como specials on NBC-TV.

## ABC-TV stakes claim to number two spot

ABC-TV told an invited audience of about 1,000 advertiser and agency executives in New York last Thursday (April 30) that the network has moved into the runner-up spot ahead of NBC-TV and behind CBS-TV in the national ratings.

ABC-TV's claim was voiced during a presentation in which several network executives reviewed activities of the current season and discussed programming for 1964-65.

James E. Duffy, ABC vice president in charge of tv network sales, said ABC-TV has "moved into second place in the national ratings this season," pointing out that "the latest report shows ABC-TV delivering 300,000 more homes per minute than NBC-TV."

Mr. Duffy said that among the top 40 programs, ABC-TV has 12 shows against NBC-TV's eight and CBS-TV's 20.

"ABC-TV has added 1.2 million homes per minute over last year's nighttime audience level, while CBS-TV and NBC-TV are down 1% and 5% respectively," Mr. Duffy stated.

Thomas W. Moore, president of ABC-TV and Edgar J. Sherick, vice president in charge of tv network programming, presented next year's schedule.

## Wolper developing live shows

David L. Wolper Productions, producer of documentary TV programs, has entered the field of live programming. With United Artists Television, Wolper is developing game, quiz and panel shows for the 1965-66 season. A half-hour nighttime panel-quiz, *Stop the*

## White House TV plans hit lighting snag

Progress in the plan to equip the White House with a full-fledged TV studio took another step forward last week—but a question about lighting levels has cropped up.

Closeted with George Reedy, news secretary to President Johnson, for 90 minutes on April 28 were James C. Hagerty, ABC; Dr. Frank Stanton, CBS and Robert E. Kintner, NBC. For the first time since the three network representatives made the suggestions four months ago, they were joined by two representatives of the General Services Administration (which has housekeeping, maintenance and repair responsibility for the White House) and an attorney from the Department of Justice.

The government lawyer was present, it's understood, because a TV installation in the Fish Room of the White House would be in the nature of a gift to the government, and the legalities of accepting such a gift must be studied. This is standard practice

for all gifts to the government.

The lighting problem came up when the networks, which are offering to build and maintain the installation, proposed 60-70 foot candles of lighting. Film newsreel representatives had complained that this lighting level was insufficient for their needs; film requires at least 125 foot candles, it was explained.

Aside from the effect of more light on TV cameras, the air-conditioning requirements for the room would be increased three-fold, it was explained, if the lighting level were doubled as requested by film cameramen.

The problem was left in the hands of the White House staff. It's believed that a swift decision may be reached, particularly after the hurried arrangements that had to be made for President Johnson to speak to the nation over the TV networks two weeks ago when he announced the railroad labor settlement (BROADCASTING, April 27).

*Camera*, created by Harry Salter and Nat Ligeram, is the initial entry. Mr. Salter has been signed as a consultant to the Wolper organization in this field.

## Broadcast news promotes interest in politics

Radio and television are credited by ABC News President Elmer Lower with helping to bring the political processes of the country more directly under the scrutiny of the public.

In a speech at a meeting of the Oregon Association of Broadcasters at Cottage Grove, Ore., Mr. Lower traced this history of the influence of the

broadcast media on presidential elections since 1928.

Radio and TV, he said, have made such practices as "stampeded conventions" obsolete and have unlocked "locked-door conferences."

Mr. Lower said that radio and television have created in the people a sense of participation in politics and, by extension, also unleashed "an insatiable public appetite for news and more news. Let someone charge a candidate with having a slush fund and the public wants to know about it right away."

Also speaking at the meeting were Harry Bannister, NBC vice president for station relations; John Kendall, a Portland, Ore., attorney, and Gil Wellington, a Seattle station representative.



# FCC says pro football blackouts too broad

## Tells House subcommittee interpretations of 75-mile home game radius are overly protective

The FCC has urged Congress to give some "blacked-out" football fans a break.

Viewers living outside a 75-mile radius of the site of a televised professional football game ought to be allowed to see it, the commission told the House Antitrust and Monopoly Subcommittee last week.

Present interpretations of home territory—the area that teams may require broadcasters to black out during home game telecasts—are overly protective, the FCC said. Instead of prohibiting TV signals from falling within a 75-mile radius of such a game, the commission suggested professional teams be required to limit the blackout area to 75-miles from game site to transmitters.

If pending legislation intended to carry out this proposal were enacted, WPSD-TV Paducah, Ky., for example, would be permitted to televise home games of the St. Louis Cardinals. CBS-TV and the Cardinals have refused permission because although Paducah is about 135 miles from Busch Stadium, WPSD-TV's signal falls within 75 miles of the game site. Current interpretations of the blackout area, the FCC pointed out, deny the game to many viewers.

"The Paducah situation is not unique," the commission said. "Other instances involving blackouts where the distances to the blacked out city exceed 75 miles include Mason City, Iowa, 126 miles; Salinas, Calif., 87 miles; San Diego, 112 miles; Wausau, Wis., 85 miles, and Jefferson City, Mo., 107 miles."

'Serious Questions' ■ These blackouts "appear to raise serious questions," the definition of commission said, and it urged a review of home territory. It urged revision along the lines of HR 7365, a bill introduced last year by Representative Frank A. Stubblefield (D-Ky.), who has been battling in behalf of WPSD-TV (BROADCASTING, July 8, 1963, et seq). The FCC's comment on the bill were filed with the subcommittee last week, although they were adopted March 4 by the FCC with Chairman E. William Henry and Commissioner Frederick W. Ford absent.

Leaving considerations of "antitrust and industry economic factors" aside (the Justice Department was asked to comment on this by the subcommittee), the FCC noted that collegiate football games get no more protection than the Stubblefield bill would provide.

"Since professional football games are markedly increasing in popularity (as shown by attendance figures and the recent TV contracts between NBC and the AFL and CBS and the NFL [upwards of \$55 million over the next few years]), it is difficult to perceive why the law would afford greater protection to the professional football home game (a blackout of 75 miles signal-to-city) than it does the collegiate home game," the FCC said.

Noting also its correspondence with CBS and WPSD-TV on the blackout matter, the commission said "there would appear to be little doubt, in view of the CBS reply and the inconsistent practice of NFL games . . . that in many instances the team playing home games simply does not need this amount of protection."

## FCC delays hearings on program forms

The oral proceedings on both the revised television and radio program reporting forms have been postponed by the FCC for two weeks. The TV form hearing will be held June 1 (formerly May 18), and the radio form hearing is now scheduled for June 8 (formerly May 25).

Parties wishing to appear at the TV or radio form hearings should file notice with the FCC by May 20 or May 25, respectively. Comments on the forms by parties not intending to participate in the oral proceeding are due on the hearing dates. The commission asked that separate notices of appearance be filed for each proceeding.

The revised TV form is the product of a joint committee of broadcasters, communications attorneys and FCC staff members (BROADCASTING, April

27). A similar committee hopes to submit to the commission its revised radio reporting form this week.

The commission had been requested by the National Association of Broadcasters to postpone the TV form hearing until June 29. The commission said the extension of date for the radio form hearing was done of its own volition.

The American Civil Liberties Union last week told the FCC that the proposed TV forms "will do much to further broadcasting in the public interest." But the ACLU asked that a greater distinction be made between political announcements and political programs; that the religious program section recognize religions that do not have a "Supreme Being" and those that are unorganized or dissident, and that more emphasis be placed on presenting minority views.

## Film sales . . .

*Epicolor '64* (American International Television Inc.): Sold to WKBW-TV Buffalo; WTEN(TV) Vail Mills-Albany, N. Y., and WPRO-TV Providence, R. I. Now in 11 markets.

*The Mighty Hercules* (Trans-Lux): Sold to Armed Forces Radio and TV, Los Angeles, KIRO-TV Seattle and KTVT (TV) Fort Worth-Dallas.

*Encyclopaedia Britannica Films* (Trans-Lux): Sold to KTRK-TV Houston.

*It's a Wonderful World* (Trans-Lux): Sold to Armed Forces Radio and TV, Los Angeles.

*Top Draw Feature Films* (Trans-Lux): Sold to WTTV(TV) Bloomington-Indianapolis.

*Amos 'n' Andy* (CBS Films): Sold to WTEV(TV) New Bedford, Mass.

*December Bride* (CBS Films): Sold to WRCB-TV Chattanooga and WSIL-TV Harrisburg, Ill.

*The Golden Tee* (CBS Films): Sold to WTAE(TV) Pittsburgh.

*Have Gun, Will Travel* (CBS Films): Sold to KOVR(TV) Stockton-Sacramento, Calif., and KEZI-TV Eugene, Ore.

*Heckle and Jeckle* (CBS Films): Sold to KSBW-TV Salinas, Calif.

*Honeymooners* (CBS Films): Sold to WNEM-TV Bay City-Saginaw, Mich.

*Phil Silvers* (CBS Films): Sold to WSIL-TV Harrisburg, Ill.

*Trackdown* (CBS Films): Sold to WSIL-TV Harrisburg, Ill.

*Junior All Stars* (Desilu): Sold to KHJ-TV Los Angeles, WPXI(TV) New



Aubrey

Collins

Friendly

Gordon

Hubbard

Loomis

McGee

## President Johnson says 'thanks'

### PEABODYS GO TO NETWORKS, STATIONS

"The enduring thanks of all Americans," are the due of American broadcasters for their coverage of the events of the President Kennedy assassination weekend in the opinion of President Lyndon B. Johnson.

His views were presented at the Broadcast Pioneers luncheon last Tuesday (April 28) by Peabody Board Chairman Bennett Cerf during the presentation of the annual Peabody awards. Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism presented the awards.

Awards and those who received them were:

Eric Sevareid, CBS News correspondent, for television news commentary. James T. Aubrey, CBS-TV president, for *The Danny Kaye Show*; Walter D. Scott, NBC executive vice president in charge of the television network, for *Mr. Novak*, both for television entertainment. Robert Northshield, general manager NBC News, for NBC's *The Ameri-*

*can Revolution*, '63; John H. Secondari, executive producer ABC News special projects division, for ABC's *The Saga of Western Man* series, both programs for television education. Dorothy Gordon for *The Dorothy Gordon Forum*, WNBC-TV New York and NBC Radio, for television youth programs. Ward Quaal, executive vice president and general manager Tribune stations, for WGN-TV Chicago, for *Treetop House*, television children's programs. Dr. Frank Stanton, president of CBS, for *Town Meeting of the World*, a television contribution to international understanding. Fred Friendly, president of CBS News, for *CBS Reports: Storm Over the Supreme Court*, a television public service. Frank McGee, NBC News correspondent, for NBC's Sunday night *Monitor* program, for radio news. John Murphy, president Crosley Broadcasting, WLW Cincinnati, for radio education. Henry Loomis, director of the Voice of America for the Voice and Edward R. Murrow, for radio's contribution to international understanding. Stanley S. Hubbard, president and general manager KSTP Minneapolis, for radio public service. LeRoy Collins, president of National Association of Broadcasters, a special award to all radio and television broadcasters for their part in coverage of the assassination of President Kennedy and related events.



Murphy

Northshield

Quaal

Scott

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Stanton

York, KGO-TV San Francisco, KONO-TV San Antonio, WFIL-TV Philadelphia and WNHC-TV New Haven, Conn.

*Wanted Dead or Alive* (CBS Films): Sold to WNEM-TV Bay City-Saginaw, Mich., and WSIL-TV Harrisburg, Ill.

*Whirlybirds* (CBS Films): Sold to WTEV-TV New Bedford, Mass.

*You Are There* (CBS Films): Sold to WSIU-TV Carbondale, Ill.

*I Led Three Lives* (UA-TV): Sold to WINR-TV Binghamton, N. Y.

*Blackpool Tower Circus* (ITC): Sold KCHU-TV San Bernardino, Calif.; WTAF-TV Marion, Ind.; WTOK-TV Meridian, Miss.; WIMA-TV Lima, Ohio, and

KATV-TV Little Rock, Ark.

*The Saint* (ITC): Sold to WPTV-TV West Palm Beach, Fla.

*Broken Arrow* (ITC): Sold to WIMA-TV Lima, Ohio; WTVY-TV Dothan, Ala.; KCOY-TV Santa Maria, Calif., and KCMT-TV Alexandria, Minn.

*Ramar of the Jungle* (ITC): Sold to WBRC-TV Birmingham, Ala.; KCMT-TV Alexandria, Minn., and WATR-TV Waterbury, Conn.

*Star Showcase* (ITC): Sold to WATR-TV Waterbury, Conn.; WIMA-TV Lima, Ohio, and KTRK-TV Houston.

*Stage 7* (ITC): Sold to KSBW-TV, Salinas, Calif., and WGAL-TV Lancaster, Pa.

*Hawkeye* (ITC): Sold to WATR-TV Waterbury, Conn., and WAST-TV Albany, N. Y.

*Gale Storm* (ITC): Sold to WCAX-TV Burlington, Vt.

*Susie* (ITC): Sold to WBOY-TV Clarksburg, W. Va.

*Cannonball* (ITC): Sold to WATR-TV Waterbury, Conn.

*Interpol Calling* (ITC): Sold to WATR-TV Waterbury, Conn.

*Just Four Men* (ITC): Sold to WATR-TV Waterbury, Conn.

*New York Confidential* (ITC): Sold to WATR-TV Waterbury, Conn.

*Count of Monte Cristo* (ITC): Sold to WATR-TV Waterbury, Conn.

# Emmy nominees listed by ATAS

NBC-TV gets 56 nominations, CBS-TV 47 and ABC-TV 25 in the 27 categories; show set for May 25 on NBC-TV

More than 30 network TV entertainment programs and a dozen or more documentary-type shows are listed at least once—and some a half dozen times—as nominees for the 1963-64 Emmy awards which will be presented May 25 by the National Academy of Television Arts and Sciences.

NBC-TV will telecast the 16th annual awards presentation 10-11:30 p.m. EDT from the Hollywood Palladium and from the New York World's Fair. Libby, McNeill & Libby through J. Walter Thompson and Timex Watches through Warwick & Legler are sponsors on the show.

The nominations are in 27 categories. For "Program of the Year," five shows are in the running: NBC-TV's *American Revolution of '63* and *The Kremlin*, CBS-TV's "Blacklist" episode of *The Defenders* and *Town Meeting of the World* and ABC-TV's *The Making of the President 1960*.

Among the shows receiving the most nominations: *Dick Van Dyke*, *East Side/West Side*, *Danny Kaye*, *The Nurses* and *Judy Garland*, all CBS; *Richard Boone*, *That Was the Week That Was*, *Bell Telephone Hour*, *Andy Williams*, *Hallmark Hall of Fame*, *Bob Hope Show*, all NBC; *Farmer's Daughter*, *Arrest and Trial*, both on ABC.

The documentaries mentioned most include: *The Kremlin*, *The Making of the President 1960*, *Greece: the Golden*

*Age* (NBC) and *Saga of Western Man* (ABC).

The following are the ATAS nominations for Emmys, covering the period from April 15, 1963 to April 12, 1964:

## 1963-1964 EMMY AWARD NOMINATIONS

Covering the period from April 15, 1963 to April 12, 1964. (Unless otherwise specified, nominations are for programs of any length; live, tape or film.)

1. **THE PROGRAM OF THE YEAR** (That program, created originally or fully adapted for television, which is considered to be the most outstanding presentation during the awards period. Such a program may be either one of a series or an individual presentation, either entertainment, public service or coverage of a noteworthy event.): *American Revolution of '63*—Sept. 2, 1963—NBC; "Blacklist"—("The Defenders")—Jan. 18, 1964—CBS; "The Kremlin"—May 21, 1963—NBC; "The Making of the President 1960"—Dec. 29, 1963—ABC; "Town Meeting of the World"—July 10, 1963—CBS.

2. **OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF COMEDY** (A special program, one of a series or a series): "The Bill Dana Show"—NBC; "The Dick Van Dyke Show"—CBS; "Farmer's Daughter"—ABC; "McHale's Navy"—ABC; "That Was the Week That Was"—NBC.

3. **OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF DRAMA** (A special program, one of a series or a series): "Bob Hope Presents the Chrysler Theatre"—NBC; "The Defenders"—CBS; "East Side/West Side"—CBS; "Mr. Novak"—NBC; "The Richard Boone Show"—NBC.

4. **OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF MUSIC** (A special program, one of a series or a series): "Bell Telephone Hour"—NBC; "The Lively Ones"—NBC; "New York Philharmonic Young People's Concerts with Leonard Bernstein"—CBS.

5. **OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF VARIETY** (A special program, one of a series or a series): "The Andy Williams Show"—NBC; "The Danny Kaye Show"—CBS; "The Garry Moore Show"—CBS; "The Judy Garland Show"—CBS; "The Tonight Show Starring Johnny Carson"—NBC.

6. **OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF CHILDREN'S PROGRAMMING** (A special program, one of a series or a series): "Discovery '63-'64"—ABC; "Exploring"—NBC; "NBC Children's Theatre"—NBC; "Science All Stars"—ABC; "Wild Kingdom"—NBC.

7. **OUTSTANDING ACHIEVEMENT IN THE FIELD OF DOCUMENTARY PROGRAMS** including producer and writer (A special program, one of a series or a series): "Greece: the Golden Age"—Nov. 9, 1963—NBC, produced and written by Lou Hazam; "The Kremlin"—May 21, 1963—NBC, produced by George Vicas, written by Norman Borisoff, George Vicas and Aram Boyajian; "The Making of the President 1960"—Dec. 29, 1963—ABC, produced by David L. Wolper, written by Theodore H. White; "Manhattan Battleground"—("du Pont Show of the Week")—Oct. 20, 1963—NBC, produced and written by William Jersey; *Saga of Western Man*—Oct. 16, 1963—ABC, produced by Helen Jean Rogers and John H. Secondari, written by John H. Secondari; "Twentieth Century"—CBS, produced by Isaac Kleinerman.

8. **OUTSTANDING ACHIEVEMENT IN THE FIELD OF NEWS REPORTS** (A special program, one of a series or a series): "CBS News with Walter Cronkite"—CBS; "Huntley-Brinkley Report"—NBC; "NBC Special News Reports"—NBC; "Ron Cochran with the News"—ABC.

9. **OUTSTANDING ACHIEVEMENT IN THE FIELD OF NEWS COMMENTARY OR PUBLIC AFFAIRS** (A special program, one of a series or a series): "American Revolution of '63"—Sept. 2, 1963—NBC; "CBS Reports"—CBS; "Chronicle"—CBS; "Cuba:

Parts I & II"—*The Bay of Pigs*—Feb. 4, 1964; *The Missile Crisis*—Feb. 9, 1964—"NBC White Paper"—NBC; "Town Meeting of the World"—July 10, 1963—CBS.

10. **OUTSTANDING SINGLE PERFORMANCE BY AN ACTOR IN A LEADING ROLE** (A special program, one of a series): James Earl Jones—"Who Do You Kill?"—"East Side/West Side"—Nov. 4, 1963—CBS; Jack Klugman—"Blacklist"—("The Defenders")—Jan. 18, 1964—CBS; Roddy McDowell—"Journey into Darkness"—("Arrest and Trial")—Dec. 8, 1963—ABC; Jason Robards Jr.—"Abe Lincoln in Illinois"—("Hallmark Hall of Fame")—Feb. 5, 1964—NBC; Rod Steiger—"A Slow Fade to Black"—("Bob Hope Presents the Chrysler Theatre")—March 27, 1964—NBC; Harold Stone—"Nurse Is a Feminine Noun"—("The Nurses")—Feb. 13, 1964—CBS.

11. **OUTSTANDING SINGLE PERFORMANCE BY AN ACTRESS IN A LEADING ROLE** (A special program, one of a series): Ruby Dee—"Express Stop from Lenox Avenue"—("The Nurses")—May 9, 1963—CBS; Bethel Leslie—"Statement of Fact"—("The Richard Boone Show")—Sept. 24, 1963—NBC; Jeanette Nolan—"Vote No on 11"—("The Richard Boone Show")—Nov. 5, 1963—NBC; Diana Sands—"Who Do You Kill?"—"East Side/West Side"—Nov. 4, 1963—CBS; Shelley Winters—"Two Is the Number"—("Bob Hope Presents the Chrysler Theatre")—Jan. 31, 1964—NBC.

12. **OUTSTANDING CONTINUED PERFORMANCE BY AN ACTOR IN A SERIES (LEAD)**: Richard Boone—"The Richard Boone Show"—NBC; Dean Jagger—"Mr. Novak"—NBC; David Janssen—"The Fugitive"—ABC; George C. Scott—"East Side/West Side"—CBS; Dick Van Dyke—"The Dick Van Dyke Show"—CBS.

13. **OUTSTANDING CONTINUED PERFORMANCE BY AN ACTRESS IN A SERIES (LEAD)**: Shirley Booth—"Hazel"—NBC; Patty Duke—"The Patty Duke Show"—ABC; Mary Tyler Moore—"The Dick Van Dyke Show"—CBS; Irene Ryan—"The Beverly Hillbillies"—CBS; Inger Stevens—"Farmer's Daughter"—ABC.

14. **OUTSTANDING PERFORMANCE IN A SUPPORTING ROLE BY AN ACTOR** (A special program, one of a series or a series): Sorrell Booke—"What's God to Julius?"—"Dr. Kildare"—June 6, 1963—NBC; Conlan Carter—"The Hostages"—("Combat")—Jan. 28, 1964—ABC; Carl Lee—"Express Stop from Lenox Avenue"—("The Nurses")—May 9, 1963—CBS; Albert Paulsen—"One Day in the Life of Ivan Denisovich"—("Bob Hope Presents the Chrysler Theatre")—Nov. 8, 1963—NBC.

15. **OUTSTANDING PERFORMANCE IN A SUPPORTING ROLE BY AN ACTRESS** (A special program, one of a series or a series): Martine Bartlett—"Journey into Darkness"—("Arrest and Trial")—Dec. 8, 1963—ABC; Anjanette Comer—"Journey into Darkness"—("Arrest and Trial")—Dec. 8, 1963—ABC; Rose Marie—"The Dick Van Dyke Show"—CBS; Claudia McNeill—"Express Stop from Lenox Avenue"—("The Nurses")—May 9, 1963—CBS; Ruth White—"Little Moon of Alban"—("Hallmark Hall of Fame")—March 18, 1964—NBC.

16. **OUTSTANDING PERFORMANCE IN A VARIETY OR MUSICAL PROGRAM OR A SERIES** (A special program, one of a series or a series): Judy Garland—"The Judy Garland Show"—CBS; Danny Kaye—"The Danny Kaye Show"—CBS; Barbra Streisand—"The Judy Garland Show"—Oct. 6, 1963—CBS; Burr Tillstrom—"That Was the Week That Was" (various episodes)—NBC; Andy Williams—"The Andy Williams Show"—NBC.

17. **OUTSTANDING ACHIEVEMENT IN COMPOSING ORIGINAL MUSIC FOR TELEVISION** (A special program, one of a series or a series): George Auric—"The Kremlin"—May 21, 1963—NBC; Elmer Bernstein—"The Making of the President 1960"—Dec. 29, 1963—ABC; John Barry—"Elizabeth Taylor in London"—Oct. 6, 1963—CBS; Kenyon Hopkins—"East Side/West Side"—CBS; George Kleinsinger—"Greece: The Golden Age"—Nov. 19, 1963—NBC; Ulpio Minucci, Joe Moon, Rayburn Wright—"Saga of Western Man"—ABC.

18. **OUTSTANDING ACHIEVEMENT IN ART DIRECTION AND SCENIC DESIGN** (A special program, one of a series or a series): Warren Clymer—"Hallmark Hall of Fame"—NBC; Robert Kelly, Gary Smith—"The Judy Garland Show"—CBS; Jack Poplin—"The Outer Limits"—ABC; Edward Stephenson—"The Danny Kaye Show"—CBS.

19. **OUTSTANDING WRITING ACHIEVEMENT**

## 'Opry' syndicated

The *Grand Ole Opry*, a Saturday night staple on WSM Nashville for 38 years, has gone into syndication. Sold as a 55-minute show, five days a week, the *Opry* already has been bought by 334 stations in the U. S. and Canada on a graduated rate basis.

Robert E. Cooper, general manager, WSM, said the shows are vinyl pressings of the unedited Friday and Saturday live shows broadcast over WSM. Each show in the 26-week series comes in two segments (of 29 and 26 minutes) and contains provisions for nine local commercial inserts.

The only restriction on sale of the series is protection for *Opry's* sponsors on WSM and a 500-mile clearance for the Saturday night version on WSM.



**MENT IN DRAMA—ORIGINAL** (A special program or one of a series): Ernest Kinoy—"Blacklist"—("The Defenders")—Jan. 18, 1964—CBS; Arnold Perl—"Who Do You Kill?"—"East Side/West Side"—Nov. 4, 1963—CBS; David Rayfiel—"Something About Lee Wiley"—("Bob Hope Presents the Chrysler Theatre")—Oct. 11, 1963—NBC; Allan Sloane—"And James Was a Very Small Snail"—("Breaking Point")—Nov. 11, 1963—ABC; Adrian Spies—"What's God to Julius?"—"Dr. Kildare")—June 6, 1963—NBC.

**20. OUTSTANDING WRITING ACHIEVEMENT IN DRAMA—ADAPTATION** (A special program or one of a series): James Bridges—"The Jar"—("The Alfred Hitchcock Hour")—Feb. 14, 1964—CBS, from a short story by Ray Bradbury; Robert Hartung—"The Patriots"—("Hallmark Hall of Fame")—Nov. 15, 1963—NBC, from the play by Sidney Kingsley; Walter Brown Newman—"The Foghorn"—("The Richard Boone Show")—Jan. 14, 1964—NBC, from a play by Anton Chekov; Rod Serling—"It's Mental Work"—("Bob Hope Presents the Chrysler Theatre")—Dec. 20, 1963—NBC, from the story by John O'Hara.

**21. OUTSTANDING WRITING ACHIEVEMENT IN COMEDY OR VARIETY** (A special program, one of a series or a series): Herbert Baker, Mel Tolkin, Ernest Chambers, Saul Illson, Sheldon Keller, Paul Mazursky, Larry Tucker, Gary Belkin, Larry Gelbart—"The Danny Kaye Show"—CBS; Gerald Gardner, Robert Emmett, Saul Turteltaub, David Panich, Tony Webster, Thomas Meehan, Ed Sherman—"That Was the Week That Was"—NBC; Steven Gethers, Jerry Davis and Lee Loebe, John McGreevey—"Farmer's Daughter"—(various episodes)—ABC; Carl Reiner—"The Dick Van Dyke Show"—(various episodes)—CBS.

**22. OUTSTANDING DIRECTIONAL ACHIEVEMENT IN DRAMA** (A special program, one of a series or a series): Paul Bogart—"Moment of Truth"—("The Defenders")—March 21, 1964—CBS; Tom Gries—"Who Do You Kill?"—"East Side/West Side"—Nov. 4, 1963—CBS; Sydney Pollack—"Something About Lee Wiley"—("Bob Hope Presents the Chrysler Theatre")—Oct. 11, 1963—NBC; Stuart Rosenberg—"Blacklist"—("The Defenders")—Jan. 18, 1964—CBS; George Schaefer—"The Patriots"—("Hallmark Hall of Fame")—Nov. 15, 1963—NBC.

**23. OUTSTANDING DIRECTORIAL ACHIEVEMENT IN COMEDY** (A special program, one of a series or a series): Sidney Lanfield—"McHale's Navy"—ABC; Paul Nickell, William Russell, Don Taylor—"Farmer's Daughter"—(various episodes)—ABC; Jerry Paris—"The Dick Van Dyke Show"—CBS; Richard Whorf—"The Beverly Hillbillies"—CBS.

**24. OUTSTANDING DIRECTORIAL ACHIEVEMENT IN VARIETY OR MUSIC** (A special program, one of a series or a series): Roger Englander—"A Tribute to Teachers"—("New York Philharmonic Young People's Concerts with Leonard Bernstein")—Nov. 29, 1963—CBS; Bob Henry—"The Andy Williams Show"—NBC; Marshall Jamison—"That Was the Week That Was"—NBC; Clark Jones, Sid Smith—"Bell Telephone Hour"—(various programs)—NBC; Robert Scheerer—"The Danny Kaye Show"—CBS.

**25. OUTSTANDING ACHIEVEMENT IN CINEMATOGRAPHY FOR TELEVISION** (Any type or length filmed program or series): J. B. Peters—"The Kremlin"—May 21, 1963—NBC; John S. Priestley—"East Side/West Side"—CBS; Tom Priestley—"Greece: The Golden Age"—Nov. 9, 1963—NBC; Bud Thackery—"Once Upon a Savage Night"—("Kraft Suspense Theatre")—April 2, 1964—NBC.

**26. OUTSTANDING ACHIEVEMENT IN ELECTRONIC PHOTOGRAPHY** (Any type or length program or series, live or taped): "Bell Telephone Hour"—NBC; "The Danny Kaye Show"—CBS; "The Lively Ones"—NBC; "Ride with Terror"—"du Pont Show of the Week"—Nov. 8, 1963—NBC.

**27. OUTSTANDING ACHIEVEMENT IN FILM EDITING FOR TELEVISION** (Any type or length filmed program or series): James Algie, Samuel Cohen, Hans Dudelheim, Walter Essensfeld, Alexander Hamilton, Edward Lempa, Walter Moran, Nils Rasmussen, John Roberts, Robert Sandbo, Edward Shea—"Saga of Western Man"—ABC; Aram Boyajian—"The Kremlin"—May 21, 1963—NBC; William T. Cartwright—"The Making of the President 1960"—Dec. 29, 1963—ABC; Constantine S. Gochis—"Greece: The Golden Age"—Nov. 19, 1963—NBC; Danny Landres, Milton Shifman, Richard Wray—"Arrest and Trial"—ABC.

**THE INTERNATIONAL AWARD:** Judged by special committee of former Emmy award winners of entries from countries throughout the world.

**THE STATION AWARD** regional winners (judged by committee at national academy chapters): "Date Line: Chicago Composite"—WNBC—Chicago; "The Next Revolution"—WCBS-TV—New York; "Operation Challenge—A Study in Hope"—KSD-TV—St. Louis; "Child Beating"—WMAL-TV—Washington; "Without Violence"—WBRZ-TV—Baton Rouge; "The Case for the Limited Child"—KPIX—San Francisco; "Poison in the Air"—KNXT—Los Angeles; "The Last Prom"—WLWT—Cincinnati; "Wednesday's Child"—KGW-TV—Portland, Ore.

## CBS-owned TV stations plan fourth exchange

CBS-owned television stations will join with eight foreign broadcasting systems in a fourth annual international program exchange intended to increase world understanding.

KNXT(TV) Los Angeles will produce the CBS contribution, *International Hour: Music from Hollywood*, a one-hour program of motion picture scores and songs performed by the Hollywood Bowl Symphony Orchestra conducted by leading composers and featuring several vocalists. Composer-conductors include Alfred Newman, John Green, Miklos Rozsa, David Raksin and Alex North, while vocalists will be Mel Torme, Marni Nixon and the Jack Halloran Singers.

After being telecast by the five CBS-owned stations at various times next month, the program will be sent to PROARTEL, Argentina; Australian Broadcasting Commission; Canadian Broadcasting Corp.; Radiodiffusion Television Francaise; Radiotelevisione Italiana; Tokyo Broadcasting System; Norddeutscher Rundfunk, West Germany, and Yugoslav Radiotelevision. Programs produced by these countries will be shown on the CBS-owned stations at various times beginning May 30.

E. G. Marshall, star of CBS-TV's *The Defenders*, will host the programs. Jack Murphy was appointed producer-director of the program exchange.

## 'Town Meeting' cast is set for 3d show

CBS-TV's third *Town Meeting of the World* (Wednesday, May 27, 7:30-8:30 p.m. EDT), will be a discussion of international affairs by top American, British and French officials, whose views will be transmitted live back and forth across the Atlantic via the Telstar II communications satellite.

Participants will be Senator J. William Fulbright (D-Ark.) speaking from Washington; former Vice President Richard M. Nixon from New York;

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## Task force at FCC ready for equal-time complaints

The FCC, aware that post-election settlement of equal-time complaints against a station does a candidate no good, has set up special machinery for resolving such complaints on an expedited basis.

As soon as a complaint is received, it is referred to a special task force in the Renewal & Transfer Division, which normally handles those matters. The staff immediately wires the station involved, to get its version of the dispute.

Normally, all of the material necessary for a decision is available to the commission within 24 hours after the complaint is received. If no policy questions are involved, the renewal and transfer group, after consulting with the general counsel's office, issues a ruling.

However, if the issue is a major one or raises a question that hasn't been handled before, the commission is called into special session to consider it.

Four lawyers, headed by Robert Rawson, renewal and transfer chief, comprise the special task force. But personnel can be added if needed.

Fairness doctrine questions — which involve discussions of controversial issues, not appearances by candidates—are handled in a similar manner if they involve issues to be voted on in an election.

An example of the way the commission acts on equal-time matters was provided in the past two weeks in the case involving Senator Ralph Yarborough (D-Tex.) and broadcaster Gordon McLendon, oppo-

nents in the May 2 Democratic senatorial primary in Texas.

The commission received a complaint from the senator's representative about the McLendon stations on Friday, April 17. Mr. McLendon's attorney supplied the information requested by the following Monday. Two days later, on April 22, the commission had issued a ruling (BROADCASTING, April 27).

The senator's aides filed a second complaint on April 26, a Sunday. Since the commission had been alerted, a staff member was standing by. He delivered the complaint immediately to Mr. McLendon's Washington counsel, who replied by noon Monday. The commission staff issued its ruling on the second complaint later that day (see page 70).

British Labor party leader Harold Wilson from London, and French National Assembly expert on foreign affairs Maurice Schumann from Paris. CBS News correspondent Eric Sevareid will act as moderator.

British and French TV outlets will tape the telecast for transmission the following day because it will be after midnight in Europe when the program is carried live in the U. S.

This will be the first *Town Meeting* in which studio audiences will not be present. It was felt that a fuller discussion of the topics, which will begin with Senator Fulbright's opinion that

American foreign policy should become more realistic, could be presented without interruptions by questions from an audience.

Arthur D. Morse is executive producer of the program, with Gene De Paris the producer and Vern Diamond the New York director.

### Wolper, UA-TV pact extended

The joint venture of Wolper Productions and United Artists Television in a *Specials of the Times* series has been extended for another year in which the

Wolper organization will produce six new one-hour TV documentaries for distribution by UA-TV. The new agreement follows the success of the six shows produced by Wolper under the original pact, which have been sold in over 120 markets to date. New series will include: "Prelude to War," Europe from the Versailles Treaty to the invasion of Poland; "The Battle of Britain," England's resistance to the Nazi bombers from Dunkirk to the withdrawal of Hitler's forces to turn to the East; "The Trial at Nuremberg," "Russia: The Uneasy Truce," "Japan: A New Dawn over Asia," and "Korea."

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Ray Balsom**, local sales manager of Taft Broadcasting Co.'s WKYT-TV Lexington, Ky., promoted to general sales manager.



Mr. Balsom

**D. M. Marshman** and **Wells Spence** elected VP's at Young & Rubicam, New York. Mr. Marshman joined Y&R in 1961 as account executive in contact department. Mr. Spence joined agency in 1962.

**Milton C. Mumford**, president of Lever Bros. Co. since 1959, elected to additional post of chairman of board, succeeding **William H. Burkhart**, retired,

who continues as director. New executive and marketing committees at Lever will include, among others: **Mr. Mumford**; **Thomas S. Carroll**, executive VP, who will be responsible for consumer marketing and sales functions, and **Harold H. Webber**, consumer VP, who continues to be responsible for advertising, market research and PR.

**Alvin N. Sarasohn** named VP-associate director of creative services for Kenyon & Eckhardt, New York.

**John B. Miller** elected VP and director of merchandising at Cunningham & Walsh, New York.

**Jackson L. Parker** elected VP of Boston office of Chirurg & Cairns. He is director of marketing and media there.

**Robert Biernacki**, account execu-

tive with AM Radio Sales in New York, named general sales manager of KEX Portland, Ore.

**Sherwin Wasserman**, associate director of research at Ogilvy, Benson & Mather, New York, elected VP.



Mr. Wilson

**Fred P. Wilson**, sales promotion executive for three years in marketing department of Leo Burnett Co., Chicago, named western area executive on Jos. Schlitz Brewing Co. account. He will make his headquarters in Hollywood office.

**Robert G. Baal** named manager of special projects for National Television

Sales Inc., new TV station representation firm. Mr. Baal was one of organizers of new company, now at 441 Lexington Avenue, New York. He formerly was with CBS-TV.

**Robert K. Byars** named senior VP of Erwin Wasey, Ruthrauff & Ryan, Los Angeles. He joined firm in 1959 as VP. Other major appointments to Los Angeles office of Erwin Wasey, Ruthrauff & Ryan announced last week by David B. Williams, president of agency. They are, with their new titles: **Terry Galanoy**, senior VP and creative director; **Taylor H. Rhodes**, VP and director of media; **Vance M. Trueblood**, VP and account supervisor; **A. Roy Menzies**, VP, special projects, and **Robert L. Webb**, merchandising executive. Mr. Galanoy and Mr. Trueblood come to EWR&R from Leo Burnett Co., Chicago, where they were associate creative director and brand supervisor, respectively. Mr. Rhodes had been with Foote, Cone & Belding, San Francisco, as VP for media and research. Mr. Menzies was VP for marketing of Tatham-Laird, Chicago. Mr. Webb was general merchandise sales manager of Ralph's Grocery Co., Los Angeles.



Mr. MacNelly

**C. L. (Bud) MacNelly**, for past year and a half publisher of *Saturday Evening Post*, joins Norman, Craig & Kummel, New York, as executive VP. Mr. MacNelly was senior VP of Ted Bates & Co., that city, before joining Curtis Publishing Co.

**Anthony G. O'Malley** named to newly created post of director of sales contracts-business affairs, CBS-TV. He was formerly assistant director of business affairs-sales.

NBC has announced three promotions in its advertising department: **Gerald E. Rowe**, director of audience advertising and promotion, named director of advertising; **John J. Graham**, formerly art director, promoted to creative director of advertising, and **David Bellin**, manager of special projects, appointed director of on-air advertising.

**John J. Fenton** joins Maxon Inc., New York, as account executive. He was formerly at Dancer-Fitzgerald-Sample, that city, in same capacity.

**M. J. Beckman**, principal in Beckman, Koblitz Advertising, Los Angeles, until agency's dissolution last month, has formed M. J. Beckman Associates, with offices at 8300 Santa Monica Boulevard, Los Angeles 90069. Telephone: Oldfield 4-9330.

**Lawrence Elegant** and **Louis Di**

**Joseph** named associate creative directors at Erwin Wasey, Ruthrauff & Ryan Inc., New York. Mr. Elegant was formerly copy chief; Mr. Di Joseph was executive art director.

**Tom Leahy** named account executive in Chicago office of CBS-TV Network Sales.

**Marianne Bernabo** joins creative department of Street & Finney, New York, on Colgate-Palmolive account.

**Albert Henry Falk Jr.**, VP and director of market development department at Compton Advertising, New York, named senior VP. Mr. Falk joined agency in 1957.



Mr. Riddell

**Walter Riddell**, account executive with Earle Ludgin & Co., Chicago, since 1953, promoted to VP.

**Bernard Maltese** joins The Gumbinner-North Co., New York, as account executive on Ruppert Knickerbocker Beer and Elgin National Watch Co. accounts. He was formerly package goods merchandising manager at *Life* magazine, that city.

**Paul Schattel**, formerly at WAPI-TV Birmingham, Ala., joins Luckie & Forney Inc., that city, as junior account executive. **James J. Goodwin** joins L&F as copywriter, **Peggy Mathis** as media buyer and **Amasa Smith Jr.** as artist.

**Robert Frojen**, president of Frojen Advertising, Los Angeles, elected president of Western States Advertising Association. Other officers: 1st VP, **Paul Mitchell**, Paul Mitchell Advertising Agency, Orange, Calif.; 2d VP, **Kay K. Inouye**, Kay Christopher Advertising, Los Angeles; secretary-treasurer, **Bill West**, West Associates, Los Angeles; board chairman, **Charles Bowes**, Charles Bowes Advertising, immediate past president of WSAAA.

**Les McElwain** named midwestern regional sales manager of Reeves Soundcraft division of Reeves Industries Inc., Danbury, Conn. He will make his headquarters in Chicago.

**Walter King** named account manager on Corina cigar at Edward H. Weiss & Co., New York.



Mr. Ringstead



Mr. Ahlers



Mr. Nicholas

**Stanley T. Ahlers**, **Robert L. Nicholas** and **John G. Ringstead** elected VP's of Ted Bates & Co., New York. Mr. Ahlers, director of communications research division, joined Bates in 1954. Mr. Nicholas has been with Bates since 1960. Mr. Ringstead, also named an account supervisor, has been with agency since 1957 as TV-radio producer.

**David O. MacKenzie**, formerly Pet Foods brand advertising manager at Quaker Oats Co., Chicago, joins MacManus, John & Adams there as account executive on consumer products group.

**Robert Ravitz** named account executive on Mogen David Wine Corp. account at Edward H. Weiss & Co., Chicago. He formerly was account service manager on that account and trainee in agency's management program.

**Martha Jordon** named marketing and research director of Anderson-McConnell, Los Angeles. She formerly was with Procter & Gamble, Cincinnati; Times-Mirror Co., Los Angeles, and

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head of own market research firm in Portland, Me.

**Jones Hawley**, who joined Eisaman, Johns & Laws, Los Angeles, in 1961, named VP-account executive.

**Howard Jorgensen**, manager of KCPX-AM-FM Salt Lake City, assumes additional duties as KCPX-TV account executive.

**Robert David**, vice president and account supervisor, and **Theodore Levenson**, vice president, account supervisor and marketing development director, elected to board of directors of Papert, Koenig, Lois, New York.

**Richard K. Ross**, formerly with KDKA Pittsburgh, named local sales manager of WRYT same city, newly created post.



Mr. Sawyer

**Arthur W. Sawyer**, previously general manager of the Media-Data Center, Los Angeles and New York, appointed marketing and media director of Frederick E. Baker Advertising, Seattle, responsible for planning marketing-media strategy for agency's 11 national and regional clients.

**Vincent M. Cremona Jr.**, formerly with Grant Webb & Co., in Los Angeles and New York, joins Los Angeles office of Robert E. Eastman & Co., station representation firm.

**Maurice J. Condon**, formerly regional manager of *TV Guide*, joins David R. Buschman & Associates, Cleveland, as account executive.

**Robert A. Stuart**, since 1962 on Chicago TV sales staff of The Katz Agency, transfers to New York sales office.

**Peter Grove**, formerly senior VP and account supervisor at Smith/Greenland Co., New York, joins Weldon Farm Products Inc., that city, as director of marketing for consumer products.

**Robert W. Mayer**, assistant research director and acting assistant director in print copy at Young & Rubicam, New York, named associate director of research department in charge of copy research. **Sumner Winebaum**, formerly co-manager of Y&R's Milan office, named European creative adviser. His office will be in Brussels.

**Marty Cohen**, senior writer with North Advertising, Chicago, joins copy department of Tatham-Laird, that city.

**Donald Stoll** joins W. B. Doner & Co., Chicago, as copywriter. He formerly was with advertising-public relations staff of Pure-Pak division of Ex-

## Engle withdraws

**Senator Clair Engle** (D-Calif.), member of Senate Commerce Committee, announced withdrawal from re-election campaign last week following his second brain operation since last summer. Senator Engle said he intended to serve out his Senate term, which ends next January, "as soon as the doctors will allow me."

Cel-O Corp. and onetime was with WWJ-TV Detroit.

**Jack Goldsmith**, formerly VP and executive TV producer at BBDO, New York, joins Papert, Koenig, Lois, that city, in TV production department.

## THE MEDIA

**Archer Taylor** of Missoula, Mont., national vice chairman of National Community Television Association, has been re-elected president of the Montana CATV Association. Other officers: vice president, **Bob Magness**, Bozeman; secretary-treasurer, **Lyle Leeds**, Havre; directors: **Les Read**, Great Falls; **Glenn Tarbox**, Missoula and **Paul McAdams**, Livingston.

**Richard Palmquist**, sales manager of KMEQ Omaha, appointed general manager of WHUT Anderson, Ind.

**Sidney Lyons** named director of administration, business affairs, in Hollywood for CBS-TV network.

## PROGRAMING

**Stanley Adams** re-elected president of American Society of Composers, Authors & Publishers by performing right society's board of directors. Elected VP's: **Adolph Vogel**, president of Elkan-Vogel Co., and **Ned Washington**, ASCAP writer-member. Other officers elected: **Frank Connor**, president of Carl Fisher Inc., treasurer; **Paul Creston**, secretary; **Jack Mills**, assistant treasurer, and **Morton Gould**, assistant secretary.

**Jim Collins** appointed national sales coordinator of Commercial Recording Corp., Dallas. Mr. Collins was formerly executive assistant to the president of Pepper Sound Studios, Memphis.

**Arnold Sank**, sales liaison in daytime television with NBC and CBS for William Morris Agency's TV department, New York, named to head regional sales of agency-represented shows and national spot campaigns.

**Richard G. Yates**, for five years eastern sales manager for MGM and 12

years in same position with Republic Pictures, has formed Richard G. Yates Film Co., New York, which will distribute 238 TV filmed and taped programs of Guedel and Linkletter Productions. Package includes 13 half-hour tapes of *On the Go*, with Jack Linkletter; 13 half-hours of *For Better or Worse* dramas featuring Dr. James Peterson; 78 quarter-hours of Art Linkletter's *Linkletter and the Kids*.

**Herbert Rosenthal**, VP of MCA Inc., has resigned after 23 years with company. In recent years he has been active in TV program sales. Future plans not announced.

**Ivan Genit** joins Twentieth Century-Fox Television Inc. in newly created post of manager of Latin-American sales. He was formerly southwestern sales manager for Desilu Sales Inc. in U. S.



Mr. Montanus

**Ed Montanus**, central division sales manager for ABC-TV, Chicago, rejoins MGM-TV, New York, as director of syndicated sales. Mr. Montanus first went to MGM-TV in 1961 in Chicago as sales manager when company first opened office there. Prior to his original association with MGM he was in NBC Films' Chicago office as central sales manager.

**Jim Morgan**, producer-director of such programs as *Queen for a Day*, *Do You Trust Your Wife?* and *Who Do You Trust?* and more recently head of his own production operation in Hollywood, joins Independent Producers Associated, San Francisco, as VP in charge of syndicated properties.

**Stanley Kallis**, previously head of his own motion picture company, signed by Shervint Productions to create, write and produce new TV properties in association with Screen Gems. Mr. Kallis will make headquarters at SG's West Coast office.

**Joseph P. Calvelli**, who wrote and produced two episodes of *Mr. Novak* and was associate producer on *The Travels of Jaimie McPheeters* at MGM-TV, has been signed by that company as associate producer of new mystery-adventure series, *Solo*, which will start this fall on NBC-TV.

**Christopher Knopf** signed by Screen Gems to write pilot for hour-long TV series, as yet untitled modern day adventure drama of his own creation, with 1965-66 season as broadcast target date. Formerly with Four Star Television as writer, Mr. Knopf is president of Writers Guild of America

West/TV-radio branch.

**Jim Brosnan** joins ABC Radio as sports commentator, May 9. His shows, originating from Chicago, will be aired Saturdays and Sundays at 9:25 and 10:25 p.m. Mr. Brosnan, author of *The Long Season* and *Pennant Race*, was formerly pitcher for Chicago White Sox.

**Karel Pearson**, manager of night-time programs for NBC-TV western division, is in Japan to supervise production of half-hour juvenile program, *The Boy and the Bear*, which NBC-TV is co-producing with Japanese company for showing internationally.

**Bill Drake**, formerly program director of WAKE Atlanta and KYA San Francisco, joins KGB San Diego as programming operations director.

**Bill Martin** named production manager of KLFY-TV Lafayette, La., replacing **Charles Wolfe**, who has joined KTRK-TV Houston.

**Phil Sharp** named producer of *The Cara Williams Show* on CBS-TV network, replacing *Devery Freeman*, who has been reassigned to develop other program projects. Show will begin in September on Wednesdays, 9:30-10 p.m.

**Morton Gould**, composer-conductor, will write original music for *The First World War*, documentary series slated for next season on CBS-TV. Mr. Gould will compose separate scores for each of programs in new series.

**Bob Gallagher** named sports director of WEEI Boston.

**Buzz Kulik** signed by NBC-TV as executive producer of *Kentucky Jones*, which goes into production in June for airing in fall, Saturday, 8:30-9 p.m. Albert Beich will produce series which he created with William H. Wright. Beich-Wright team will also write program, as will **Roger McDougall**, English playwright and screen writer.

**Lou Morheim**, formerly associate producer and story consultant on *Outer Limits*, named story editor for *Mr. Novak* for 1964-65 season, produced at MGM-TV for NBC-TV. He succeeds **James Menzies** who is on special script assignments.

**Claude Binyon Jr.**, who joined Daystar Productions last fall, promoted to supervising production manager for Daystar for all productions, including *Outer Limits*. **Joseph Stefano**, who produced series last season, has relinquished those duties this year to develop new series for CBS-TV, *Haunted*.

**Si Rose**, story editor and associate producer of ABC-TV's *McHale's Navy*, named producer of series. Mr. Rose re-

## Copywriter award

**William Bernbach**, president of Doyle Dane Bernbach, New York, named to Copywriters Hall of Fame by Advertising Writers Association of New York at organization's annual awards banquet. Association honored copywriters at banquet presenting gold and silver key awards for contributions to ad campaigns during past year.

Gold Key award in TV category for commercial under one minute went to **Monte Gherlier**, of Papert, Koenig, Lois, for *New York Herald Tribune*, and for TV commercial one minute or over, to **Gerald Schoenfeld**, Cunningham & Walsh, for American Export.

Silver Keys for TV commercials were presented to **Nancy Sutton**, Grey Advertising, for Van Heusen and **George Hawkins**, Young & Rubicam, for Chrysler. For radio, Gold Key went to **Dan Bingham**, Doyle Dane Bernbach, for Volkswagen and Silver Key to **Robert Collins**, Charles W. Hoyt, for B&M Beans.

places **Ed Montagne** who is named executive producer of show and new ABC-TV series, *Broadside*.

**Jack Laird** appointed a producer of *Kraft Suspense Theatre* on NBC-TV. Mr. Laird will also write several scripts for series. **Anthony Boucher**, writer-critic, signed as story consultant for 1964-65 season.

**Woodrow Robertson** appointed production manager at WTOP-TV Washington, replacing **Arnold Collins** who resigned. Mr. Robertson joined station in 1962.

**Ray Beale** named program director and **Tom Kennington** joins announcing

staff of WPDQ Jacksonville, Fla. Mr. Beale was formerly operations manager, WMEG Melbourne, Fla.

**Richard Ward Fatherley** joins KXOK St. Louis as production and public service director. He was formerly with WDEE Hamden, Conn.

## EQUIPMENT & ENGINEERING

**Robert G. Hill**, former manager of advertising for Columbia-Geneva division of U. S. Steel Corp., joins Ampex Corp., Redwood City, Calif., as advertising and sales promotion manager.

**Stewart Pfannstiehl**, executive VP, elected president of Oak Manufacturing Co., electronics manufacturer, Crystal Lake, Ill. He succeeds **E. A. Carter**, who remains as board chairman and president of Oak Electro/Netics Corp., parent company.

**Donald P. Wise**, manager of industrial development and director of broadcast engineering activities at Barkley & Dexter Laboratories, Fitchburg, Mass., named director of engineering at WIHS-TV Boston.

## NEWS

**Jack Robertson**, formerly president of Cincinnati Film Laboratories, joins WLWT(TV), that city, as director of photography, news and special projects.


**David N. Burke**, formerly sports director of WENT Gloversville, N. Y., appointed news director of WSET Glens Falls, N. Y.

**Don Ross** joins news staff of WHLI-AM-FM Hempstead, L. I., N. Y.

**Robert Martin**, former news director of WCUM Cumberland, Md., joins WBAL-TV Baltimore as writer and photographer.

**Keith Hundley**, of news staff WPTF Raleigh, N. C., named news director.

**Mel Bernstein**, news director of



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## NAB's information committee set up



Mr. Harris

chairman.

New to 12-member committee: **George W. Armstrong**, executive VP of WHB Kansas City, Mo.; **Fred W. Friendly**, president of CBS News; **Robert S. Tyrol**, VP of WTIC-AM-

National Association of Broadcasters last week announced composition of its Freedom of Information Committee for 1964-65. Jack Harris, VP and general manager of KPRC Houston, is

FM-TV Hartford, Conn., and **George J. Volger**, general manager of KWPC-AM-FM Muscatine, Iowa.

Reappointed: **Grover C. Cobb**, VP and general manager of KVGB Great Bend, Kan.; **Ann M. Corrick**, Westinghouse Broadcasting Co., representing Radio-Television Correspondents' Association; **Robert H. Fleming**, ABC News Washington bureau chief, representing Radio-Television News Directors Association; **John W. Guider**, WMTW-AM-TV Poland Spring, Me.; **James C. Haggerty**, VP of ABC; **William R. McAndrew**, executive VP of NBC; **Stephen J. McCormick**, VP of Mutual Broadcasting System.

**Harold Niven**, assistant to NAB Executive VP Vincent Wasilewski,

WJZ-TV Baltimore, elected president of Chesapeake AP Broadcasters Association, succeeding **Ted McDowell** of WMAL Washington.

**Irwin B. Weinstein**, news director, WKBW Buffalo since 1958, named news director of WKBW-TV.

**Ron Burton** joins KNXT(TV) Los Angeles news staff as writer. Mr. Burton was bureau manager of UPI newsfilm and audio in Los Angeles for past four years.

## INTERNATIONAL

**Robin Gill** appointed deputy managing director of Associated Television Ltd., London, effective July 30. He is currently managing director of Border Television Ltd. Mr. Gill helped form and finance Border TV in 1959. Before that he was executive assistant to chairman of British International Paper Ltd., and earlier worked for Unilever Ltd. in different posts. Mr. Gill succeeds **Edward J. Roth**, who has joined pay TV company in London.

**Reggie Smith** appointed marketing manager of Mather and Crowther Ltd., London. Before joining Mather's year ago Mr. Smith worked for Lever Bros. and Associates Ltd. that city, as brand manager.

**Gabriel Mili** of Tunisia elected chairman of administrative council of International Telecommunications Union in Geneva.

**Don Jamieson**, CJON-AM-TV St. John's, Newfoundland, re-elected for fourth term as president of Canadian Association of Broadcasters at recent

meeting at Quebec City. He becomes first president to hold office for four years. Also re-elected were VP's **Allan Waters**, CHUM Toronto, and **Jean Pouliot**, CFCM-TV and CKMI-TV Quebec City.

**J. J. Henderson** and **D. C. R. Macdonald** appointed joint managing directors of Guild Television Service, effective Aug. 1. Company is one of Britain's largest producers of television commercials.

**John Jacobs** appointed head of drama at Anglia Television Ltd. Mr. Jacobs has been producer with BBC-TV for past nine years.

**Bruce Crickmore**, formerly assistant general manager of *Canadian High News*, Toronto, named sales representative of CTV Television Network.

**Peter Strawford** appointed to media department of Benton and Bowles Ltd., London, where he will specialize in media research and evaluation. He previously was media research executive at S. H. Benson Ltd., that city.

**J. J. Richards** named assistant news editor of CHUM Toronto.

**Gerry Stacey** appointed sales director of Radio and Television Services (Middle East) Ltd., London, international sales representatives to Middle East Radio, new commercial radio station in Cairo that went on air April 1. Mr. Stacey was marketing director of Scripto Pens Ltd. and has worked in marketing and advertising with Unilever Ltd. and Associated Television Ltd. in Britain and other countries. Middle East Radio gives advertising coverage of Mid East Arab countries.

Station uses 300 kw power on 818 kc (366.7 meters).

## FANFARE

**John R. Mulligan**, formerly with Westinghouse Broadcasting Co., appointed director of public relations for Geyer, Morey, Ballard, New York, to serve on corporate advisory as well as on press information and publicity level.

**Dan Fox** named senior merchandiser and **Mort Salowitz** his assistant at NBC-TV Hollywood. Pair is responsible for getting merchandise to be given away on *You Don't Say, Your First Impression* and *Let's Make a Deal*.

**Marjorie Thomas**, formerly with Julian Myers' PR firm, joins KHJ Los Angeles as assistant to Martin Roberts, promotion-publicity director.

**Stanley A. Pakula** named public affairs director of WHLI Hempstead, N. Y.

**Arynne Bermont**, promotion manager of WMAL Washington, appointed director of station's new radio promotion division. She will develop promotion, publicity and PR for WMAL's programming and sales.

**Tony Habeeb** named West Coast director of publicity for Screen Gems, succeeding **James W. Hardiman**, who resigned to join CBS-TV in Hollywood (BROADCASTING, April 27).

## DEATHS

**Elliott W. Reed**, 40, VP and account supervisor at Grey Adv., New York, died of heart attack April 23 in Miami while on business trip.

**George Thomas Folster**, 58, former chief Far East correspondent for NBC News died of heart attack April 26 in Tokyo. Mr. Folster served as head of NBC News bureau in Tokyo from end of World War II until mid-1950's.

**Frank E. Tripp**, 82, board chairman and retired general manager of Gannett Newspapers, Rochester, died April 29 at his home in Elmira, N. Y.

**Robert E. Reuben**, 45, former war correspondent and radio news broadcaster, died April 20 in Beverly Hills, Calif. He served as Reuters correspondent during World War II and later was with NBC.

**Joseph Brenner**, 54, Beverly Hills, Calif., attorney specializing in communications law, died April 25 of cerebral hemorrhage. Mr. Brenner entered private practice in Los Angeles. In 1943 he went to Washington to work for Department of Justice. Several years later he became examiner for FCC, returning to private practice in 1952.

**Edward Babcock**, 55, who had serviced Lux soap account for J. Walter Thompson Co., Los Angeles, since 1931, died April 25 of heart attack.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 23 through April 29, 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: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural, vis.—visual, kw—kilowatts, w.—watts, mc—megacycles. D—day, N—night, LS—local sunset, mod.—modification, trans.—transmitter, unlim.—unlimited hours, kc—kilocycles, SCA—subsidiary communications authorization, SSA—special service authorization, STA—special temporary authorization, SH—specified hours, \*educational, Ann.—announced.

New TV stations

ACTION BY FCC

Grand Rapids, Mich.—West Michigan Telecasters Inc. Granted CP for new TV on VHF channel 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 959 feet, above ground 966 feet. P.O. address 320 East Fulton Street, Grand Rapids 2. Estimated construction cost \$994,772; first year operating cost \$1,055,000; revenue \$1,283,000. Studio location Grand Rapids; trans. location near Bridgeton, Mich. Geographic coordinates 43° 18' 32" north latitude, 86° 55' 00" west longitude. Type trans. GE-TT-51B, type ant. GE-TY-53. Legal counsel Arnold, Fortas & Porter, Washington, D. C., consulting engineer A. Earl Cullum Jr., Dallas. Permittee has 25 stockholders, Lewis V. Chamberlin, president and 3.7% owner, is vice president of structural steel firm; William C. Dempsey, vice president and 11.11% owner, had been general manager of \*WQED-TV Pittsburgh. Action April 22.

APPLICATIONS

Henderson, Nev.—Sovereign Television Corp. VHF channel 4 (66-72 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 1,242 feet, above ground 128.5 feet. P.O. address 300 Farragut Building, 900 Seventeenth Street N. W., Washington. Estimated construction cost \$333,305.68; first year operating cost \$360,000; revenue \$450,000. Studio and trans. location both Henderson. Geographic coordinates 36° 00' 25" north latitude, 115° 00' 23" west longitude. Type trans. RCA TT25DL, type ant. RCA TP6BM. Legal counsel Welch, Mott & Morgan; consulting engineer Creutz & Snowberger, both Washington. Principals: Vincent Welch (27.5%), Edward P. Morgan (27.5%), Lawrence J. Henderson Jr. (25%) and Esterly C. Page (20%). Messrs. Welch and Morgan are Washington attorneys, Mr. Henderson is vice president of Rand Corp. and Mr. Page is consulting engineer. Ann. April 27.

Erie, Pa.—Jet Broadcasting Inc. UHF channel 24 (530-536 mc); ERP 329 kw vis., 175 kw aur. Ant. height above average terrain 742 feet, above ground 560.6 feet. P. O. address 1635 Ash Street, Erie, Pa. Estimated construction cost \$335,859.78; first year operating cost \$282,600; revenue \$330,000. Studio and trans. locations both Erie. Geographic coordinates 42° 02' 09" north latitude, 80° 03' 42" west longitude. Type trans. RCA MI-27792, type ant. RCA TTU-12A. Legal counsel John H. Midlen, Washington; consulting engineer John H. Mullaney and Associates, Rockville, Md. Principals: Myron Jones (63½%) and William Fleckenstein (36½%). Jet Broadcasting Inc. is licensee of WJET Erie. Ann. April 27.

Existing TV stations

CALL LETTERS ASSIGNED

- WDCA-TV Washington—Capitol Broadcasting Co. Changed from WCTL-TV.
- WJKS-TV Jacksonville, Fla.—Rust Craft Broadcasting Co. Changed from WRSK-TV.
- WJZB-TV Worcester, Mass.—Springfield

Television Broadcasting Corp. Changed from WWOR-TV.

New AM station

ACTION BY BROADCAST BUREAU

Baker, Mont.—Baker Radio Corp. Granted CP for new AM station on 960 kc, 5 kw-D; conditions. P. O. c/o Hansen & Culver, Baker. Estimated construction cost \$21,250; first year operating cost \$36,000; revenue \$38,000. Principals: Russell L. Culver (16%), Edlon R. Mengel (15%), Gene Huntley, Edward J. Susa, Joe M. Herbst (each 10%) and others. Mr. Culver is attorney; others are local businessmen. Action April 28.

APPLICATION

Ponce, P. R.—Modern Broadcasting Co. 650 kc, 1 kw, D. P. O. address c/o Mr. Jose Soler, Box 52, Quebradillas, P. R. Estimated construction cost \$14,870; first year operating cost \$21,000; revenue \$29,000. Principals: Jose Soler (55%), Pura Godero (25%), Silva Soler (10%) and Rafael A. Soler (10%). Ann. April 27.

Existing AM stations

CALL LETTERS ASSIGNED

- WITL Lansing, Mich.—Metropolitan Radio Corp. Changed from WMRT.
- KBXM Kennett, Mo.—Bootheel Broadcasting Co.
- KOWH Omaha—National Weekly Inc. Changed from KMEQ.
- WKBX Winston-Salem N. C.—Stuart W. Epperson.
- WMQM Memphis—Century Broadcasting Inc. Changed from WLOK.
- WLOK Memphis—WLOK Inc. Changed from WHHM.
- WRGM Richmond, Va.—1540 Radio Inc. Changed from WWWVW.
- WGOE Richmond, Va.—Southern States Radio Corp. Changed from WRGM.
- WAXK Superior, Wis.—Quality Radio Inc. Changed from WQMN.

New FM stations

APPLICATIONS

- \*Sacramento, Calif.—Sacramento State College. 88.9 mc, channel 205, 184 w. Ant. height above average terrain 79 feet. P.O. address c/o Howard S. Martin, 6000 Jay Street, Sacramento State College, Sacramento. Estimated construction cost \$1,590; first year operating cost \$1,800. Principals: board of trustees. Ann. April 29.
- Hayward, Wis.—WJMC Inc. 93.1 mc, channel 226, 3 kw. Ant. height above average terrain 247 feet. P. O. address c/o W. C. Bridges, Radio Station WHSM, Hayward. Estimated construction cost \$13,773; first year operating cost \$4,500; revenue \$5,000. Applicant is licensee of WJMC-AM-FM Rice Lake and WHSM Hayward, both Wisconsin. Ann. April 27.

Existing FM stations

CALL LETTERS ASSIGNED

- WTHG-FM Jackson, Ala.—Jackson Broadcasting Co.
- WLPR(FM) Mobile, Ala.—Mobile Broadcast Service

- KEFM(FM) Santa Rosa, Calif.—Thomas Lawrence Brennen.
- WCOA-FM Pensacola, Fla.—WCOA Radio Inc.
- WSTB(FM) Champaign, Ill.—Stewart Electronics. Changed from WLRW(FM).
- WVHI(FM) Evansville, Ind.—Valley-Hi Broadcasting Corp.
- KFMM(FM) Des Moines, Iowa—Iowa Fine Music Broadcasting Corp. Changed from KNDR(FM).
- WSFC-FM Somerset, Ky.—Southeastern Broadcasting Inc.
- WYFE(FM) Lansing, Mich.—Metropolitan Radio Corp. Changed from WMRT-FM.
- KICS-FM Hastings, Neb.—K Bar J Inc.
- KFNW-FM Fargo, N. D.—Northwestern College.
- KWGN(FM) Abernathy, Tex.—Abernathy Broadcasting Co.
- WDMS-FM Lynchburg, Va.—Southeastern Broadcasting Corp.
- KDUX-FM Aberdeen, Wash.—Hi-Fi Broadcasting Co.


Ownership changes

ACTIONS BY FCC

- KBAK-TV Bakersfield, Calif.—Granted transfer of control of licensee corporation, Bakersfield Broadcasting Co., from Reeves Broadcasting Corp. (100%), wholly owned subsidiary of HarriScope Telecasting Corp. (100%), wholly owned subsidiary of HarriScope Inc., owned by Irving B. (50%) and Burt I. Harris (16½%) and Donald P. Nathanson (33½%). HarriScope Stations: KFBB-AM-TV Great Falls, Mont. (70%); KTWO-AM-TV Casper, Wyo. (60%); KLFM(FM) Long Beach (100%) and KKAR Pomona (33½%), both California. Consideration \$1,635,147. Action April 24.
- KACL Santa Barbara, Calif.—Granted transfer of control of licensee corporation, Riviera Broadcasting Inc., from Roy P. Dolley (100%) to John S. Minor (100%), Consideration \$84,050. Mr. Minor is 25% owner of lemon ranch. Action April 24.
- WAUC Wauchula, Fla.—Granted assignment of license from Hardee Broadcasting Co., owned by Robert S. Taylor (95%), Virginia L. Taylor (4%) and Thomas B. Taylor (1%), to Royce D. and Sarah S. Plummer (each 50%), d/b as WAUC Broadcasting Co. Consideration \$30,000. Action April 24.
- WKWB Plymouth, Ind.—Granted assignment of CP from Van Wert Broadcasting Co., owned by Kenneth E. Kunze, G. Dale Wilson, Raymond M. Waldron (each 25%), Merl Knittle and Stephen S. Beard (each 12.5%), to Mr. Kunze (100%), tr/as Community Service Broadcasters. Consideration \$12,000. Action April 22.
- KWEB Rochester, Minn.—Granted assignment of license from Northland Broadcasting Corp., owned by Kingley H. Murphy and Carroll E. Crawford (each 50%), to North Central Video Inc., owned by Joseph C. Poire (22%), Richard H. Plunkett (19.5%) and others. Consideration \$275,000. North Central is licensee of WELY Ely, Minn. Action April 24.
- WBUT Butler, Pa.—Granted transfer of control of licensee corporation, WBUT Inc., from Klon O. Row and James S. Beattie (each 45%) to J. P. Beacom (10% before, 50% after) and Larry M. Berg (50%). Consideration \$4,900 plus assumption of \$49,500 liability. Mr. Berg is program director of

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 29

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
			CP's	CP's	for new stations
AM	3,869		78	106	329
FM	1,119		43	197	258
TV	521 <sup>1</sup>		60	81	139

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 29

	VHF	UHF	TV
Commercial	476	95*	571 <sup>1</sup>
Noncommercial	53	29	82

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

	AM	FM	TV
Licensed (all on air)	3,869	1,119	521 <sup>1</sup>
CP's on air (new stations)	78	43	60
CP's not on air (new stations)	94	156	80
Total authorized stations	4,042	1,318	668
Applications for new stations (not in hearing)	202	245	64
Applications for new stations (in hearing)	100	21	66
Total applications for new stations	302	266	130
Applications for major changes (not in hearing)	198	60	43
Applications for major changes (in hearing)	43	1	7
Total applications for major changes	241	61	50
Licenses deleted	2	0	0
CP's deleted	2	0	1

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

WCAO Baltimore and Mr. Beacom has interest in WVWV Grafton and WJPB-TV Fairmont, both West Virginia. Action April 23.

WCKI Greer, S. C.—Granted renewal and assignment of license from Vernon T. Fox to Sira-Pak Radio Inc., owned by Marshall T. Pack (50%), Raymond K. Hall and Isaac H. Bourne (each 25%). Consideration \$85,000. Mr. Pack owns music company, talent broker and promotion firms; other two principals are businessmen. Conditioned that assignment be consummated and FCC be informed of such action within 25 days. Action April 23.

KBBS Buffalo, Wyo.—Granted assignment of license from Northern Wyoming Broadcasters Corp. owned by Malcolm D. Wyman (27.9%), Jack Rosenthal (27.6%), Edward H. Weinberg (27.6%) and Jeanette Maxwell (8.1%) to KBBS Inc. owned solely by Miss Maxwell. Consideration \$37,500 and assignment of Miss Maxwell's other interests in KASL Newcastle and KRAL Rawlins, both Wyoming. Action April 22.

### APPLICATIONS

KEYZ-AM-FM Anaheim, Calif.—Seeks assignment of license from Radio Orange County Inc., owned by Clifford Gill, individually (38.875%) and as trustee (11.94%), Sherill C. Corwin (32.17%) and others, to KEYZ Radio Inc. owned by Harris H. Thomson (85%), Peter L. Townsend (10%) and Mrs. Natalie Mitchell (5%). Consideration \$850,000. Mr. Thomson has interest in WLOF and WFTV(TV) both Orlando, Fla. Messrs. Laufer, Russell and Minter have interest in Helix Broadcasting Co., La Mesa, Calif. Mr. Corwin owns KFMX-FM San Diego, KGUD-AM-TV Santa Barbara, both California and Bay Television, San Francisco; has interest in KAKE-AM-TV Wichita, and Channel City Television and Broadcasting Corp. Santa Barbara, Calif. Ann. April 23.

KWIP Merced, Calif.—Seeks assignment of license from Yosemite Broadcasters Inc., owned by Bernice E. and Ellsworth Peck (each 45%) and Brian E. Loughran (10%) to Radio Call Service Ltd., owned by Robert W. and Marie-Renee Miller (each 40%) and Julia B. Miller (20%). Consideration \$85,000 and assumption of \$45,000 liability. Radio Call Service Ltd. is firm engaged in various common carrier services. Ann. April 24.

KKIS Pittsburg, Calif.—Seeks assignment of CP from Pace-Shear Radio Inc., owned by John H. Pace (25%), Roy L. Cordell (25%) and James H. and Julia S. Shear (each 25%), to Major-Minor Corp., owned by W. Ernst Minor (100%). No financial consideration involved. Mr. Minor owns printing company. Ann. April 29.

KYME Boise, Idaho—Seeks assignment of license from Keith E. and Ellen D. Patterson, d/b as Radio KYME, to KYME Broadcasters Inc., owned by Maurice W. Brainard (55%), Kenneth J. Stuart (40%) and Trevelyn E. White (5%). Consideration \$31,000. Mr. Stuart has interest in KATR Eugene, Ore., and KTNT Tacoma, Wash. Ann. April 29.

KTOP-AM-FM Topeka, Kan.—Seeks assignment of license from KTOP Broadcasting Inc., owned by Charles B. Axton (80%) and J. A. Dickinson (20%), to Publishing Enterprises Inc., owned by John P. Harris (30.85%), Virginia S. Harris (28.13%), John G. Harris held in trust (12.41%), Virginia H. Rayl (12.66%) and others. Consideration \$250,000. Publishing Enterprises Inc. is comprised of several newspaper publishing companies and has interest in KIUL Garden City, KTVH(TV) Hutchinson, both Kansas, and KBUR Burlington, KMCD Fairfield, both Iowa. Ann. April 29.

KPLC-AM-TV Lake Charles, La.—Seeks assignment of license from T. B. Lanford (66%), Louis M. Sepaugh Sr. (16%) and Louis M. Sepaugh Jr. (16%) d/b as Calcasieu Broadcasting Co. to Calcasieu Television Inc. owned by Henry W. Chesley Jr. (19.8%), Mary Ann Stein (7.2%), Harry A. Collinger, Preston Estep, Leo A. Fisher, Sidney Salomon Jr., Gordon Scherck, H. M. Stolar, Lelf J. Sverdrup, John Wilson, Daniel Morris Crown trust, Sara Beth Crown trust, Susan Crown trust, Janet S. Crown trust, and Stanley Musial & Biggies Steak House Inc., (each 4.7%) and others. Consideration \$2,000,000. Mr. Lanford has interests in KALB-AM-FM-TV Alexandria, La., WSLI and WJTV(TV) Jackson, Miss. and KRMD-AM-FM Shreveport, La. Mr. Sepaugh has interest in WSLI and WJTV. Mr. Chesley is president of D'Arcy Advertising Co. Mr. Musial is ex-baseball player and director of 220 Television Inc. (KPLR-TV) channel 11, St. Louis. Ann. April 27.

KPLC Lake Charles, La.—Seeks assignment of license from Calcasieu Television Inc. to Calcasieu Radio Inc. Consideration

\$200,000. Owners of Calcasieu Television Inc. (see above) also own Calcasieu Radio in same percentages. Ann. April 27.

WRCR Maplewood, Minn.—Seeks assignment of CP from Gerald H. Bell, tr/as Ramsey Broadcasting Co., to WRCR Broadcasting Corp., owned by Mr. Bell. No financial consideration involved. Ann. April 29.

WMIS Natchez, Miss.—Seeks transfer of control of licensee corporation from Fayette C. Ewing and P. K. Ewing, deceased, (each 50%) to Fayette C. Ewing and Diana Ewing Ogden, executrix of the estate of P. K. Ewing. Ann. April 23.

KRAV Tulsa, Okla.—Seeks assignment of license from George Roberts Kravis II, tr/as Boston Broadcasting Co. to Raymond F. Kravis, tr/as Boston Broadcasting Co. Consideration \$48,793.87 and assumption of \$21,206.13 liabilities. Ann. April 27.

WISA-AM-FM Isabela, P. R.—Seeks assignment of license from Sergio Martinez Caraballo (100%) to Bela Broadcasting Corp. owned by Sergio Martinez Caraballo (99.94%), Gloria Maria Machado (.03%) and Gualberto Martinez (.03%). Consideration transfer of stock. Ann. April 23.

## Hearing cases

### INITIAL DECISIONS

■ Hearing Examiner James D. Cunningham issued initial decision looking toward granting application of Middlesex Broadcasting Co. to increase power of WCNX Middletown, Conn., 1150 kc, D. from 500 w to 1 kw; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Docket 14419. Action April 27.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of WBEC Inc. for new FM on 105.5 mc in Pittsfield, Mass. Action April 29.

### OTHER ACTIONS

■ By supplemental decision, commission (1) set aside its May 11, 1960 decision which granted application of Young People's Church of Air Inc. for new FM on 104.5 mc in Philadelphia and which denied competing application of WJMJ Broadcasting Corp., and (2) granted WJMJ's application and denied that of Young People's Church of the Air Inc. May 14, 1963 second supplemental initial decision looked toward affirming previous grant to Young People's and denying WJMJ. Action April 27.

■ By memorandum opinion and order, commission (1) denied petition by Radio Americana Inc. for reconsideration of Dec. 11, 1963, memorandum opinion and order which held in abeyance until further order proceeding on application for new daytime AM on 940 kc, 1 kw, in Baltimore, but ordered that interested parties may, within 60 days, file applications for 940 kc in Catonsville, Md., or Lebanon, Pa., using substantially same engineering characteristics, and proposing to serve substantially same service areas as were proposed in dismissed applications by Catonsville Broadcasting Co. and Rossmoyne Corp.; and (2) directed three original applicants—Rossmoyne and Caba Broadcasting Co. and Catonsville Broadcasting Co. for new stations in Lebanon, Baltimore and Catonsville, respectively, or Radio Americana, to submit, within 20 days, statements of intentions either to continue prosecution of applications or to remove themselves from further participation in proceeding. Chairman Henry dissented. Commissioner Cox not participating. Action April 22.

■ By order, commission denied petition by Miners Broadcasting Service Inc. (WMBA) Ambridge-Alliquippa, Pa., for stay, pending judicial review, of Nov. 27, 1963 grant of application of Monroeville Broadcasting Co. for new station on 1510 kc, 250 w, D, in Monroeville, Pa. Commissioner Cox not participating. Action April 22.

■ By order, commission (1) granted petition by Tidewater Broadcasting Inc. to reopen record in proceeding on application and that of Edwin R. Fischer for new AM's in Smithfield and Newport News, respectively, both Virginia, (2) enlarged issues to determine whether grant of Tidewater's proposal would be in contravention of Sect. 73.35(a) of multiple ownership rules and if so, whether circumstances exist which would justify waiver of rule, and (3) stay of effective date of initial decision to remain in effect until further order of commission. Commissioner Hyde absent. Action April 22.

■ By order, in proceeding on applications of Kent-Ravenna Broadcasting Co., Joseph P. Wardlaw Jr. and Portage County Broadcasting Corp., for new AM's in Kent, Can-



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ton and Kent-Ravenna, respectively, all Ohio, commission continued April 27 oral argument until further order. Commissioner Hyde absent. Action April 22.

■ On own motion, commission ordered WWIZ Lorain, Ohio, and WXTV (TV) (ch. 45) Youngstown, Ohio, to cease operation by June 1, provided that in event of petition to commission for reconsideration or court appeal termination date would be 60 days after commission denial or court affirmation. Commissioners Hyde and Cox not participating. Stations were in proceedings involving nine applications by Sanford A. Schafitz. Commission decision released March 31 denied applications for renewal of license and transfer of control of WWIZ and for mod. and assignment of cp and license for WXTV. Action April 22.

■ By order, in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. commission granted petition by respondents Connecticut Television Inc. (WHNB-TV), New Britain, Conn., and Springfield Television Broadcasting Corp. (WWLP), Springfield, Mass., and allotted 10 additional minutes for oral argument for respondents, Triangle Publications Inc. and Broadcast Bureau. Commissioner Bartley dissented; Commissioner Cox not participating. Action April 22.

■ By order, in proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp., for new AM's in Lubbock, Texas, commission denied petition by La Fiesta for review of chief hearing examiner's Feb. 27 denial of request for field hearing in Lubbock. Commissioner Cox not participating. Action April 22.

■ By memorandum opinion and order, commission denied petition request by American Colonial Broadcasting Corp. for reconsideration and grant without hearing of application to change site and height of trans. of WSUR-TV (ch. 9) Ponce, P. R.; denied request to change issues, granted request to amend, and dismissed request for interim stay as moot. Commissioner Hyde absent. Action April 22.

■ Commission scheduled oral argument June 5 in proceeding on applications of L. B. Wilson Inc. for renewal of license of WLBW-TV (ch. 10) Miami and Civic Television Inc., South Florida Television Corp., and Miami Television Corp. for new stations on that channel. Action April 22.

■ By separate orders in above proceeding, commission denied (1) joint petition by Wilson, Civic, and Miami Television to reopen record and remand proceeding to take additional evidence on financial and character qualifications of South Florida Television Corp.; (2) joint motion by Wilson, Civic and Miami to strike certain material in South Florida's opposition; and (3) petition by Sunbeam Television Corp. (applicant for renewal of license of WCKT (TV) (ch. 7), which is in comparative hearing in Dockets 15185-6) for limited participation in channel 10 proceeding or simultaneous consideration of two proceedings. Commissioner Cox not participating; Commissioner Loevinger dissented to action on Sunbeam's petition. Action April 22.

### Routine roundup

#### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in Paterson, N. J., UHF-TV proceeding in

Dockets 15089 et al., (1) granted motion by Trans-Tel Corp. and modified designation order to include condition that in event of grant to Bartell Broadcasters Inc. Cp be conditioned to provide that grant would not preclude any commission action taken because of result of pending New York civil suit against Bartell; (2) denied Trans-Tel petition to enlarge issues; and (3) granted Spanish International Television petition to extent of enlarging issues to determine whether staff proposed by Bartell is adequate to operate its proposed TV. Member Nelson not participating. Action April 27.

■ Scheduled oral argument for May 26 in following proceedings: AM application of Des Moines County Broadcasting Co., Burl-

Action April 24.

■ Granted petition by Finley Broadcasting Co. (KSRO), Santa Rosa, Calif., to extend time to May 1 to file oppositions to appeal by Bay Shore Broadcasting Co. from examiner's ruling in proceeding on Bay Shore's application for new AM in Hayward, Calif. Action April 24.

■ Members Berkemeyer, Nelson and Slone adopted decision granting application of Delaware Valley Broadcasting Co., insofar as it requests increased daytime power of WAAT Trenton, N. J., on 1300 kc, from 250 w to 5 kw, DA, conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Docket 14419, but denied that portion of application seeking authority to operate nighttime with 5 kw,

## ETV fund grants, applications

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Salt Lake City—University of Utah; \$239,322 to expand facilities of KUED (TV), channel 7; total project cost \$319,096.

■ Milwaukee—Milwaukee Board of Vocational and Adult Education; \$167,475 to expand coverage of WMVT (TV), channel 36; total project cost \$223,300.

Following applications for educational television have been received by Department of Health, Education and Welfare:

■ Houston—University of Houston; \$294,996 to expand facilities of KUHR-TV, channel 8; total project cost \$494,996.

■ Cleveland—Educational Television Association of Metropolitan Cleveland; \$250,000 to activate channel 25; total project cost \$581,960.

ington, Iowa and AM applications of Radio Haddonfield Inc., Haddonfield and Salem County Radio, Salem, both New Jersey. Action April 27.

■ By memorandum opinion and order in proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Inc. for new AM's in Port Arthur and Vidor, both Texas, denied petition by KWEN for enlargement of issues as to character qualifications of Woodland. Action April 27.

■ By memorandum opinion and order in proceeding on applications of Springfield Television Broadcasting Corp., D. H. Overmyer and Producers Inc. for new TV's on channel 79 in Toledo, Ohio, in Dockets 15326-8, (1) denied petition by Springfield to add issue as to Overmyer's financial qualifications; (2) struck from Springfield's March 26 reply material commencing at line 12, page 4 and ending at last line of page 5; (3) dismissed as moot Overmyer's motion to strike, and (4) dismissed Springfield's supplement to petition to add issue. Member Nelson not participating. Action April 27.

■ By memorandum opinion and order in Toledo, Ohio, TV channel 79 proceeding, denied petition by Springfield Television Broadcasting Corp. for amendment or clarification of issues. Member Nelson not participating. Action April 24.

■ In proceeding on applications of Cleveland Telecasting Corp. and Superior Broadcasting Corp. for new TV's on channel 65 in Cleveland, denied motions by United Artists Broadcasting Inc. to further enlarge issues.

DA, Dec. 31, 1963 initial decision looked toward action. Action April 22.

■ Granted petition by WKYR Inc. (WKYR), Cumberland, Md., to correct transcript of March 24 oral argument in proceeding on AM application. Action April 22.

■ Members Berkemeyer, Pincock and Nelson (latter dissenting and issuing statement) adopted decision denying application of Mitchell Broadcasting Co. for new AM on 1340 kc, 250 w, U, Estherville, Iowa. June 25, 1963 initial decision looked toward action. Action April 17.

### ACTIONS ON MOTIONS

#### By commission

Commission, on April 27, granted request by NAB to extent of extending time from May 4 to May 25 to file comments, and extended time from May 19 to June 9 for replies in matter of amendment of Part 73 of rules to regulate fraudulent billing practices of AM, FM and TV stations. Action April 29.

#### By Chief Hearing Examiner

##### James D. Cunningham

■ Designated Examiner Jay A. Kyle to preside at hearing in proceeding on applications of Dover Broadcasting Co. Inc. and Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia and New Philadelphia, respectively, both Ohio, in Dockets 15429-30; scheduled prehearing conference for May 27 and hearing for June 25. Action April 27.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on AM application of Mid-Utah Broadcasting Co. (KEYY) Provo, Utah; scheduled prehearing conference for May 27 and hearing for June 25. Action April 27.

■ Granted petition by Radio DeLand Inc. (successor of WJBS Inc.) (WJBS) DeLand, Fla., to accept its late-filed appearance in proceeding on AM application and that of Hundred Lakes Broadcasting Corp. (WSIR) Winter Haven, Fla. Action April 24.

■ On own motion, corrected in various respects transcript of hearing in proceeding on AM application of Middlesex Broadcasting Co. (WCNX), Middletown, Conn. Action April 24.

■ Granted petition by Greylock Broadcasting Co. to extent of dismissing, but with prejudice, its application for new FM in Pittsfield, Mass., and retained in hearing status application of WBEC Inc. for new FM in Pittsfield. Action April 24.

#### By Hearing Examiner Basil P. Cooper

■ Granted petition by Radio DeLand Inc. (WJBS), DeLand, Fla., to amend AM application previously filed by WJBS Inc. to substitute Radio DeLand Inc. for former li-

# SUBSCRIPTION APPLICATION

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censee, to reflect legal qualifications of Radio DeLand and bring up to date financial qualifications, to reflect minor changes in programming proposal and identify trans. now proposed for use during daytime hours of operation; application is in consolidated hearing with Hundred Lakes Broadcasting Corp. (WSIR), Winter Haven, Fla. Action April 24.

By Hearing Examiner Thomas H. Donahue

■ In proceedings on applications of Boardman Broadcasting Co. Inc. and Daniel Enterprises Inc., for new AM's in Boardman and Warren, respectively, both Ohio, in Dockets 15190-1, granted Boardman's petition to reopen record and scheduled hearing for May 19. Action April 28.

■ In proceeding on AM applications of Meredith Colon Johnston (WCEP), Carthage, and William Howard Cole (WHOC), Philadelphia, both Miss., in Dockets 15269-70, granted request of parties to continue April 27 hearing to April 28. Action April 24.

By Hearing Examiner Charles J. Frederick

■ As result of agreements reached on record of April 27 hearing, rescheduled May 6 further hearing for May 20 in proceeding on applications of Cleveland Broadcasting Inc., and Community Telecasters of Cleveland Inc. for new TV on channel 19 in Cleveland. Action April 27.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled further hearing conference for May 6 in proceeding on AM applications of Abaco Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both P. R. Action April 28.

■ In proceeding on applications of Coosa Valley Radio Co. and Rome Broadcasting Corp. for new FM's in Rome, Ga., (1) directed Rome Broadcasting to file with commission, by April 30, petition for rulemaking which it is preparing looking toward allocation of another FM channel to Rome, (2) in event petition is not filed as of that date exchange of written exhibits in support of applicants' direct cases shall be accomplished by June 1 and notification of witnesses, if any, desired for cross-examination by June 15, and (3) continued commencement of hearing from June 22 to July 1. Action April 22.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM's in Port Arthur and Vidor, respectively, both Texas, in Dockets 14597, 15203, continued date for filing proposed findings and conclusions from April 27 to May 22, with opportunity for filing replies on June 5. Action April 24.

By Hearing Examiner David I. Kraushaar

■ By memorandum opinion and order in Paterson, N. J., UHF-TV proceeding in Dockets 15089 et al., denied as superfluous April 15 petition by Spanish International Television Inc. for leave to amend, but accepted for filing amendment submitted therewith, and put Spanish International on notice, insofar as examiner is concerned, that further "corrective" amendment is expected in compliance with commission's March 6 memorandum opinion and order. Action April 29.

■ Granted request by Broadcast Bureau to reschedule May 4 prehearing conference from 9 a.m. to 10 a.m., same date, in proceeding on AM application of Horace C. Boren (KWON), Bartlesville, Okla. Action April 29.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Formalized by order certain agreements reached and rulings made at April 23 hearing conference in proceeding on AM applications of Charles County Broadcasting Co. Inc. La Plata, Md., et al., in Dockets 14748 et al., scheduled certain procedural dates and commencement of hearing for July 14. Action April 23.

By Hearing Examiner Sol Schildhouse

■ Granted petition by Broadcast Bureau to extend time from April 27 to May 11 to file proposed findings in proceeding on AM application of Lake-Valley Broadcasters Inc., Crystal Lake, Ill. Action April 24.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Paul

BROADCASTING, May 4, 1964

Dean Ford and J. T. Winchester, Charles H. Chamberlain and Brown Publishing Co., for new FM in London and Urbana, respectively, all Ohio, in Dockets 15279-81, granted their joint motion to continue certain procedural dates and hearing from May 20 to July 31, conditioned that in event rule making proposed by one of applicants is completed prior to July, further prehearing conference will be held to make appropriate revisions in this schedule. Action April 27.

#### BROADCAST ACTIONS

by Broadcast Bureau

Action of April 28

KTRG Honolulu, Hawaii—Granted CP to change ant.-trans. location and make changes in ant. system (increase height); share tower with KGU and KULA, both Honolulu; conditions.

Actions of April 27

K71BG Wellington and Dodson, both Texas—Granted CP to change frequency to channel 71 for UHF TV translator.

WKNE-FM Keene, N. H.—Granted mod. of CP to change type ant. and type trans.; and granted extension of completion date to August 31.

K06AU Paonia, Colo.—Granted CP to change primary TV station to KREX-TV (ch. 5) Grand Junction, Colo.; principal community to Bowie and Rural Paonia Area, Colo.; trans. site one-half mile south of Paonia, and type trans., and make changes in ant. system for VHF TV translator.

Actions of April 24

Spartan Radiocasting Co., Franklin, N. C.—Granted CP for new VHF-TV translator on channel 6, to rebroadcast programs of WSPA-TV (ch. 7), Spartanburg, S. C.

OK TV Translator System of Seiling Inc., Seiling, Taloga and Vici, all Oklahoma—Granted CP's for new UHF-TV translators on channels 73 and 75, to rebroadcast programs of KOCO-TV (ch. 5) and KWTV-TV (ch. 9), both Oklahoma City.

KTEE Idaho Falls, Idaho—Granted CP to change ant.-trans. and studio locations.

K06DI, K06DH, K76BM, K79AU Millard County School District, Lynndyl and Oak City, Scipio and Holden, Fillmore and Delta, all Utah—Granted CPs to replace expired permits for new VHF TV translators K06DI and K06DH and for new UHF TV translators K76BM and K79AU.

K70DA, K72BZ, K74CH Childress, Texas—Granted CP's to change frequency to channel 70, channel 72 and channel 74, respectively, for UHF TV translators; in addition, change primary TV for K72BZ to KSWO (ch. 7), Lawton, Okla.

KDIA Oakland, Calif.—Granted extension of completion date to November 20.

WXBM-FM Milton, Fla.—Granted mod. of CP to change type ant.

■ Granted renewal of licenses for following: WDAS-FM Philadelphia; WHHV Hillsville, Va.; WJCC Commerce, Ga.; WLBA Gainesville, Ga.; WNEK Macon, Ga.; WOXF Oxford, N. C.; WSSV Petersburg, Va.; WTMA-FM Charleston, S. C.; \*WWWS (FM) Greenville, N. C.; WFMC Goldsboro, N. C.; WGAY (FM) Washington, D.C.; WKEU Griffin, Ga.; WNCA Siler City, N. C.; WONO (FM) Syracuse, N. Y.; WSEB Quitman, Ga.; WSWV Pennington Gap, Va.; WTUF and auxiliary, Mobile, Ala.; WXAL Demopolis, Ala.; WEAB Greer, S. C.; WHOA San Juan, P. R.

Actions of April 23

WEER Warrenton, Va.—Granted renewal of license.

WHOT Campbell, Ohio—Granted CP to install auxiliary nighttime trans. at nighttime trans. site.

Actions of April 22

Duchesne County, Myton, Utah—Granted CP for new UHF-TV translator station, on channel 78, to rebroadcast programs of TV station KUTV (ch. 2), Salt Lake City, Utah.

\*KCET (TV) Community Television of Southern California, Los Angeles—Granted mod. of CP to change ERP to 45.7 kw (DA) vis., and 22.9 kw (DA) aur.; type trans. and type ant., ant. system, and ant. height to 3,050 feet; specify studio location; condition.

WHSB (FM) Alpena, Mich.—Granted SCA on sub-carrier frequency of 87 kc.

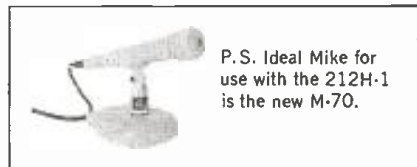


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## RADIO—Help Wanted

### Management

Midwest—manager for group owned station in competitive market. City population 35,000. Compensation geared to profits. Must have clean and successful record. Send resume and snapshot. Box D-213, BROADCASTING.

### Sales

Los Angeles . . . Strong salesman, proven management abilities. Top opportunity. Salary plus top station, multiple group. Box C-5, BROADCASTING.

Midwest—sales openings with group serving cities of 8,000 to 40,000. Draw against commission with guarantee first few months. Send resume, photo, Box D-212, BROADCASTING.

The man we need is a professional radio salesman, young, aggressive and a self-starter. Real opportunity in California with fast growing major market chain. Top salary and incentive. All replies held in confidence. Box D-261, BROADCASTING.

New Jersey metropolitan area station offers unusual opportunity for live-wire salesman in exclusive, large market. Box E-20, BROADCASTING.

Needed within three months salesman. One of nation's top 25 markets newly purchased station starting at ground level. Middle of the road modern format. Send resume then we will negotiate. Box D-44, BROADCASTING.

5 kw close to both Philadelphia and New York seek experienced radio salesman. Honest dependable pro for great growth opportunity. Prefer college background. Send full particulars including current and past earnings. Will arrange interview. Box E-63, BROADCASTING.

Executive salesman to call on East coast radio stations, representing successful radio sales and merchandising firm. Excellent potential. Send resume and picture for personal interview. Box E-79, BROADCASTING.

Attention Florida Markets! Need an aggressive salesman who loves money. Great opportunity for right man. Send resume first inquiry, or call John Fox. Daytime, Sunset 3-2416. Evening, Newton 6-0544. Work and play in booming Brevard near Cape Kennedy, Fla. WRKT-AM-FM, Cocoa Beach, Fla.

Where are the salesmen who are looking for opportunity? If you are, one of our clients needs you. Write: Broadcast Employment Service, 4825 10th Ave. South, Minneapolis, Minnesota 55417.

### Announcers

New Jersey: Experienced announcer-newsman. Adult music station. Salary commensurate with ability. Send tape, resume, salary requirements. Box D-304, BROADCASTING.

Top C&W fulltime station in the nation's 5th largest market needs 2 men immediately. 1st—a disc jockey who has all the tools—knowledge, top air salesmanship, and clean delivery. 2nd—a strong authoritative newsmen capable of strong air sales, news background should include news gathering and rewrite. Send tape, salary requirements, and marital status to Box D-322, BROADCASTING.

Chicago station interested in sports announcer to do college football. Send information and performance tape. Box E-12, BROADCASTING.

## Announcers—(Cont'd)

Auditions and air checks returned. Let our staff of experts correct your mistakes. Satisfaction guaranteed. \$3.50 per tape. Box E-34, BROADCASTING.

Needed within three months program production manager. One of nation's top 25 markets newly purchased station starting at ground level. Middle of the road modern format. Send resume then we will negotiate. Box E-45, BROADCASTING.

Announcer with good copy writing and production experience to work for a southeast Florida 5 kw operation, with prestige programming. One hundred dollars per week. Send resume and tape. Box E-49, BROADCASTING.

Midwest regional seeking mature staff announcer with first phone. Network, good music format. Box E-58, BROADCASTING.

Adding one staff announcer middle of road music policy. Send tape and resume to KABI, Box 455, Abilene, Kansas.

Immediate opening for mature experienced morning-afternoon split, production. Salary open to qualified man ready to join team. Contact Quin Jones, P.D. KATE, Albert Lea, Minn.

Good music network station wants announcer with deep voice, authoritative commercial sound, preferably from Rocky Mountain area, willing to work and take instructions in line with company policy. Must have experience. Send snapshot, details, salary expected, to Vern LaBrayere, Program director, KFTM, Fort Morgan, Colorado.

Experienced announcer. Send tape, complete information. Good pay. KLIC, Monroe, Louisiana.

Immediate opening. Morning man; play-by-play sports. Salary open. Send resume-tape to Dave Young, KSID Radio, Sidney, Nebraska.

Immediate opening—young single announcer with third class license. Adult quality format. KYWM, Showlow, Arizona.

WAAC, Terre Haute, Ind. 500 watts daytime is looking for announcer engineer combo willing to pay top price for the market. Please contact: George Foulkes, Pres. & Gen. Mgr.

Top rated WAKY has opening for first-phone all nighter. Just capable jocks need apply. 48 hour week with good salary. For right man a chance to join one of America's giants. Contact: Jim Brand, WAKY Louisville, Kentucky.

Fine opportunity, top security for happy, bright, modern personality for afternoon show. Modified top 100 adult oriented. If you can entertain people, sell on the air you're our man. Pennsylvania 300,000 market. Telephone Jim Ward, WBAX, Wilkes Barre, 825-5528.

WEEL Fairfax Virginia, going 5 kw in next 90 days needs experienced combination announcer-engineer. Live, bright up tempo sound, middle of road format, no top 40. 2nd and Oak Sts., Fairfax, Va., Phone 703, CRescent 3-4000.

Immediate opening for morning deejay who can entertain with good music. Must be able to handle news in the afternoons. It's a split shift, but less than eight hours a day. Good working conditions and fringe benefits offered. Contact Rick Rawlins, Program Director, WFIN, Findlay, Ohio.

## Announcers—(Cont'd)

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Landing, Michigan needs a top rated morning personality who sells himself in a few, well placed words, who likes to mix pleasant country music with non-rock pop and million seller standards. Send tape and resume to J. Cody Owens, WITL.

Announcer needed with 1st phone license. No maintenance. Modern well equipped station playing up tempo big band music. Send tape, and resume to: E. D. Baydush, WLPN, Suffolk, Virginia.

Experienced announcer with first phone. Afternoon shift. No maintenance. Adult format. New college town AM. Send tape, resume, references to WNRK, Box 425, Newark, Del.

Immediate opening for qualified, experienced announcer. Send resume and tape first inquiry. Work and play in booming Brevard near Cape Kennedy, Florida. Write John Fox, WRKT-AM-FM, Cocoa Beach, Florida. Phone Sunset 3-2416 day, Newton 6-0544 evening.

Modern personality deejays: "Up your ratings!" Ideas Ink weekly "Why not be funny" service still open on an exclusive basis in some markets. Is yours one? Ideas Ink, Box 53332, New Orleans, Louisiana.

Fast pace clever dj for tight top 40 operation in medium size market. Send tape, resume, and photo to Channel One Radio, P.O. Box 1709, Hickory, N. C. No phone calls.

We'll need 50 announcers to fill the openings of the next few months. Will you want a better job in that time? Write: Broadcast Employment Service, 4825 Tenth Ave. South, Minneapolis, Minnesota 55417.

Audition failures? Discover cause! Consultant offers expert presentation analysis and highly-effective coaching via tape. Also beginners. Studio 24, 678 Medford, Patchogue, New York 11772.

"How To Get A Raise," "Delivering Spots Effectively"—two or twenty concise chapters in SECRETS OF BETTER ANNOUNCING. Only \$3.00 postpaid. Cutler Broadcast Service, Box 35331, Dallas, 75235.

## Technical

Chief engineer/audio. Major market, east coast. Must be experienced chief. Reliable. No announcing. Excellent equipment, working conditions. Rare opportunity. Send resume, references and picture to Box D-298, BROADCASTING.

Video switcher, immediate opening, first phone, KCRL, Reno, Nevada.

KENN Farmington, N. M. Needs chief engineer, must be combo with voice for middle road pop format. Send background, tape and picture.

Central Massachusetts station desires chief engineer. Contact: A. Robert, Radio Station WARE, Ware, Mass. Chance for real opportunity.

WHWH, Princeton, New Jersey. Opening about May 25th for qualified transmitter engineer. Possibility of combo, if qualified. 5 kw 6 tower DA-2 operation. Chance to learn for someone with right background. Contact Art Silver, Chief engineer, at WHWH, Box 1350, Princeton or call 609-924-3600.

## Technical—(Cont'd)

Immediate opening for qualified first phone engineer. Light announcing. WSYB, Rutland, Vermont.

We have openings for combo-men and engineers in all radio-television capacities, beginner to chief. Write: Broadcast Employment Service, 4825 Tenth Ave. South, Minneapolis, Minnesota 55417.

The University of Michigan has an opening for an experienced studio engineer radio. Strong technical background necessary, knowledge of music, experience in recording live music and drama desirable. F.C.C. license preferred. Opportunity to enroll in University coursework. Salary dependent on experience. Full fringe benefit program. Send resume to James F. Groen, Scientific and Technical Placement, 1020 Administration Bldg., Ann Arbor, Michigan.

## Production—Programing, Others

Texas medium-market needs qualified program director to handle short shift plus internal operations of responsive radio station. Excellent chance for assistant manager duties. Top salary Box D-256, BROADCASTING.

News editor, qualified through experience or schooling, wanted for long established full time kilowatt, strong in news coverage. Three newsmen already on staff, also new mobile unit in operation. Pleasant, prosperous eastern Illinois city. Better than average situation as to pay, extra benefits and opportunity. Give full details of experience, training, references to Box D-258, BROADCASTING.

Top paying program directors job open. Send tape. Middle of the road top 40. Must have had executive experience. Box D-336, BROADCASTING.

Midwest AM, FM operation needs sports director. Over 100 games covered yearly. Will have play-by-play help. Excellent opportunity with 2 station group. Box E-84, BROADCASTING.

Immediate opening for production minded copy writer. If you are experienced creative and want to join a sound radio station send resume and picture to: Stan Stephens, Radio Station KOJM, Box 70, Havre, Montana.

Are you a newsman? The position of news director is open at radio station KOJM, Havre, Montana. Send resume, picture to: Radio Station KOJM, Box 70, Havre, Montana.

Good opportunity for all around newsman in market of 1 million, 35 miles from N.Y.C. Must have several years experience in gathering and writing news. Advancement possible for man with administrative potential. This is no small time operation—we employ 50 people. Send your resume, salary requirements and tape to Tony Marano, WCTC Radio, New Brunswick, N.J.

Production-Program Director—Young but mature man can have good future with dynamic new station. Do you believe in radio? Can you produce all types of commercials? Can you do better than average job with RCA Thesaurus library? Cartridges? Can you help put a good-big-city sound on what most would call a small station? If your answers are yes, rush tape, picture and resume to Cal Zethmayr, General Manager, WOGA, P.O. Box 85, Sylvestor, Georgia. Tell all in writing first, interview later.

## RADIO—Situations Wanted

### Management

Hard working, imaginative, creative, unemployed, these adjectives describe one of the nations better managerial talents. Box D-241, BROADCASTING.

Wish to move to the Florida West coast. Mature salesman management experience. Presently employed. Box D-290, BROADCASTING.

Aggressive radio man with 20 years background in management, sales, all phases of radio and public relations now available. Family. Prefer East. Box D-292, BROADCASTING.

## Management—(Cont'd)

Long and consistent record of experience and success in all phases of broadcasting, including management. Mature, respected family man, active in community and church affairs. Box D-312, BROADCASTING.

New York City—former radio owner-manager, now major market TV sales, sixteen years all phases seeking supervisory, administrative or sales position. College Graduate, family, 35. Box E-2, BROADCASTING.

Experienced, sales, announcing, engineering, management. First phone, seeking small station to buy into later. Box E-3, BROADCASTING.

This is effort to find general management in good town to raise family. Box E-14, BROADCASTING.

Aggressive and available in 2 weeks. Seasoned pro-selling station manager. 20 years radio background every facet broadcasting. Station Manager; sales management; Programing; production; announcing. Creative both product and sales. Not a Miracle man; just a hard worker. Interested in small or medium market. Now in east. Let me prove my ability. Box E-17, BROADCASTING.

Management 15 years, experienced sales, programing engineering. Long tenure history. Tight operation, sell while managing. Current performance assures profit. Will buy interest with profit sharing. Interested southeast. Solvent, employed, references. Box E-28, BROADCASTING.

Working manager with 18 successful years desires change to small or medium market in south. Proven money maker, best references, civic minded family man. Available May 30. Box E-43, BROADCASTING.

Manager—over 20 years experience, desires return to small medium market west, southwest, Rocky Mountain area. Civic minded. Have successfully programed and sold bright, happy, modern sound with good production. Not hot shot or high pressure salesman. Offer hard work, integrity, loyalty in return for opportunity to prove ability. Box E-48, BROADCASTING.

Mr. Pro., 39, family. Eighteen years radio; last ten in management. References will prove successful record in administration, programing, local/national sales. Competitive markets. Seeking management of sales management in solid operation. Box E-59, BROADCASTING.

Working manager wants to operate and pay off marginal southeastern station. Box D-64, BROADCASTING.

Public relations, executive to build and promote your station's community image. Over ten years experience in radio-TV stations, public relations, journalism. Box E-74, BROADCASTING.

Manager—Polished professional eager return radio. Long successful record small-medium-large markets. Former owner. Ideas, energy, initiative; bondable, reliable. Familiar FCC forms, regulations. Tackle promising situation anywhere, east-west. Write wire: Manager, 1032 Albany, Los Angeles. 90015.

### Sales

Young, aggressive sales manager looking for greater opportunity. Proven sales record. Family man . . . active in community . . . college. Plenty of good ideas, and willing to consider any reasonable offer in sales, sales management or management. Willing to locate anywhere. Write Box D-259, BROADCASTING.

Sales manager available now or fall. Preferably Carolinas, Florida, Virginia town of 12 to 40,000 or thereabouts. Mature, competent, long experienced, top references, no problems at my end. Maybe there is management potential later on? Box E-62, BROADCASTING.

## Sales—(Cont'd)

Salesman & manager, 15 years. Experience will add \$10,000 extra business short term. No gimmicks—High commission on collections—no sales no pay. Available now. P.O. Box 183, Lancaster, Ohio.

Experienced sales promotion man. Wants to add \$10,000 to 20,000 to your stations. Plus business . . . short term. No gimmicks . . . no crews . . . high commissions on collections. P.O. Box 183—Lancaster, Ohio.

## Announcers

E Pluribus Unum. Coin for yourself this twenty year veteran of personality sell radio. Big station proven success. Rating therapist—music specialist. Adaptable, dependable, available. Tape, resume, references upon request. Box D-242, BROADCASTING.

College Junior seeks vacation employment. Four years experience in nearly all phases and types of air work. Box D-307, BROADCASTING.

Are you looking for a relaxed, breezy morning Pro, with first phone license? Presently program director . . . interested in moving up to a heavily civic slanted, promotion minded, non chain station. Box D-323, BROADCASTING.

Announcer—12 years experience, last 5 years night time announcer—engineer present employer; College, dependable, capable, intelligent, talented; Wanted daytime opportunity, metro market, minimum \$15,000, will consider foreign employment. Box E-1, BROADCASTING.

Gal announcer, have three years college speech, secretarial school, broadcasting school graduate, prefer midwest. Box E-4, BROADCASTING.

Experienced, trained top forty personality dj seeks advancement in mid-south. Box E-5, BROADCASTING.

Announcing school graduate—3rd phone—available immediately for permanent position. DJ-newscasts—Commercials—sports-casts-radio/TV. College background. Audition at own expense. Will relocate. Box E-7, BROADCASTING.

Announcer dj 3 yrs. experience, family, responsible, tight production, salesman, not a floater, prima donna. Box E-8, BROADCASTING.

45-year old successful PR exec. wants return broadcasting. 15-yrs. experience as program dir., anncr., news editor. Seeking small market. Box E-9, BROADCASTING.

Personality disk jockey, first phone, lots of laughs on the old show is a trade mark; in other words, humorous without screaming. Got the voice and the experience to put bread in your pantry. Currently working major market top forty grooves, but want to play the "rock." Looking for next step up. All locations considered. Box E-11, BROADCASTING.

DJ/newscaster, presently located at south Florida station wants position on Texas coast or southern California. Three years experience with good music station. Good voice, excellent hard sell or soft sell on commercials, 25 and single. Box E-13, BROADCASTING.

Available June, young progressive, married, news announcer, for mid-west, south. Good music operations need only apply. Like a chance to build news operation for your station, 3½ years experience and college. Box E-15, BROADCASTING.

Music director and swingin' personality jock, with three years experience, looking for the right station. Good references. Box E-29, BROADCASTING.

Currently large in small N.Y.C. operation. 10 years. Dee jaying et al. Rear pro—will consider relocation—minimum salary 12,000 per annum. Box B-32, BROADCASTING.

Young, single, conversational announcer for adult format. Two years experience. Play-by-play. Tight board. Prefer southwest. Would consider TV. Box E-35, BROADCASTING.

## Situations Wanted

### Announcers—(Cont'd)

DJ/announcer, bright sound, authoritative news, experienced, tight board, not a prima donna or floater, want to settle. Box E-36, BROADCASTING.

Experienced dj/announcer wants Texas spot. Bright sound, tight board, authoritative newscaster. Sales ability, not a prima donna or floater. Want to settle. Box E-37, BROADCASTING.

Top 40 announcer-dj—20—Negro—1 year experience, bright personality, authoritative newscast, tight production, seeks permanent position, will travel anywhere. Box E-50, BROADCASTING.

Bright smiling happy sparkling warm glowing humorous delightful lively professional top rated metro personality. Box E-53, BROADCASTING.

DJ, tight board, strong news, sell commercial, willing to listen. Box E-60, BROADCASTING.

First phone St. Louis announcer. No maintenance. Five years experience, disc jockey, news. Box E-61, BROADCASTING.

Experienced dj/announcer, newscaster will settle anywhere. Married, not a floater, dependable. Box E-66, BROADCASTING.

Negro, experienced dj/announcer, married, bright air personality. Dependable. Will settle anywhere. Box E-67, BROADCASTING.

Bright personality, Experienced. Family man. Will settle. Nature sound. Not a prima-donna or floater. Box E-68, BROADCASTING.

Bright personality. Family man. Not floater or prima donna. Will settle, dependable dj. Negro. Box E-69, BROADCASTING.

Negro 1st phone. Swinging dj, young and aggressive, married, good selling voice. Will relocate. Box E-70, BROADCASTING.

Bright and happy announcer dj. Experience. Like tight board production. Not a floater. Not personable or prima donna. Want to settle down. Box E-72, BROADCASTING.

3 in 1—able to collect, rewrite and deliver authoritative news. dj control board operator. Not a floater or prima donna. Negro. Box E-73, BROADCASTING.

DJ—1 year middle of road experience. Single. Box E-76, BROADCASTING.

Want to be big fish in medium pond, major experience. Box E-78, BROADCASTING.

Pilot traffic reporter-announcer-dj-tight board-authoritative newscaster-personable dependable-not a floater or prima donna. Box E-81, BROADCASTING.

Announcer/dj. School trained only. Third phone endorsement. Small market. Don Padgett, Box 203, Hillsville, Va.

Top 40 dj with live swinging personality. Graduate of Chicago radio school. Eager to move to the top. Contact George N. Eberhard, 2635 N. Mango Ave., Chicago 60639, Ill.

College junior seeks vacation employment in New Jersey area. Four years air work experience. Write: Blaine Howe, Box 298, Misenheimer, N. Carolina.

Would like work in radio, single, no experience, 3rd phone, midwest or east. Philip Jones, 2226 Glenview, Glenview, Ill. 724-6037.

South and eastern—California broadcaster returning. 35 single, engineering, maintenance, morning announcer, salesman AM FM program, production. Worker. Expect top pay available. Ansel Weathers, 14 Keat Avenue, Greenville, S. Carolina.

Announcer DJ with 1st phone looking for position with a good popular music station. 7 years experience, production, programing, announcing. Some preventive maintenance. \$125.00 wk minimum. Contact Thomas Powell, 1436 N. Walnut, Colorado Springs, Colorado or Phone 303 632-3693.

## Announcers—(Cont'd)

Country dj—program director—top newscaster available for established station or can spearhead country format. Top ratings. Call Bob Clark, Area 616 MA 7-5239.

Have ticket—will travel, 22, college, vet., some experience, voices, 1st ticket. 8525 Crystal, Riverside, Calif.

Announcer—Experienced. 1st phone. Write or wire P.O.B. 961, Naples, Florida.

Mature announcer, sober, steady, etc. 55 yrs. Graduate radio-announcing school Hollywood. 3rd class lic. Good voice etc. No experience—prefer Calif location. Joseph Bowen, 4201½ Cahjenga, N. Hollywood, Calif.

Young college grad. seeks first position in announcing. Don Wilson, 128 W. Third St., Frederick, Md.

Michigan first phone . . . modern or contemporary experienced dj with ideas, available immediately. Write Box 212, Tawas City, Michigan.

### Situations Wanted—Technical

First phone combo: Sober, experienced, college. You like? Right? Write! Box D-126, BROADCASTING.

Chief Engr.—Announcer—seeks permanent position. Prefer Colorado radio or TV, but all offers considered. Box D-247, BROADCASTING.

First phone. Grantham graduate. Willing to learn announcing. Seeks permanent position in Central Va. area. Available immediately. Box E-26, BROADCASTING.

First phone. Age 42. 22 years USAF radio operations and maintenance. Desire opportunity learn radio-TV broadcast engineering/announcing. Box E-27, BROADCASTING.

First license, age 43, car, consider any location, construction, directional, audio experience, last job Gates 5 kw. Immediately available. Box E-40, BROADCASTING.

First class maintenance-installation New England preferred. Presently chief, directional. Box E-51, BROADCASTING.

First phone, straight engineering or will learn board. Perm. position. California or Rocky Mountain area. Box E-56, BROADCASTING.

Experienced chief engineer-announcer available immediately. \$100 week. Phone Washington, D. C., Sterling 3-9577, Room 25, mornings only.

### Production—Programing, Others

Sportscaster, major market. Extensive radio-TV play-by-play and sports review experience. Innate knowledge of sports, creative. Box D-239, BROADCASTING.

Sports director—7 years experience basketball, football, play-by-play. Family, college grad, veteran. Box D-278, BROADCASTING.

Available! Program administrator. 20 years broadcasting experience all phases. Will professionally program your station into higher ratings and profits! Extremely creative and energetic! Work well with sales department creating ideas designed to stimulate sales and hold clients! Production my specialty! Excellent voice! Medium or metro market. Married; Family; want permanent home. Ready to go to work to give your station the best sound it's ever had. Top 40 or middle of road programing. Box E-16, BROADCASTING.

Copywriter . . . trained, experienced. Male. Car. 3rd phone relocate. Exchange credentials. Box E-21, BROADCASTING.

Writer—experienced in special events and documentaries seeks stable position near Washington but will relocate for right opportunity. Some announcing, versatile. Box E-25, BROADCASTING.

Music director with three years experience looking for the right offer. Box E-30, BROADCASTING.

## Production—Programing, Others

### Continued

Need efficient-economy minded program director? Solid experience all phases. Capable of handling people, coordinating work between department. Box E-33, BROADCASTING.

Program director—now employed—good on news—Florida preferred. Good music. No rock & roll. Fifteen years radio & TV experience. Box E-38, BROADCASTING.

Experienced sports director. OSU grad. Creative sports features and professional play-by-play. Excellent sales record. Versatile, good PR man. Will build money-making sports department. Box E-42, BROADCASTING.

Operations—fourteen years experience top stations, large markets, with full responsibility of coordinating programing, promotion, copy, sales ideas. 38, family, tops all phases air. 3rd ticket. Now. Box E-46, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box E-47, BROADCASTING.

Available: A pilot for your quality radio limousine. Currently programing one of the nation's outstanding good music stations. Seeking still greater creative and competitive challenge in major group or top-market station assignment. Through background in program and personnel administration from license to labor contract. Excellent air voice. This imaginative, dedicated professional can be ready late June. \$20,000 minimum. Box E-54, BROADCASTING.

Copywriter. Station and agency background. Good commercial and news announcer. Currently employed. Box E-65, BROADCASTING.

Copy, continuity, and news writer. Recent college grad., (Dean's list). Campus station's pd. and make-up man. Writer for educational TV and radio. Military obligation fulfilled. Ambitious but willing to start at the bottom. Will travel anywhere. Box E-71, BROADCASTING.

Want solid news coverage, top notch news film? Experienced newsmen, photographer available June 1. Vet., university TV-Journalism grad., 26, single. Will be pleased to forward complete dossier. Leland C. Kenower, 2427 Eric Circle, Madison, Wisconsin.

### TELEVISION—Help Wanted

#### Technical

Chief engineer, UHF, must be good supervisor as well as studio and transmitter technician. Small staff. Box C-312, BROADCASTING.

Travel Russia-Video tape engineer-6 months available 1 June 64; operate and maintain Ampex recorder; send complete resume. Box D-309, BROADCASTING.

Chief engineer—right man is ready to step from small to big midwestern market. Needs heavy remote and videotape experience. No soft job but great challenge. Box E-24, BROADCASTING.

Chief engineer for VHF full power. Must have a solid engineering background, including a technical education. Have a wide range of experience with all types of studio equipment. VTR, IO's, vidicons, solid state devices, etc. have RCA transmitter and microwave installation experience. This is an interesting position in a medium sized midwestern city. Write Box E-41, BROADCASTING.

Video switcher, immediate opening, first phone, KCRL, Reno, Nevada.

Chief engineer KEZI TV, Eugene, Oregon. Full power VHF G.E. equipment. Salary open. Contact B. E. Tykeson, KEZI, 2225 Coburg Rd., Eugene, Oregon.

Permanent position available for experienced transmitter engineer. DuMont equipment experience desirable but not necessary. Contact Chief engineer, WJBF-TV, Augusta, Ga.

## TELEVISION—Help Wanted

### Technical—(Cont'd)

CBS affiliate in mid south has immediate opening for TV technician experienced in studio maintenance and operation. Must be ambitious, dependable and have 1st phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tenn.

### Production—Programing, Others

Traffic manager sought by leading NE VHF. Salary depends on experience and ability. Box D-32, BROADCASTING.

If you're on your way up here's an outstanding opportunity. Southeastern VHF in top 100 market needs all around newsmen that can shoot, write, edit and present news on the air. Send picture, resume, audio or video tape to Box D-217, BROADCASTING.

Operations-program manager. Employed. Two years small-medium market. Experienced film buyer and sales co-ordinator. Six years additional experience as production head. Major program credits. Operate confidently from sale to billing. Box E-18, BROADCASTING.

California TV needs versatile newsmen. Gather, film, write, and possibly air news. Prefer BS journalism. Box E-80, BROADCASTING.

Chief photographer—Lab technical—Immediate position. Must be versed in still and motion picture photography, lab operations and motion picture film processing. New station, elaborate photo facilities and equipment. Wanted immediately. Contact Robert Bell—WQAD-TV, Moline, Ill.

## TELEVISION—Situations Wanted

### Management

General manager—sales manager, 39. In broadcasting since age 14. Radio 17 years, television 8 years. Past decade in nation's 24th market. Nationally known and connected. Successful producer of ratings, prestige and profits. Box D-107, BROADCASTING.

### Announcers

Air personality—currently doing two news programs daily . . . strong on camera commercials . . . news or staff . . . Florida or Mid-west. 814-833-4428.

### Technical

Technician . . . can't eat titles or live on glamour. 10 years of experience in electronics. Currently employed as TV transmitter supervisor. Box D-315, BROADCASTING.

1st phone transmitter or studio operations desired. Some exp. perm pos. California or Rocky Mountain area, but will consider others. Box E-57, BROADCASTING.

### Production—Programing, Others

Background: all radio, all successful, as dj, news program director. Currently small market manager. Want opportunity in TV news. Box D-229, BROADCASTING.

Director versatility . . . Imagination . . . a creative industrious man for television. Three years experience in all phases of production, directing, photography. Professional organist. Key man, 25, single, will relocate immediately. Salary open. Box D-252, BROADCASTING.

Top TV news man. Twenty years in radio/TV news management, reporting and editorial writing. Former network "on camera" reporter and producer. Finest references. Box D-255, BROADCASTING.

## Production—Programing, Others

### Continued

Television production man, considerable experience all phases commercial productions, some technical knowledge, seeks position with advancement opportunity. Box E-19, BROADCASTING.

Writer-producer. For public information department of large eastern University. Must know film, TV, some radio. Permanent position, liberal benefits, including educational privileges for family. July 1st starting date. Write Box E-31, BROADCASTING. An equal opportunity employer.

Producer-director N.Y.C. station and ad experience all phases of production and TV traffic—heavy line commercials. Can operate studio equipment. Currently directing musical at Worlds Fair. Age 26, married, Box E-75, BROADCASTING.

Ratings are your tools so make the most of them in sales development and promotion. I also want the opportunity to learn every facet of station operation. Employment history: Western representative Sindlinger & Co., salary \$20,000; ratings consultant, average annual gross \$18,000; special assistant, House Commerce committee, salary \$12,800; State legislator, newspaperman, etc., etc. Five dependents. Education, political science George Washington University. Russian language Syracuse University. Ratings references, ARB, Nielsen, Hooper, Pulse etc. Call Rex Sprager, JA 5-3488, Oklahoma City.

## WANTED TO BUY

### Equipment

RCA-TRR-1A microwave receiver and control, working condition, contact Chief Engineer, WTAP-TV, Parkersburg, West Virginia.

Equipment wanted, test equipment all types. TV, AM, FM, Xmtrs. Cameras. Microwave links, all types, BC Equip. Tech systems. 42 W. 15th St. N. Y. 11, N. Y.

Wanted: Excellent Ampex 600 or 601, with or without accessories. Box D-246, BROADCASTING.

Need several used Ampex 1000A or C VTRs. Write stating location, model, condition, accessories, and price. Box D-263, BROADCASTING.

Wanted to buy—One 5 or 10 kw transmitter VHF, 1 channel 13 antenna. Box D-244, BROADCASTING.

Wanted single and multi-channel remote equipment; automatic level control and Marti remote gear for high band. KDGO, Durango, Colorado, 247-1407, Jim Dorion, manager.

3 Ampex 450 in good condition, contact manager WLBB, Corrollton, Ga.

Will buy or trade used tape and disc recording equipment — Ampex, Concentone, Magnecord, Presto, etc. Audio equipment for sale. Boynton studio, 10 B Pennsylvania, Tuckahoe, N. Y.

Cameras: 1-pick up, 2-16 mm, 1-slide, 1-floor, Sync gen., master monitor, control board, ballou machine. Associated power supplies. Send details and prices to Box E-39, BROADCASTING.

## FOR SALE

### Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

## FOR SALE

### Equipment—(Cont'd)

For sale: RCA type TTU1B UHF 1 kilowatt transmitter, excellent condition—\$15,000. Box C-308, BROADCASTING.

RCA BTF-3B 3 kw FM transmitter in excellent condition, Will dismantle and prepare for shipment. Available in 90 days. \$4,500 F.O.B. Chicago, Box D-226, BROADCASTING.

Ampex—model 600-2, 610, 2-A692 speaker/amplifiers. Magnecord 728 two track record-able. Best offer—all or part. Box E-6, BROADCASTING.

250 ft. self supporting galvanized tower. Excellent condition. Make offer. Eastside Broadcasting 114 Lakeside, Seattle, Washington.

180 ft. Tower, beacon included, dismantled, ready for shipping. F.O.B. St. Paul, Minn. \$500.00. Box D-262, BROADCASTING.

Xmission line, RCA Stealite, insulated, 3½", rigid, 20 foot sections, like new. Also new 125' Ideco galvanized self-supporting tower, disassembled. University of South Florida, Tampa, Florida.

Two Blaw-Knox type CK self-supporting tapered, square cross section towers. One 399 feet, one 325 feet. Write Box C-451, BROADCASTING.

Ampex 601 tape recorder, 620 playback. Both \$450. Kravitz, 13734 Judah, Hawthorne, California.

Equipment For Sale. Test equipment. TV, AM, FM, station equipment. Microwaves, remote weather radar repeaters. You name it. Tech. Systems, 42 W. 15th St., N. Y. 11, N. Y.

Andrew antenna tuning unit—\$200, two Gates turntables, Audax tone arms, G. E. cartridges—\$270, Gates limiting amplifier—\$200, Doolittle frequency monitor—\$250, RCA modulation monitor—\$85, RCA design program amplifier—\$65, new transistorized remote amplifier—\$78.50. All items in excellent condition, clean throughout. We buy, sell and grade all types of broadcasting equipment. Broadcast Equipment and Supply Co. Box 3141, Bristol, Tenn.

550 Foot Blaw-Knox H-21 self-supporting tower. Dismantled, ready to ship. \$15,000. Box E-22, BROADCASTING.

Ampex video tape recorders, portable, also video tape . . . Contact Mr. Cook, Shrader Sound, Inc., 2803 M St., NW., Washington 7, D. C. 202-965-1300.

Shafer automatic program equipment model 60 complete. Currently operating. WIBC, Indianapolis, Indiana.

Gates 101 tape spotter, good working order, \$500.00 KACI, Box 516. The Dallas Oregon.

Gates-Seeburg changer with preamp. Hi-Fi. Trips tape. This and your trip-cue cartridge will make automatic programming. Excellent condition. 1305 Corrine, Midland, Mich.

Thermometer, remote electrical: used by over 1000 stations, enables announcer to read the correct outside temperatures from mike position. Installed in less than an hour. Send for brochure, Electro-Temp Co., Box 6111, San Diego 6, Calif.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrinding, repair etc. BC-604 crystals; also service on AM monitors and H-P 335B FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 96, Temple, Texas.

Get in FM cheap . . . G.E. 250 watt FM BT-1-A and G. E. 8 bay FM antenna BY-6-D. . . Both for \$1850 firm. Excellent condition. Jones, WFMG, Gallatin, Tenn. Phone 452-2257.

## FOR SALE—Equipment

### Continued

For Sale Raytheon KTR 1000 A microwave, RCA TS30 B field switcher/fader, HP 330 C distortion analyzer, Talthcon cue link, 5820 Orthicons. Box E-77, BROADCASTING, Endicott 2-5680.

Heavy duty guyed tower—275 feet—insulated with lighting—ready to ship—also Rust remote control, and Gates antenna tuning unit—New condition—KVEN—Box 1611, Ventura, Calif.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco.

168 hours—concise, authoritative review of the past 168 hours—providing added depth and prestige with actualities and voice reports from key news centers. Profitably aired by stations from coast to coast, with special delivery for weekend programming. Write Box D-69, BROADCASTING.

Deejay manual . . . A collection of gags, station breaks, fillers, bits, gimmicks for clever deejays. \$5.00. Show-Biz Comedy Service (Dept. DM) 65 Parkway Court, Brooklyn, N. Y. 11235

Secrets of Better Announcing. Concise book every announcer must read. Twenty help-filled chapters. \$3.00 postpaid. Cutler Broadcast Service, Box 35332, Dallas, 75235.

## 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, 3123 Gillham Road, Kansas City, Missouri.

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.

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.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure, 259 Geary St.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

## INSTRUCTIONS—(Cont'd)

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 May 13, July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Why waste time and money? Come to beautiful sunny Sarasota and get your FCC 1st class radio-telephone license in 5 weeks. Complete tuition \$295. Your license is guaranteed or a complete refund. Write Dwain Glenn at his new beautiful location, Radio Engineering Institute, Box 3855, 1336 Main St., Sarasota, Fla.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin May 18, July 20 and September 21. For free brochure, write: Dept. 4-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

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.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

FCC license in six weeks. Total cost \$285.00. Complete combination course, DJ, newscasting, etc. Total cost \$450.00. Train in fabulous Houston. Houston Institute of Electronics and Broadcasting, 904 M and M Building, Houston, Texas. CA-7-0529.

Announcing. Home training. Tape, monographs. (Elementary, advanced coaching.) Free details. Fisher, 678 Medford, BM, Patchogue, New York.

## Help Wanted—Management

### ASSISTANT MANAGER

Need immediately a clean cut and young radio announcer who wants to step up. Need a man who has several years experience in the small market and knows the small market work! If you have basically been an announcer but are familiar with sales, logs, copy writing, etc. then apply NOW for this opportunity. This is your chance to step up into management position with a station which is growing. KWHP, EDMOND, OKLAHOMA. (Just outside Okla. City)

## Announcers

### TOP PERSONALITY

Canada's fourth largest city, 400,000 people waiting to be wrapped up and sold by a proven morning man. We are looking for an aggressive, imaginative, creative performer who loves the modern approach. You will live in the heart of Canada's vacation land, you will earn a five figure salary and enjoy opportunity for advancement with a major Canadian chain. Send resume and photo to:

C. H. E. D.  
Edmonton, Alberta  
CANADA

## Technical

### FM EQUIPMENT MARKETING

Excellent opportunity to manage FM equipment product line. Headquartering in mid-west home office of major Broadcast Equipment Manufacturer. Must have technical background with thorough knowledge of FM transmitters combined with sales outlook. Position involves product planning and coordination with field sales personnel. A permanent salaried position with liberal company benefits. This is a lifetime opportunity for self starter who wants to advance. College graduate preferred. Send Resume to:

Box D-233, BROADCASTING

## Production—Programing, Others

### PROGRAM DIRECTOR

Thoroughly experienced and with history of proven success in ratings. Top 40 programing. Must be mature, creative and energetic. Capable of taking full charge of Programing Department. Excellent salary for the right man. Immediate opening. Send complete resume and other pertinent facts along with picture to:

Mr. David Mendelsohn  
WTRX RADIO  
P. O. Box 1330  
Flint, Michigan

## WNOE NEW ORLEANS

### Newsman Opportunity

Fast moving, No. 1 news operation needs young, aggressive and dedicated newsman, capable of air work, rewrite, and outside assignment. You will be part of a proud, capable and respected team. Send tape, photo, resume with references to:

News Director  
WNOE  
529 Bienville  
New Orleans, La.

## NEWS WRITER-ANNOUNCER

How would you like to live in the beautiful Mohawk Valley? If you can write news and if you can present news on-the-air you're our pigeon. Write:

Dan German, WKTV  
P. O. Box 386, Utica, N. Y.  
PHONE RE 3-0404.



**Situations Wanted**

**Announcers**

**WOMAN BROADCASTER**  
Top rated show on 50 KW in top 10 market. Humorous, warm personality . . . not the usual "Woman's Editor" type.  
Box E-23, BROADCASTING

**TELEVISION**

**Help Wanted**

**Management**

**WANTED:**  
Television station general manager to construct and operate Tv station in Terre Haute, Indiana, during period Channel Two grant determined by the FCC.  
Man must be qualified to oversee construction, hire all personnel and completely take charge of interim operation.  
Please state experience and qualifications, salary requirements and furnish references in first letter in Duplicate to: Mr. Jack Gelder, Station WTRF TV, Wheeling, W. Va. and Mr. J. R. Livesay P. O. Box 322, Mattoon, Ill.

**EMPLOYMENT SERVICE**

■ THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS ■ JOB HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE ■ MANAGERS TO TRAFFIC GIRLS ■ THE INDUSTRY'S BEST ARE IN OUR FILES ■ ■ ■ ■ ■ BROADCAST PERSONNEL AGENCY ■ SHERLEE BARISH, DIRECTOR ■ 527 MADISON AVE. ■ NEW YORK, N. Y. 10022 ■ ■ ■ ■ ■

**MISCELLANEOUS**

**COMING TO N. Y. FAIR?**  
Broadcast executive's deluxe East 48 St. apartment available weeks of June 28, August 23, October 4. 4 rooms, sleeps three. Fully air conditioned new Luxury building. \$500.00 weekly.  
Box E-82, BROADCASTING

**WANTED TO BUY—Stations**

**Radio Station**  
Wanted direct from owners. Please give complete details first letter. Qualified buyer. Reply in confidence to:  
Box B-248, BROADCASTING

**TV STATION**  
Wanted direct from owners. Please give complete details first letter. Reply in confidence to:  
Box B-247, BROADCASTING

**WANTED TO BUY**

**Stations (Cont'd)**

**Want to Buy**  
**VHF OR UHF TV**  
Wish to purchase Television Station or CP. Write in strict confidence giving full details to:  
Box D-291, BROADCASTING

**AM RADIO STATION**  
Southern California-Southwest wanted direct from owners. Please give complete details in first letter. Qualified broadcaster-buyer. Reply in confidence.  
Box D-265, BROADCASTING

**LOOKING**  
**For Another Property**  
in Michigan, Indiana, Ohio, Pennsylvania, New York, Connecticut, Massachusetts or North West. All Cash for the right property.  
Box D-187, BROADCASTING

**EWMSMSSFSDPAET\***  
Experienced working manager seeks marginal southeastern station for small down payment and easy terms. Confidential, all replies answered.  
Box E-10, BROADCASTING

**FOR SALE—Stations**

We have fairly priced radio stations in Florida, Maryland, New York, Pennsylvania, Virginia & West Virginia. Also two small market VHF Television Properties.  
Negotiations Management  
Appraisals Financing  
**HOWARD S. FRAZIER, INC.**  
1736 Wisconsin Ave., N.W.  
Washington 7, D. C.

**New England Daytimer**  
Excellent signal in fine market. Making money now and has good potential. \$100,000 needed for down payment.  
Box E-85, BROADCASTING

**STATIONS FOR SALE**

1. SOUTHWEST. Daytime. \$125,000. 29% down.	3. WESTERN METROPOLITAN. Growth area. \$150,000. 29% down.
2. SOUTHEAST. Top market. \$30,000 down to qualified buyer.	4. MIDWEST TV. \$750,000. 29% down.

**JACK L. STOLL & ASSOCIATES**  
6381 Hollywood Blvd.  
Los Angeles 28, California

**FOR SALE**

**Stations (Cont'd)**

**TAMPA, FLORIDA**  
10,000 Watts—Non-directional day—1550KC new equipment—furnishings—studios. Assets include transmitter property with new building. Excellent opportunity for Country-Western-Religious format in Florida's largest industrial city. Low down payment—attractive terms. Call John McLendon—601-948-1617—Jackson, Mississippi—P. O. Box 197.

**JACKSON, MISS.**  
**METRO POP. 225,000**  
5KW/1KW fulltime facility in this rapid growth—stable radio market. Ideal for Top-40 or Country, Western-Religious format. Priced for quick cash sale. Call John McLendon—601-948-1617—Jackson, Miss.—P. O. Box 197.

**Pacific Northwest College Town**  
Active sports area. 1 kw Daytimer ideal for owner/operator. Low cost operation. Priced at slightly over last year's gross. \$75,000 on terms.  
Box D-337, BROADCASTING

**AM Daytime Station**  
Single market needs **GOOD MANAGEMENT.** Eastern Pennsylvania.  
Box D-338, BROADCASTING

To buy or sell Radio and/or TV properties contact:  
**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 56, TEXAS

N. H.	single	daytime	\$100M	terms
N. C.	medium	profitable	90M	50%
South	metro	FM	45M	15M
Fla.	metro	fulltime	240M	29%
M. W.	major	fulltime	525M	29%

*buying and selling, check with*  
✓ **CHAPMAN COMPANY INC**  
2045 PEACHTREE RD., ATLANTA, GA. 30309

**WISH TO BUY INTO TV**  
Experienced in Sales and Management consulting. Has major investment amount available (6 to 7 figures) for share in TV property near N. Y. would take part in Management fulltime.  
Box E-83, BROADCASTING



### Environmental control is not just for the astronaut.

It's equally important in our schools. Sleepy air—overheated, humid, often stagnant—has no respect for advanced teaching techniques. Uncomfortable, distracted pupils can't do their best work because satisfactory learning results only when pupils in a classroom are physically ready to learn.

They are ready to learn the moment they step into a classroom in which the thermal atmosphere is controlled by Nesbitt Syncretizers.

Syncretizer units heat, cool and ventilate classrooms on an individual basis. They automatically compensate for the varying thermal characteristics of each room and create a thoroughly comfortable, healthy learning atmosphere. Nesbitt components and systems are installed in more schools and institutions throughout the U.S. than any other climate control equipment made today.

ITT Nesbitt Inc. is a member of the Commercial/Industrial Products Group of ITT. This group also includes ITT Bell & Gossett Inc. and ITT General Controls Inc. in the United States, and three companies in the United Kingdom.

All six design and manufacture components for the finest climate conditioning systems for industrial, commercial and institutional use. Such components are built to the same reliable standards that have won respect for ITT as the world's largest supplier of electronic and telecommunication equipment.

International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York, New York 10022.

worldwide electronics and telecommunications

# ITT

WHEN Bill Goodnow glances up from his desk he sees a large lithograph on the opposite wall. There, set in the wind and wave of a blue-green ocean, is the S. S. Dar Marposa driving hard in the spray under full sail.

The print was one he found during a sales trip to New York. It captured his fancy because it was the same Polish naval training ship he saw at dock during a Baltic run as a merchant seaman early in 1936.

The sight of ship and sea, each running her course freely yet together, often jogs Mr. Goodnow's awareness of how easily one's ideals may be proved practical. As vice president and general manager of WISN-TV Milwaukee, he tries to inspire these values in others.

He seeks qualities like a sense of adventure and imagination, youthful yearning and striving for accomplishments or the vision of an unlimited horizon where there is room for everyone to let loose and try his creative spirit. Applying these to programming or advertising should be spontaneous, he feels, and not ritual.

Mr. Goodnow admits he has had more than ample opportunity to put such qualities to the test in helping WISN-TV to grow, first as the ABC-TV affiliate in Milwaukee and now as the CBS-TV outlet there.

**Long-Range Goal** ■ WISN-TV switched from ABC-TV to CBS-TV in 1961 as part of a long-range development goal for the station, he recalls. The challenges involved have been especially stimulating because of the historic competitive currents in the market. Issues include UHF and VHF, he notes, and color, as well as network affiliations.

Part of the problem in building strong identity there for CBS-TV through the years, he indicates, was the shifting of the network over several channels. Partly involved too, he says, was the memory of the ill-fated UHF ownership by CBS in WXIX(TV) Milwaukee between 1955-59.

But even this, he feels, was something of a blessing in disguise because as an alumnus of that "fraternity" he gained experience to aid him in making realistic decisions today. "Ted Shaker, Ed Bunker, Leon Drew, Frank Shakespeare and Chuck Hinds are but a few of those there whose examples have meant a lot to me," he notes.

The first major step Mr. Goodnow took upon assuming managership of WISN-TV in September 1958 was to make every department head fully responsible for his own department.

"We see each other often during the week," he says, "and I guess we really think a lot alike. Alike in the sense of 'quality' in every facet of our operation. The best technical equipment, for ex-

## Lessons of the sea applied to television

ample, and the personnel to match."

**Broad Horizons** ■ Mr. Goodnow has endeavored to build up the staff's professional standards by encouraging department heads to travel, to become familiar with other station operations and to attend industry meetings.

"We want to be able to judge by what is the best in the country, not just by what we have locally," Mr. Goodnow explains.

### WEEK'S PROFILE



William Carroll Goodnow—V.P. and gen. mgr. Hearst Corp.'s WISN-TV Milwaukee; b. Excelsior, Minn., April 6, 1916; U. of Minnesota, 1933-35; merchant seaman, 1935-36; U. of Minnesota, 1936-39 parttime premedical; furniture salesman and partner in own sales firm, 1940-41; U. S. Merchant Marine, 1941-45; headed own sales firms and represented cosmetics manufacturers, 1946-1953; local account executive, WTMJ Milwaukee, 1953; radio-TV sales manager, WCAN-AM-TV Milwaukee, 1954; account executive, WXIX(TV) Milwaukee, 1955-56, and local sales manager of WXIX 1957-58; appointed general manager of WISN-TV September 1958, promoted to vice president two months later; director—Milwaukee Symphony, Boys Club and Junior Achievement; member—Milwaukee Country Club, University Club; m. Bette Woodhead, Minneapolis, Oct. 4, 1941; children—Leslie A., 21; Susan, 18; Elizabeth A., 17; William C. Jr., 13, and Christina, 9; hobbies—golf, theater, horseback riding.

Turnover is low, he is proud to say, and people usually don't change unless to advance. If a man is ready to move ahead and the only place at the time is outside of WISN-TV, he is helped to do that. "Often they leave and learn something and come back better," he says.

Scarcely anyone inside or out of WISN-TV remembers when Mr. Goodnow ever really became upset; they know so well his ready smile and willing ear. Advertiser and agency friends acclaim his abilities as a host, too.

**Warranted Praise** ■ WISN-TV employees comment freely about the administrative talents of Mr. Goodnow. They note, for instance, that "he is generous with praise, but only when it is warranted." He is adroit, too, in handling possible rebukes.

Mr. Goodnow never begins with "what did you do that for?" He approaches quietly with a "why" question concerning some aspect of a decision. Often the explanation of background and details may answer his question, they note, but if not he may suggest a way that the problem might have been worked out better.

"He tries to be a friend as well as a boss," one staff member observes, "and he knows all of the some 140 staff members by name."

What Mr. Goodnow has done with staff morale he has attempted to achieve in the community for WISN-TV. From the beginning Mr. Goodnow has sought to identify the station with the events and people of Milwaukee. He instituted enlarged local news coverage as well as local programs such as *Milwaukee Reports*, *The Other 98*, *Students from Abroad*, *Challenge* and prime time local specials.

Mr. Goodnow expanded the WISN-TV "live" production department and added a new department for public affairs programming. He added new emphasis for the market's surrounding areas and established a community liaison committee in a dozen outlying counties. WISN-TV's one-man promotion department was expanded to four and a merchandising department was formed.

Years of selling in the cosmetics and allied fields, Mr. Goodnow feels, helped him in radio-TV because basic principles are the same. In both fields you offer the best product—or program—you can, he notes. In both you must find the unusual ideas that set you apart, he says, those that serve the customer best and in turn the advertiser, retailer and you.

As the sailor prepares to meet the unexpected, "you must always improve," Mr. Goodnow believes. "No matter how good you are," he says, glancing again at the Dar Marposa, "You're only half as good as you should be."

## EDITORIALS

### A little water on the fire

THE code of advertising standards adopted last week by cigarette manufacturers provides an unintentional illustration of ambivalence. The code constitutes an admission that the act of encouraging youngsters to begin smoking is wrong. It also implies an assertion that the act of advertising to adults who already have the habit is right.

Yet if the code represents an awkward compromise between morality and practical economics, the tobacco men cannot be wholly faulted. They have been recently exposed to traumatic experiences that few, if any, industries have been asked to bear. They are dealing in a product that is used by every segment of society in every social circumstance. They have contributed influentially to the nation's wealth. Directly associated in their business are employees, farmers and stockholders numbering in the millions. And suddenly they are being told that all their works are detrimental to the public health.

The media that carry cigarette advertising cannot disengage themselves entirely from the tobacco companies' predicament. Television and radio especially, because of their exceptional powers, must recognize that there is at least a question about the public interest in the encouragement of smoking. In the circumstances broadcasters were acting with a practical regard for public relations when they inserted their own restraints on cigarette advertising in the television and radio codes.

For the moment a general toning-down of cigarette commercials is unarguably in order. But no one ought to be mesmerized into believing that any of the restraints that broadcasters or tobacco companies have yet proposed is apt to cause an appreciable change in the smoking habits of Americans. All the restraints have a common motivation: They are public relations devices intended to placate the more antagonistic anti-smoking elements and to head off more confining government controls. For that purpose alone they may be justified.

But the broader purpose of the true public interest cannot be served by this or that modification of cigarette advertising. What is needed is more knowledge about the physical effects of smoking. The statistics on which the surgeon general's committee based its report suggest a higher incidence of some diseases among smokers than nonsmokers, but there is still a woeful lack of information about the medical reasons for the statistical phenomena.

Until more scientific evidence is available, any conclusion about the effects of smoking on the general level of health must be suppositional. Pending more word from the scientists, it makes practical sense for cigarette makers to avoid the overt recruitment of the young and to temper all their advertising messages. But at this stage no one ought to ask them to go much further than that.

### George did it

THERE is a rich mass of significant data, much of it still unmined, in the nationwide study of consumer attitudes unveiled by the American Association of Advertising Agencies 10 days ago (BROADCASTING, April 27). For advertisers and for agency people concerned with selecting the right media for their products, however, one finding stands out above all others, and that is the undeniable superiority of TV and radio in commanding the consumer's attention.

More than eight out of every ten advertising messages that the consumer regards as noteworthy in terms of being informative, enjoyable, annoying or offensive come from the broadcast media. Television contributes 69% and radio

15%, as against 8% for magazines and 7% for newspapers. Advertising planners should not let either the dominance of television or their own preconceptions about radio and the print media obscure the fact that radio scores as high as magazines and newspapers combined.

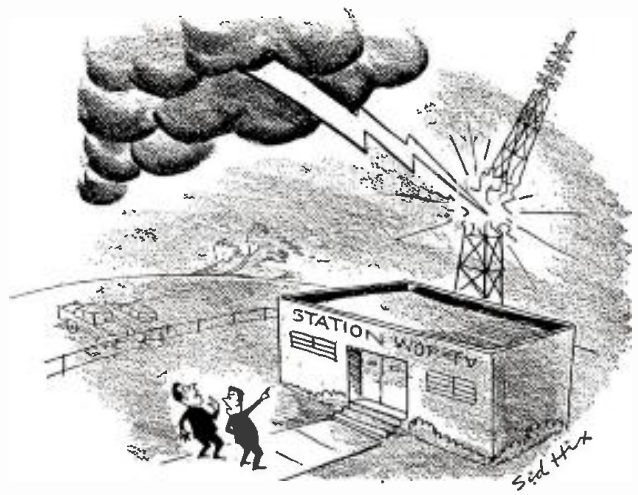
This is not to say that only the "noteworthy" messages sell goods. Actually, these represent only about 15% of all the ads the consumer sees and hears, and it would be hard to believe—and even harder to accept—that 100% of advertising's results come from 15% of the messages. No effort was made to track the sources of the unimpressive 85%, but again logic postulates that if broadcast commercials dominate the impressive advertising, they must also dominate that which is noticed.

One obvious job is to make commercials more "noteworthy"—on the favorable side. The study found that the broadcast media's noteworthy messages, particularly television's, have a somewhat higher irritant quotient. These unfavorable reactions are traceable primarily to the content and frequency of the commercials themselves, and these elements are the province of the agency in the first place, with some collaboration by the broadcaster required in the matter of frequency.

The AAAA survey offers a multitude of clues to what irritates and what pleases in advertising—findings that ought to be studied by commercial writers and producers at all levels, from those in the biggest agencies to the local commercial writer in the smallest station. It also provides insights—and promises more, as the material is sorted and sifted and studied further—to help solve many other problems, from general criticisms of advertising to the intricacies of "clutter" and "overcommercialization."

We are pleased that the AAAA conducted the study, but a little abashed that broadcasters did not do much of it first. We have long argued that broadcasters cannot realistically deal with such questions as clutter, piggybacks and "overcommercialization" in general without first learning how the public regards these issues—or whether they are issues.

It has remained for the AAAA to do the spadework. Broadcasters should take full advantage of that spadework, but they shouldn't stop there. They should find out, as soon as possible, what additional research can be done, under their own auspices but by independent researchers, to supplement and develop the AAAA findings in areas most pertinent to the broadcast advertising business.



Drawn for BROADCASTING by Sid Hix

*"We've got to cut down those Sunday sports shows and find more time for religious programs!"*

# TK-60 cameras win a place in the Florida sun!

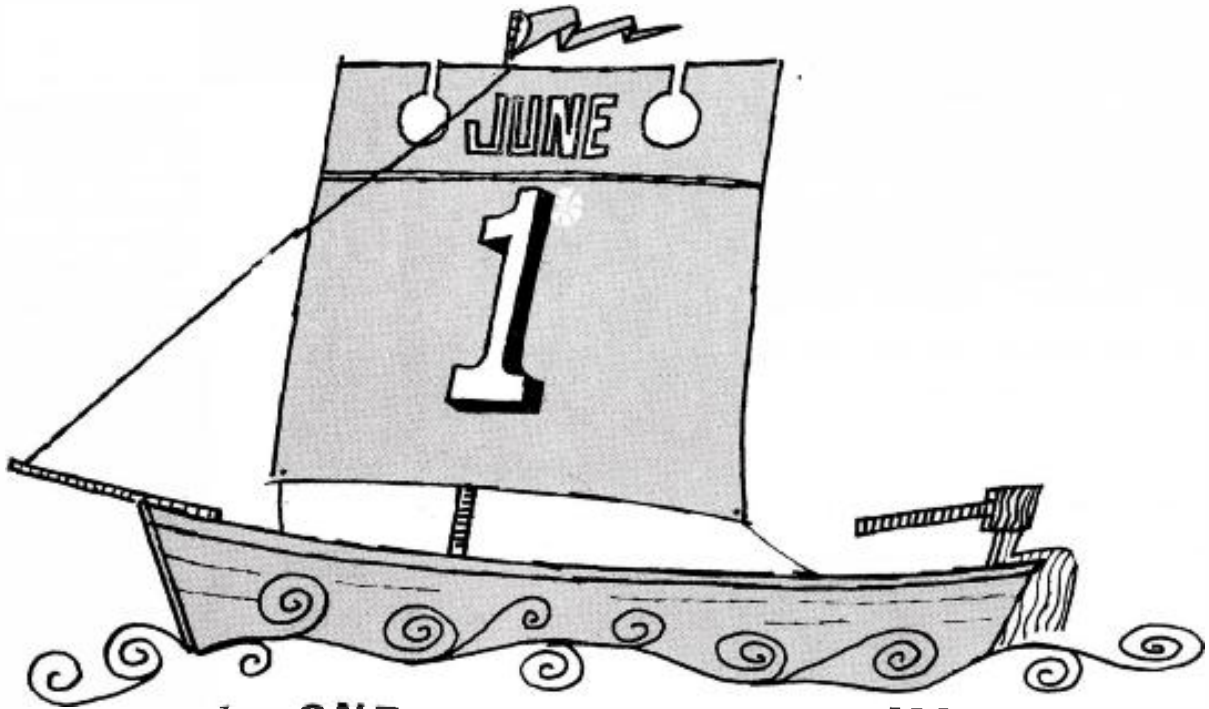


For their "man with the tan" commercials, Eastern Air Lines went on location. On this sun-fun job the RCA deluxe TK-60 cameras were the ones WTVJ preferred. The crew had to act fast to get airplane shots between flights at Miami Airport. It proved the TK-60s' worth—with their built-in production aids, adjustment facility and fast warm-up. They're the world's best-known symbol of the finest television.

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



**THE MOST TRUSTED NAME IN TELEVISION**



puzzle: **ONE DAY BEFORE THE MAST**

Four intrepid Madison Ave. argonauts—Joe Burbeck of Compton Adv., Nick Sparkman of Ted Bates & Co., John O'Connell of E. R. Squibb & Son, Bob Lamkin of Harrington, Righter & Parsons, Inc.—spend whatever spare time they can muster plying the waters of the Long Island Sound. Each man owns a sailboat christened by one of the others: Bergerac was christened by O'Connell, Spookie by Burbeck, Pourquoi by Lamkin, Baccarat by Sparkman. One Sunday when the wind was fresh, they decided to hold a miniature regatta, with the proviso that no boat was to be sailed by either her owner or the man who had christened her. The following facts were gleaned about the starting line-up:

O'Connell does not own Spookie. Burbeck does not own Baccarat. Sparkman is not the skipper of Pourquoi. It is generally expected that the winning boat will be either Spookie or Pourquoi, but O'Connell thinks the boat he's sailing has an excellent chance of beating these two.

Which boat does Burbeck own and who will sail it?

Address answers to: Puzzle #103, WMAL-TV, Washington, D. C. 20008

*\*Getting under way June 1—WMAL-TV's all new "Straw Hat Plan" with more bonus spots in '64. From June 1 to August 31, bonus spots guarantee your clients a plus share of the big viewing audience tuned to WMAL-TV's see-worthy summer programing. Ask any Media Buyer worth his salt—or check with Harrington, Righter & Parsons, Inc.*

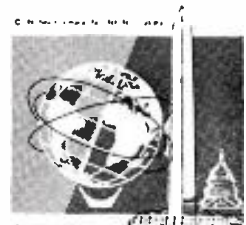
*Puzzle adaptation courtesy Dover Publications, New York, N.Y. 10014*

**wmal-tv** 

Evening Star Broadcasting Company WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSA-TV and WSA, Harrisonburg, Va.



SEE THE  
WORLD'S FAIR AND  
WASHINGTON, D.C., TOO