



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWSPAPER



FAB TV board wants federal legislation of CATV. p27
The pitfalls that beset unwise TV buyers. p38
Election threatens, but doesn't split, NCTA. p48
Broadcasters answer those FCC letters. p34

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**Only in the newly released
COLUMBIA POST-'50 GROUP II
feature films
can you find great names like these!**



DAVID WILSON



TULLY BASCOMBE



JOEY EVANS



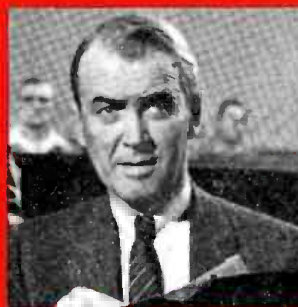
JANE OSGOOD



HAL CARTER



MADGE OWENS



PAUL BIEGLER



MIKE HANEY

For availabilities, and the titles of the outstanding
films in which these great stars appeared as the above
named characters, contact

SCREEN GEMS

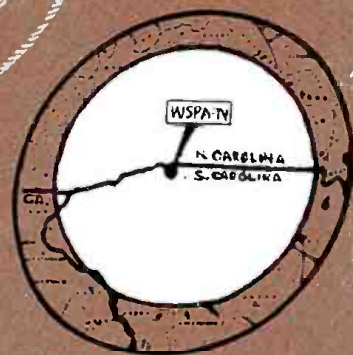
"HOGGING THE SHOW" IN 3 STATES

With its new antenna on Hogback Mountain, 3468 feet above sea level and 2000 feet above average terrain, WSPA-TV sells powerfully to nearly 50 counties in South Carolina, North Carolina, and Georgia.

There are now 451,600* TV homes served by WSPA-TV—double the TV homes formerly served. Homes with the average annual buying income of \$5,500.00.

Ask the man from Hollingbery, for details on how to get your "hog's" share of the huge, rich Greenville-Asheville-Spartanburg market, which ranks 46th in the nation.†

* Television Magazine
† S. M. Survey of Buying Power



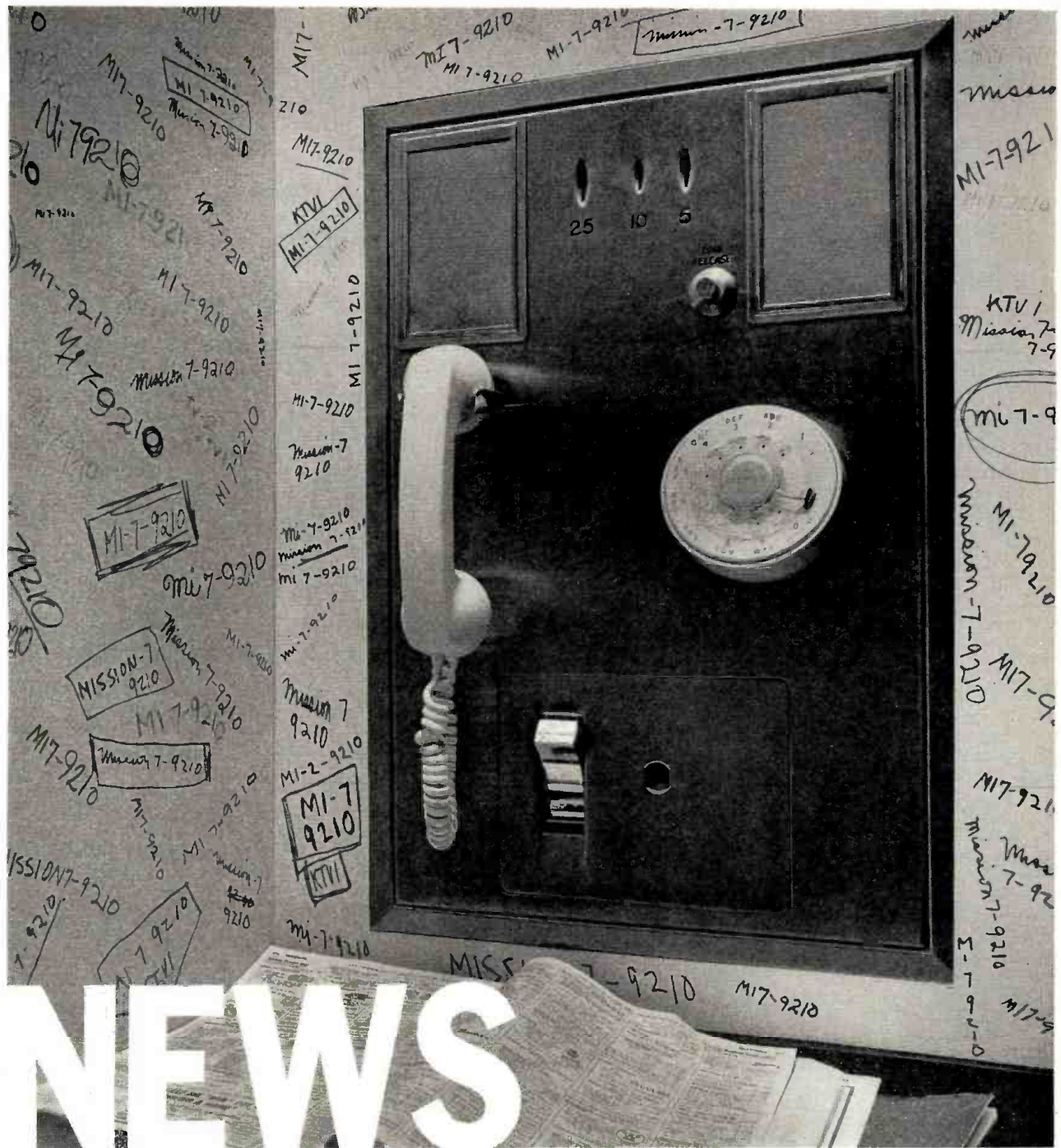
WSPA-TV

owned and operated by SPARTAN RADIOCASTING COMPANY, Walter J. Brown, President
SPARTANBURG, SOUTH CAROLINA



in the nation's 46th market

GEORGE P. HOLLINGBERY—National Representatives



Hot line in St. Louis

St. Louis a conservative city? St. Louisans are slow to accept change and often adopt a cool, stand-offish, "show me" attitude toward newcomers?

You'll never prove it by Howard Streeter.

Although on the job only briefly as news director of KTVI, he's already received more phone calls in a month than most people get in a lifetime.

How come?

As part of our campaign to introduce Howard in St. Louis, we invited viewers to dial him at any time for a private "newscast". And 13,110 people responded within 30 days.

Many, many more St. Louisans, we're happy to say, are dialing Howard Streeter for the news at his better-known number—TV 2.

If you have a product or service you'd like to receive this kind of reception in the fast-growing, faster-changing St. Louis market, we have evidence to prove that KTVI can cause cash registers to ring as well as telephones.

May we show you?

HR **KTVI 2** **abc** St. Louis

all day... every day

From 9:00 a.m. to Midnite, Monday thru Sunday,*
KRLD-TV delivers 71% more homes per average quarter-hour than
Station "B," 103.5% more than Station "C," and 232.1%
more than Station "D."

Proof positive that all day every day your ad dollar goes further
on Channel 4. See your ADVERTISING TIME SALES representative.

*ARB
April '64

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

Brother Milton

Insiders are guessing that no matter who gets Republican presidential nomination, vice presidential running mate will be an Eisenhower—Milton S., 65, now president of Johns Hopkins University. Dr. Eisenhower, youngest of President's brothers, is more than an educator. His experience includes Department of Agriculture as director of information, 1928-41, which included supervision of radio extension operations; associate director, Office of War Information, 1942-43.

Former President has always regarded Milton as "brightest" of Eisenhower clan. Milton was consulted extensively by his brother during his eight years in White House. Insiders feel that magic of Eisenhower name would be boom to Republican ticket.

Longer licenses

Broadcasters may soon get opportunity to press for longer licenses. It's expected bill will be introduced by Rep. J. Arthur Younger (R-Calif.) for "open-end" or indeterminate licenses for non-broadcast users. This would provide vehicle for amendment whereby broadcasters can seek seven-year or even five-year licenses in lieu of present three-year limits. Testimony urging five-year licenses for broadcasters and "open-ends" for other users recently was given House Appropriations Committee by FCC Commissioner Robert E. Lee and Senator John A. Pastore (R-R.I.), chairman of Senate Communications Subcommittee, recently has endorsed five-year tenure.

Why Jimmy didn't run

Rep. James Roosevelt (D-Calif.), eldest son of F. D. R., has confided that he did not run for Senate seat this year in California because he "couldn't raise the \$1.5 million to finance it"—largely for television and radio time. He said he had borrowed money from his mother in his 1954 campaign for House seat and that it had taken him years to pay it back.

No STV pro football?

Current attempt by Subscription Television to secure pay TV rights for West Coast college football games (see story, page 61), is not likely to be duplicated in foreseeable future in professional football ranks. Reason: sell-out crowds at stadia of four California National and American League Football cities are never certain, indicating not much overflow audience

CLOSED CIRCUIT

may exist there. NFL's Chicago Bears is only pro team likely to make use of that league's contract provision with CBS-TV allowing use of theater TV during regular season games where home clubs so desire. AFL now negotiating pay TV clause with NBC-TV, which holds five-year telecasting rights to their games, beginning in 1965.

Will ABC drop U's?

ABC high command has been thinking quite seriously of dropping affiliations with UHF outlets in markets with two VHF stations on assumption it can pick up more audience in fringe time on V's than it gets in prime time on U's. Idea has been discussed at highest network level, but no decision has been reached.

One corollary advantage, some ABC officials feel, is that move may force FCC to look with greater favor on network's proposal that VHF stations be limited in amount of programs they may take from one network, or reconsider its decision to withhold drop-ins of VHF channels in two-V markets.

Big 'midget' pitch

Big pitch this fall by set manufacturers will be for "personal" TV receiver. They're timing campaign, to begin Sept. 1, to promote transistorized midget screens, expected to coincide with clearing of "pipe-lines" of all-VHF-only receivers, on which production stopped last April 30. Instead of talking "TV homes," now near saturation, they will sell multiple personal receivers in home as well as self-contained battery units for out-of-home viewing. Record sale of nearly 10 million receivers (about one million in color) is predicted.

TV foreign legion

Headed for brisk activity is newly formed Committee on International Broadcasting of NAB, chaired by John S. Hayes, president of Post-Newsweek Stations and including in its 13-man membership, some of outstanding executives in broadcasting. Committee, which reported to NAB board last Thursday, will retain fulltime staff director. Committee made plans to work unofficially with State Department and USIA at meeting June 12, attended by Under Secretary of State George Ball and Carl Rowan, USIA director, Henry Loomis, director of Voice of America and James L. Green-

field, deputy assistant Secretary of State, public affairs. Broadcasters present were Mr. Hayes, Frank Stanton, CBS president and chairman-designate of U. S. Advisory Commission on Information, LeRoy Collins, NAB, and Herbert Evans, Peoples Broadcasting, committee vice-chairman.

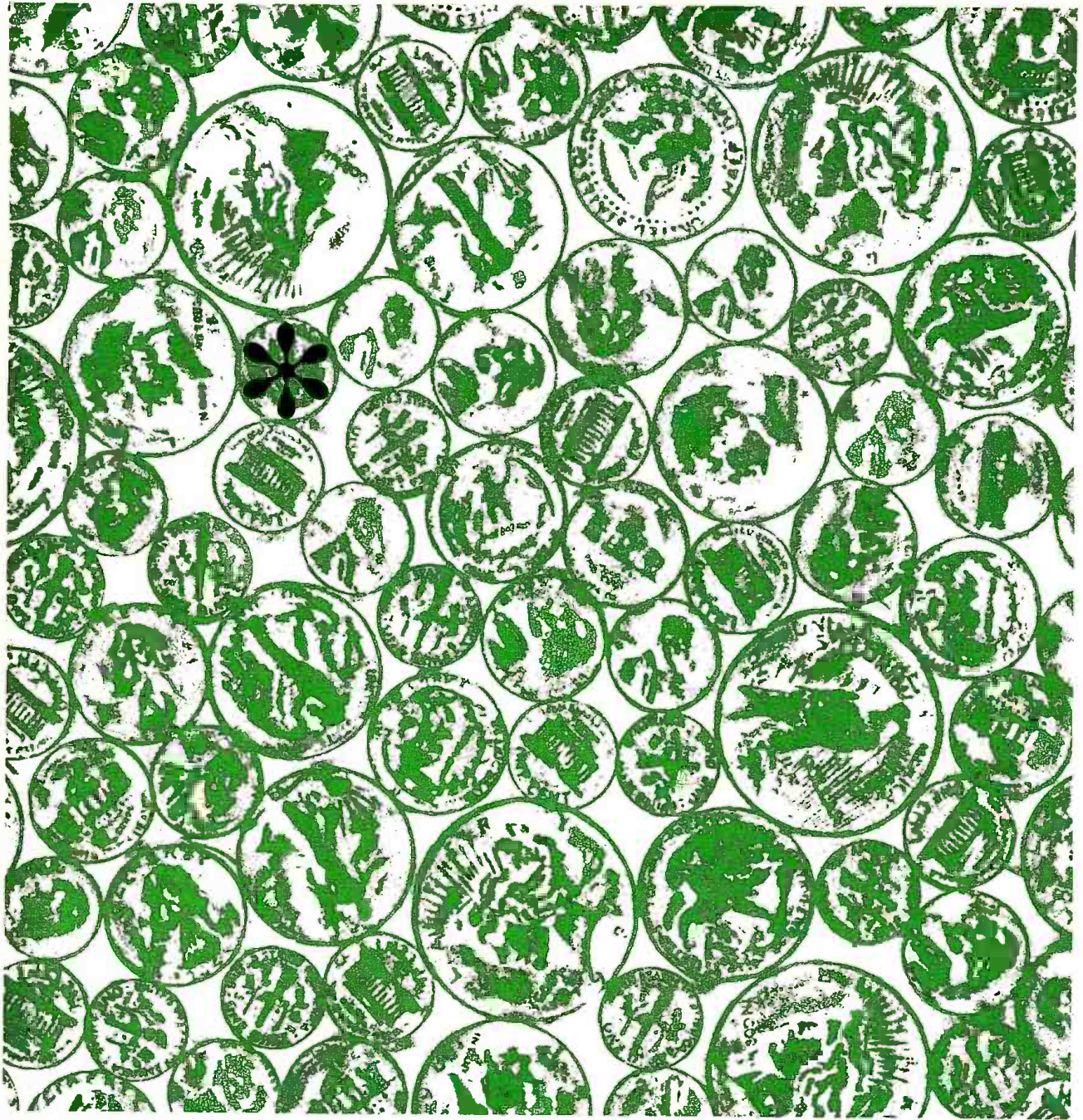
Projects discussed included agreement to set up liaison with committee. Main thrust is to supply emerging nations with U. S. broadcasting teams, drawn from commercial station roster, to voluntarily work with specified government administrations in setting up TV operations. Salaries would be paid by U. S. stations. Conferees appeared to agree that international TV film festivals are largely foreign versions of "EMMY" awards and should be treated as such.

Cable impact study

Picking an economist to do NAB study of impact cable companies have on TV stations may be this week (see page 32). Choice will be made by Douglas A. Anello, general counsel of NAB, and Bernard A. Koteen, Washington communications attorney, who is special counsel for NAB in CATV matters. Mr. Koteen has interviewed number of economists-statisticians-analysts-mathematicians and has narrowed field so that appointment can be made quickly.

Network sales up and up

In view of Foote, Cone & Belding-Needham, Louis & Brorby studies showing housewife viewing of commercials as effective in daytime as in nighttime (see story, page 40), how are TV networks faring in sales for fourth quarter? All three networks report daytime business brisk for fall. For fourth quarter: CBS-TV is sold out in noon-4:30 p.m. periods when network sells on program sponsorship basis only, and can claim fast-track for its morning minute plan; NBC-TV has six of its 12 entertainment shows fully sold and four newsstrips in daytime also SRO; other six entertainment programs are nearly SRO; ABC-TV's schedule is 80% sold, three of its top daytimer shows SRO (nine entertainment programs in all on ABC-TV), and in dollars for that quarter is 25% ahead of same time last year even though network is selling daytime at higher rate. In 1963, networks in total grossed more than \$217 million (time only at one-time rate) in daytime.



Acquisitives* . . . are Big Spenders in Cleveland

This is the nub of an exhaustive report published by the U.S. Bureau of Labor Statistics. In fact, Cleveland was the highest-income, biggest-spending, most-saving city of the four which BLS reports. The other cities are Detroit, Chicago and New York. It's smart to advertise where the money is.

*Acquis'-i-tive—given to desire, to buy and own.

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

ACQUISITIVES WATCH

WJW-TV

BROADCASTING, June 22, 1964

WEEK IN BRIEF

NAB boards face Hamlet-like choice on CATV: legislation or no legislation. Decide for legislation, although they are warned by Rogers that this could lead to more and more regulation. See . . .

SHOULD FCC CONTROL CATV? . . . 27

Broadcasters association won't appear before Congress on cigarette bills, joint NAB boards decide—by one vote. Collins suggestion on tobacco stand debated, but no action is taken. See . . .

CLOSE VOTES ORDER OF DAY . . . 32

Leadership of NAB boards changes: Schroeder is joint chairman, Shapiro heads TV board and Howell leads radio board, last two being elected by one-vote margins. See . . .

NEW LEADERS TAKE OVER . . . 33

Who stands up to the FCC when it questions commercial practices? Obviously, the major broadcasters who insist they're consistent with policy. Little guys usually promise to fall in line. See . . .

BROADCASTERS ANSWER FCC . . . 34

Advertisers fear dilution of TV commercials' effectiveness because of clutter, ANA workshop is told. Study shows housewives are reached all right by TV, but does it send them? See . . .

UNWISE TV BUYS . . . 38

Ratings are questionable as measurement of actual performance of TV advertising, study shows. They don't show whether the viewer is really motivated, ANA told. See . . .

DOES TV COMMUNICATE WELL? . . . 40

Largest CATV convention in history sees sharpest battle in years for association chairmanship, with Merrill finally chosen. Move toward UHF ownership seen by cable operators. See . . .

BROTHERLY LOVE TURNS TRICK . . . 48

Cox still feels local TV stations must be protected against inroads of CATV. Views disappoint cable owners who think they have refuted contention they hurt broadcasters. See . . .

PROTECTION FOR LOCAL TV . . . 49

Ford calls for amalgam of all television under blanket jurisdiction of FCC. Commissioner tells NCTA that TV today means broadcasting, CATV, microwave or no, and pay TV, off-air and wired. See . . .

INTEGRATION PLAN FOR TV . . . 52

EIA president predicts color TV sales of over one million this year will help offset decline in monochrome sales. All consumer electronics should rise by \$10 million, Horne estimates. See . . .

COLOR TV WILL SPUR SET SALES . . . 64

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when you think

NEW YORK
RADIO

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the straus broadcasting group inc.



REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

Nonprofit group gets interim bid support

Oak Knoll Broadcasting Corp., nonprofit group in Pasadena, Calif., was supported by other applicants in its bid for interim operation on 1110 kc frequency, now occupied by KRLA Los Angeles. Station, denied renewal, is scheduled to go off air July 1.

Support for Oak Knoll was expressed in oral hearing before FCC Friday (June 19), in which it was disclosed that KRLA's operating net income, before taxes in 1963, was \$225,603.

Commission made station's financial statement public after counsel for Oak Knoll, Thomas Dowd, referred to information in it. Mr. Dowd is former attorney for KRLA.

Hearing was held to determine whether interim operation should be granted to keep station operating during comparative proceeding on permanent assignment and, if so, who should get it. Nineteen applicants are seeking permanent grant.

Oak Knoll, which is not applying for permanent authority, says it will give 80% of its profits to local ETV, remainder to charity.

Support for Oak Knoll ■ Goodson-Todman Broadcasting Inc. and Crown City Broadcasting Co., both Pasadena, and both applicants for interim as well as permanent grants, endorsed Oak Knoll's proposal. Support also came from three applicants seeking permanent authority only.

All expressed view Oak Knoll's proposal was fair to all, would not prejudice ultimate commission decision on permanent grant.

Opponents of Oak Knoll included other applicants for interim operation, as well as applicants seeking permanent assignment in market outside Los Angeles area.

Frank Fletcher, counsel for Radio Eleven Ten Inc., Pasadena, which consists of six applicants for permanent grant, said commission shouldn't set "anomalous precedent" of making AM facility "satellite" of another station in different medium.

He and others advocating interim operation warned that, if station goes off air, U. S. might lose frequency to Mexico. Opponents of interim operation called this "a red herring," Broadcast Bureau attorney, who checked with staff, said, in existing circumstances, it wouldn't be "appropriate" under treaty

with Mexico to notify that country assignment was deleted.

Applicants seeking permanent operation in area outside Los Angeles noted that market has 25 AM's. They said commission should permit station to cease operating, that granting of interim operation in Los Angeles would hurt their chance of moving frequency.

FCC gambols away from gambling curb

FCC announced last Friday (June 19) that it was dropping proposed rules to regulate broadcasting of horseracing information. However, it "stressed that it will continue to consider, on a case-by-case basis at renewal time, certain practices by stations in this connection."

Commission, voting down proposal 5-1, followed its staff's recommendation (BROADCASTING, June 15). Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert E. Lee, Frederick W. Ford and Lee Loevinger voted to drop matter. Commissioner Kenneth A. Cox dissented and issued statement.

Rules were proposed to prohibit broadcasts of racing information that could aid illegal gambling (BROADCASTING, April 15, 1963).

Label warnings are enough for Rogers

Almost on eve of House Commerce Committee hearing on smoking and health legislation, Representative Walter Rogers (D-Tex.), committee member, introduced bill to require health hazard warning on cigarette packages.

But, asked if he went along with other pending proposals to limit cigarette ads, Representative Rogers, chairman of Communications Subcommittee, said he thinks labeling of product itself "is sufficient notice."

Earlier in week National Association of Broadcasters voted not to appear at hearing (see page 32) which begins Tuesday (June 23).

Fast action needed if satellite is to be used

What may put across live television coverage via Syncom relay of "summer" Olympics in Tokyo next October is burgeoning interest by European as well as Japanese broadcasters. On Friday (June

19), European Broadcasting Union met in Vienna with representatives of NBC, CBS, ABC, Canadian Broadcasting Corp., and Japanese NHK, to discuss pooling finances to make television via satellite reality this fall.

If Europeans agree, NHK will go along and, it's expected, NBC will be persuaded. Deadline for decision is this week, because after then it'll be too late to modify Navy's Point Magu, Calif., receiving antenna in time for reception in October from Syncom III, scheduled to be launched in August.

Eastman to use WTRX as training ground

Sale of WTRX Flint, Mich., by John Lord Booth to Robert E. Eastman Co. for \$300,000 and \$45,000 covenant not to compete was approved by FCC on June 18. Eastman is station representative firm with headquarters in New York. Robert Eastman, president of company, said 1330-kc facility would be operated as wholly owned subsidiary and would be used as training ground for salesmen.

Mr. Booth heads Booth Newspapers, which also own or control WJLB and WMZK(FM) Detroit, WSGW Saginaw, WIBM and WBBC(FM) Jackson, all Michigan; WTOD and WTRT(FM) Toledo, Ohio; WJVA South Bend and WIOW Kokomo, both Indiana.

Transaction was handled by Edwin Tornberg & Co. WTRX broadcasts full-time, 5 kw day and 1 kw night.

ARB radio report due

American Research Bureau will soon release its first radio audience report to its TV advertiser-agency subscribers as pocketpiece by-product of ARB-RKO General Detroit radio methodology test, RKO General said Friday (June 19). ARB enters syndicated radio survey field next January. Full, detailed report on Detroit multimedia diary test will be available in August.

VAB picks officers

Virginia Association of Broadcasters, holding annual meeting in Staunton, elected following new officers on Friday (June 19): President, Arthur M. Gates, WYVE Wytheville; vice president, Robert M. Lambe, WJAR-AM-FM-TV Norfolk; secretary-treasurer, Howard B. Hayes, WPTK Alexandria.

Elected to the board: Irvin Abeloff,

WEEK'S HEADLINERS



Mr. Strouse



Mr. Seymour

Dan Seymour, chairman of executive committee at J. Walter Thompson Co., New York, elected president and chief operations officer, succeeding **Norman H. Strouse**, chief executive officer, who was elected board chairman. Mr. Seymour, former radio performer, joined JWT in 1955 as VP-radio-TV, was elected senior VP in 1961 and chairman of executive committee last year. He will continue in latter post. Mr. Strouse joined JWT in 1929 as space buyer and was elected director of firm in 1952. He became president in 1955 and in 1960, chief executive officer, post he will continue in. Mr. Strouse is second board chairman in JWT's 100-year history; Mr. Seymour is fourth president.



Dr. North

Dr. Harper Q. North, VP of research and development for Thompson Ramo Wooldridge Inc., Redondo Beach, Calif., elected president of Electronic Industries Association last week, succeeding **Charles F. Horne**, president of General Dynamics/Pomona, Pomona, Calif. **J. A. Milling**, president of Sams division of Howard W. Sams & Co., Indianapolis, elected EIA treasurer, succeeding **Leslie F. Muter**, board chairman of The Muter Co., Chicago, who retires as EIA treasurer after 28 years in that post. **James D. Secrest** was re-elected EIA executive VP and secretary.

Orphie Bridges, Arvin Industries, named chairman of EIA consumer products division, succeeding **Morris Sobin**, Olympic Radio & Television division of Lear Siegler Inc. **Bruce R. Carlson**, Sprague Electric Co., was appointed director of EIA marketing services department, replacing **Frank W. Mansfield**, Sylvania Electric Products. Posts are effective August 1 (see page 64).

Charles A. Pratt, VP-director of advertising of Alberto-Culver Co., Melrose Park, Ill., has resigned over "basic policy" differences. Mr. Pratt joined firm in 1960. Alberto-Culver's nearly \$40 million billing is virtually all in TV, with about \$1 million now in radio.



Mr. Frankfurt



Mr. McCarthy

Stephen O. Frankfurt, VP in charge of special projects, and **Dermott F. McCarthy**, VP in charge of copy department at Young & Rubicam, New York, elected senior VP's to serve as agency's co-creative directors. Mr. Frankfurt joined Y&R in 1954 as art director after serving as TV designer for United Productions of America. Mr. McCarthy joined agency in 1954 as copywriter after serving in similar capacity at D. P. Brother & Co.

Willard Schroeder, VP of Time-Life Broadcast Inc. and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., elected chairman of joint National Association of Broadcasters boards at meeting last week in Washington. Elected to head TV board is **Mike Shapiro**, general manager of WFAA-AM-FM-TV Dallas, with **John F. Dille Jr.**, president of WSJV-TV South Bend-Elkhart and of WKJG-TV Fort Wayne, both Indiana, as vice chairman. **Rex G. Howell**,

president-general manager of KREX Grand Junction, Colo., elected chairman of radio board, with **Jack W. Lee**, VP and general manager of WPRO Providence, R. I., as vice chairman (for fuller story see page 27).

Bruce Merrill, Phoenix, Ariz., owner of CATV systems, microwave relay firm and electronics manufacturing concern serving CATV industry, elected board chairman of National Community Television Association at annual convention held in Philadelphia last week. He succeeds **Fred J. Stevenson**, Rogers, Ark., system owner. Rest of 7-man executive committee, besides elected officers (also see page 48), includes two members named Friday (June 19) by Mr. Merrill: **F. Gordon Fuqua**, manager of Bluefield TV Cable, Bluefield, W. Va., and **Alfred R. Stern**, former NBC VP and now board chairman and chief executive officer of TeleVision Communications Corp., New York.

Edwin H. Sonneck, director of corporate planning and research for Good-year Tire & Rubber Co., Akron, Ohio, elected president of American Marketing Association last week, succeeding **William R. Davidson**,



Mr. Sonneck

professor of business organization at Ohio State University, Columbus. **Schuyler F. Otteson**, chairman of department of marketing at School of Business, Indiana University, Bloomington, named president-elect of AMA for 1965-66. New AMA VP's: **Dr. Seymour Banks**, Leo Burnett Co., Chicago; **E. Raymond Corey**, Harvard Business School; **James L. Chapman**, Detroit Edison Co.; **C. Merle Crawford**, Mead Johnson Laboratories, Evansville, Ind.; **Edward J. Green**, Westinghouse Air Brake Co., Pittsburgh, and **George L. Herpel**, Temple University, Philadelphia.

For other personnel changes of the week see FATES & FORTUNES

WXEX-TV Petersburg; **Charles Blackley**, WTOn Staunton; **James H. Crawford**, WBTM Danville; **Frank Koehler**, WDBJ-AM-FM-TV Roanoke; **Frank Soden**, WRNL-AM-FM Richmond. Retiring president **Horace S. Fitzpatrick**, WSLs-AM-FM-TV Roanoke, moves to board.

Predictions restrictions?

Bill to restrict broadcast of election results and predictions while some polls are open was introduced in Senate Friday (June 19) by Senator **Karl E. Mundt** (R-S. D.). He said he was "perfectly sure something should be done"

about problem, although he was not sure his was certain answer and left door open for "self-restraint." Proposal was made, Senator **Mundt** said, to serve as focus for discussion.

His bill is companion to House measure introduced last week (see page 60).



LOOK WHO'S JOINING FLIPPER AND MR. MAGOO

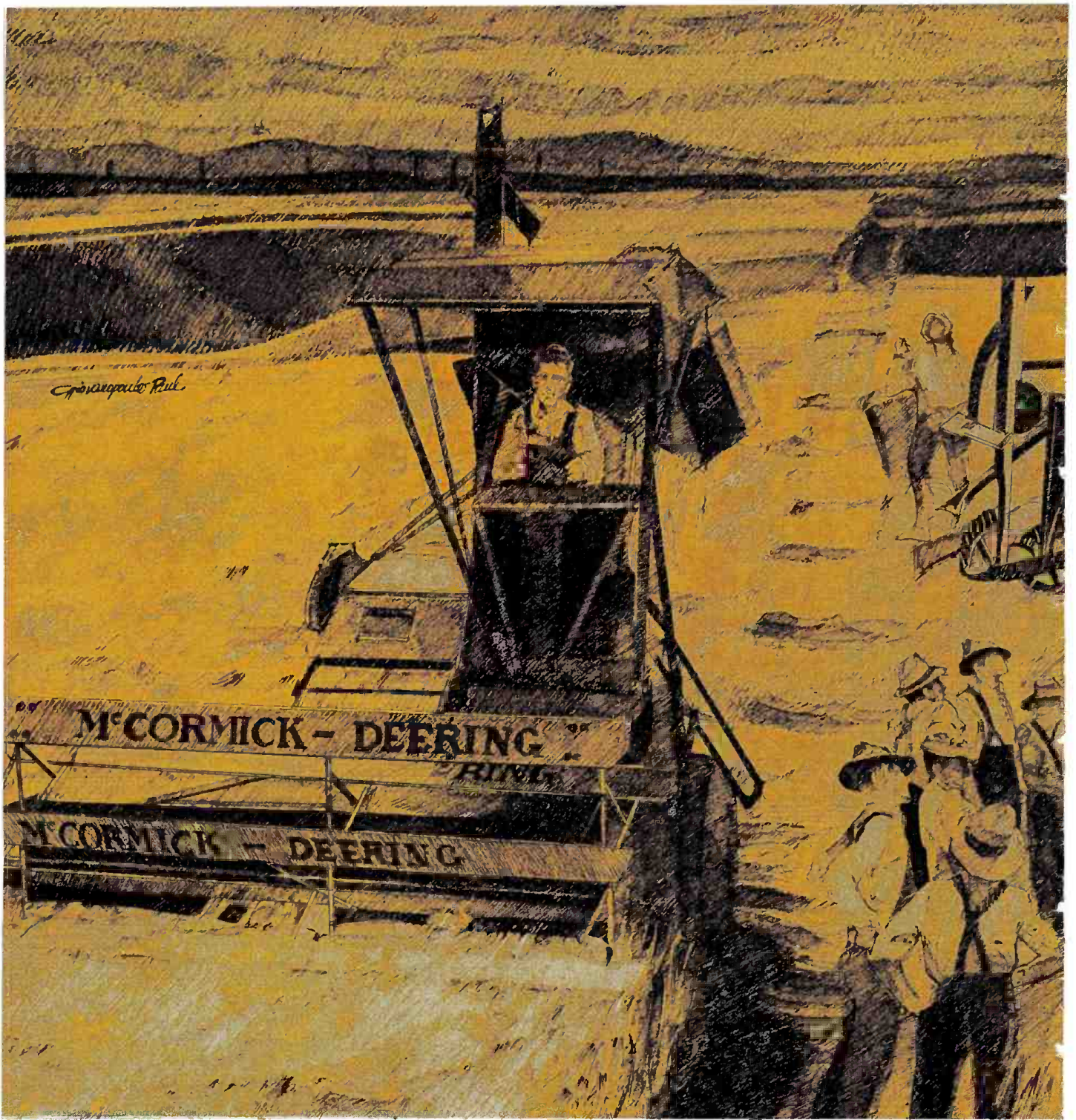
It's *Kentucky Jones*—with Dennis Weaver starring as a horse trainer who's saddled with an adopted Chinese orphan. Weaver, who's discarded his identity as "Chester" for this new comedy series, has now become so proficient at not limping that he may well walk off with next season's acting honors.

In *Kentucky Jones*—which will follow *Flipper* and *Mr. Magoo*—the action occurs against the exciting backdrop of horse racing. And helping to win the show a place in the hearts of viewers will be Ricky Der as Dwight Eisenhower (Ike) Wong. The appealing nine-year-old is so happy about being on TV that, given a choice, he'd rather be Wong than President. It's all part of NBC's Saturday night lineup that includes: *Flipper* (7:30); *The Famous Adventures of Mr. Magoo* (8:00); *Kentucky Jones* (8:30); and *Saturday Night at The Movies* (9:00).

Saturday is just one of the reasons NBC's fall schedule looks so good. (The other reasons are Sunday, Monday, Tuesday, Wednesday, Thursday, and Friday.) No wonder our '64-'65 sales are ahead of previous seasons. No wonder that on NBC every single prime-time program—new or returning—has attracted important sponsorship.

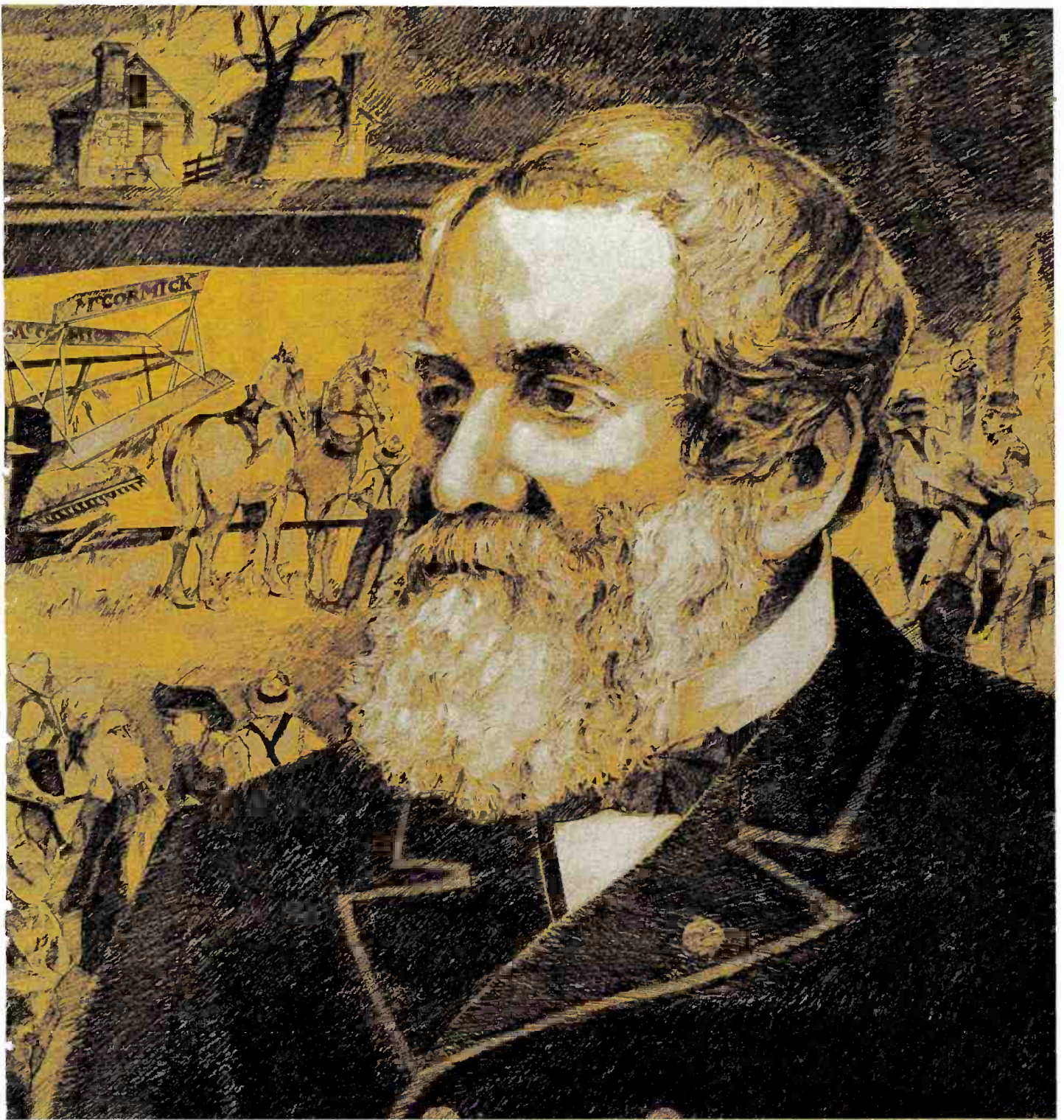


Look to NBC for the best combination of news, entertainment and sports.



What makes a great salesman?

On a hot July afternoon in 1831, a 22-year-old Virginia farmer gave the first public demonstration of a mechanical reaper that harvested grain four times as fast as a man with a cradle and scythe. This young farmer-inventor was Cyrus Hall McCormick. His crude reaper was the beginning of a billion-dollar agricultural implement industry. Yet, his talent for advertising and marketing proved even greater than his inventive genius.



In the early 1850's, McCormick became the first major manufacturer to introduce consumer credit: a farmer could buy a \$125 McCormick reaper for \$35 down at harvest time, the balance due December 1. He became the first American manufacturer to guarantee absolute satisfaction or return of purchase price. McCormick was one of the first advertisers to use testimonials. And he was one of the first direct-mail advertisers.

Cyrus McCormick was an innovator who benefited mankind. The Storer stations are innovators, too, with a long list of "firsts" to their credit. Public-interest broadcasts, vital editorials, and programming keyed to local interests not only make them highly respected members of their communities—but turn more listeners and viewers into *buyers*. In Los Angeles, Storer's great salesman is KGBS, an important station in an important market.



LOS ANGELES KGBS	PHILADELPHIA W'IBG	CLEVELAND W'JW	NEW YORK W'HN	TOLEDO W'SPD	DETROIT W'JBK
MIAMI W'GBS	MILWAUKEE W'ITI-TV	CLEVELAND W'JW-TV	ATLANTA W'AGA-TV	TOLEDO W'SPD-TV	DETROIT W'JBK-TV

Sure we Broke A Few Records!



It happened three years ago, when KABC RADIO switched to a fresh and stimulating all-conversation format. The records of course were musical recordings (who needs them when you have a staff of live and gifted conversationalists?). The result was highly pleasing to our advertisers (and to us) because we now deliver just about the most important group of listener-customers in all Los Angeles (the ones who spend more because they have more to spend). Call the Katz Agency for full details.

KABC RADIO 79

*The Conversation Station
of Los Angeles*

AN ABC OWNED RADIO STATION

DATEBOOK

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

■Indicates first or revised listing.

JUNE

June 22—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. Former deadline was May 11.

June 22-Aug. 15—Annual Radio-TV-Film Institute, Stanford (Calif.) University.

June 22-26—Summer convention of the National Association of Television & Radio Farm Directors, Cherry Hill Inn, Cherry Hill, N. J.

June 23—Advertising Club of Los Angeles. W. C. Mackey Jr., VP, McCann-Erickson, Atlanta, will speak on "Things Go Better with Coke." Statler-Hilton hotel.

June 23—Deadline for comments on FCC rulemaking that would prohibit sale before June 1, 1965 of Communications Satellite Corp. stock owned by common carriers.

June 23—Annual stockholders meeting, Jerrold Corp. Jerrold Building, Philadelphia.

■June 23—Federal Communications Commission has final hearing on its 1965 budget request before Senate Independent Offices Appropriations Subcommittee, 8:30 a.m., U. S. Capitol; Federal Trade Commission has hearing at 9:30 a.m., same subcommittee, same place.

June 23-26—Hearing on 10 bills to restrict smoking advertising and require hazardous substance labeling of smoking products. House Commerce Committee, Room 1334, Longworth House Office Building, Washington.

June 24-26—Annual convention of the Florida Association of Broadcasters. Speakers include FCC Commissioner Kenneth A. Cox; Edmund C. Bunker, president of Radio Advertising Bureau; Sherril W. Taylor, National Association of Broadcasters vice president for radio; Clark Grant, president of Broadcast Promotion Association; Jerome R. Feniger, vice president of Cowles Magazines and Broadcasting Inc., Tom Wall and Bob Heald, Washington communication lawyers, and Howard Bell, director of the NAB code authority. Deauville hotel, Miami Beach.

June 24-26—Twenty-ninth annual convention of the Toilet Goods Association. Key-note speaker will be Arno Johnson, vice president of J. Walter Thompson Co., New York, "The Challenge of our Times." The Balsams, Dixville Notch, N. H.

■June 25—Review by Senator Thomas J. Dodd's (D-Conn.) subcommittee of juvenile delinquency of alleged violence and sex on television (previously scheduled for June 18). Testifying initially will be Thomas W. Moore, ABC-TV president, and Henry G. Plitt, president of ABC Films. Other networks will follow.

June 25-27—Maryland-D. C.-Delaware Broadcasters Association. Speakers will be Representative Catherine May (R-Wash.) and LeRoy Collins, president of the National Association of Broadcasters. The agenda also includes an FCC commissioners' round table, and a legal discussion with William Dempsey of Dempsey & Koplovitz, as speaker. Atlantic Sands motel, Rehoboth Beach, Del.

June 26—Wisconsin Broadcasters Association, The Abbey, Lake Geneva.

■June 26—Southern California Broadcasters Association luncheon meeting. Gene McCarthy, director of media planning at McCann-Erickson, Los Angeles, is guest speaker; 12 noon. Hotel Continental, Hollywood.

June 26-July 7—Fourteenth International

Film Festival, Berlin, Germany.

June 27-28—Two-day political broadcasting seminar sponsored by the Kappa Mu Psi radio fraternity of University of Wichita. Subjects to be discussed will be the equal time provisions of the Communications Act, the FCC's fairness doctrine, and Kansas political and campaign laws. Lecturers include Douglas Anello, general counsel of the National Association of Broadcasters; Hilbert Slosberg, associate general counsel of FCC; and William Ferguson, attorney general of Kansas. Lassen hotel, Wichita, Kan.

June 28-July 10—Sixth annual seminar in marketing management and advertising of the Advertising Federation of America. For additional information write: Professor George T. Clarke, Education Director, Advertising Federation of America, 655 Madison Avenue, New York 21, N. Y. Deadline for receipt of candidates' applications was May 15. Harvard Business School, Cambridge, Mass.

■June 29-30—California Broadcasters Association annual meeting. Panel sessions on politics, news, sales and engineering for both radio and television. W. Theodore Pierson, Washington attorney, will address Tuesday luncheon. Meeting will conclude at Cow Palace with preview of facilities for broadcast coverage of GOP convention. All California broadcasters are invited to attend the two-day CBA meeting. Mark Hopkins hotel, San Francisco.

June 30—Oral proceeding at FCC on revised proposed AM-FM program reporting forms. Formerly scheduled for June 8.

June 30-July 2—Second annual Broadcasting Institute designed to show high school students opportunities in broadcasting and allied fields. Ithaca College, Ithaca, N. Y.

JULY

July 5-9—Meeting of Advertising Association of the West, Sun Valley, Idaho.

July 6—Deadline for reply comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was June 18.

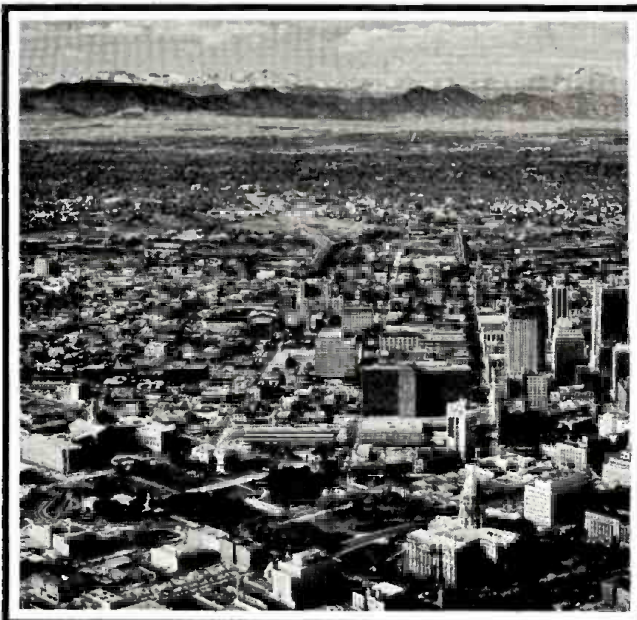
July 6-8—Second annual National Broadcast Editorial Conference, to be held in association with National Association of Broadcasters and Radio-Television News Directors Association, under the auspices of Columbia University Graduate School of Journalism. Speakers include FCC Chairman E. William Henry; Dr. Frank Stanton, president of CBS Inc., and Jacques Barzun, dean of faculties and provost of Columbia University. Conference chairman is Ralph Renick of wrv(tv) Miami; program chairman is Roger Turner of wmcw New York. Arden House, Harriman, N. Y.

July 6-10—International Conference on Magnetic Recording, sponsored by British Institution of Radio Engineers, and Institute of Electrical and Electronics Engineers. Scope of the conference will cover all magnetic recording on moving media and will include sessions on audio, video, computers and data recording. Headquarters of Institution of Electrical Engineers: Savoy Place, London, W. C. 2, England.

July 12-18—Fourth annual Texas Association of Broadcasters college career guidance program in cooperation with University of Texas, Austin.

■July 15—Annual meeting of members of the Broadcast Pioneers, Hamilton Suite, Hotel Barclay, New York.

July 20-31—Management seminar designed for young advertising and marketing executives and sponsored by the Advertising Federation of America. Halsey Davidson of Northwood Institute and formerly an executive of Campbell-Ewald Co., Detroit, will serve as seminar coordinator. Northwood Institute, Midland, Mich.



Denver, the biggest market
in the Rocky Mountain States.
And the home of ...

KOA (50,000 watts).
"This is Denver" ... and
better news, views and
entertainment can't be heard
in the mile-high market. Now,
KOA (Ralph Radetsky, President,
Gene Grubb, station manager) appoints ...

KOA



BLAIR RADIO,
a division of John Blair and Company,
effective July 1, 1964, as its
exclusive national representative.
This selling power added to the
Blair Group Plan makes it, more
than ever, America's most
influential group of radio stations.

On His 20th Anniversary in Broadcasting

Senate and House Leaders Agree Joseph McCaffrey of WMAL is Washington's Outstanding Capitol Hill Reporter

Congressional leaders pay tribute to McCaffrey on the floor of the House and Senate:

"an impartial and outstanding job . . . I become better informed listening to his programs . . . in my opinion he is one of the nation's outstanding reporters." *Senate Majority Leader Mike Mansfield*

"He is knowledgeable, and his reports are so factual that many of us listen to him to help us in our work." *House Democratic Whip Hale Boggs*

"highly respected among the citizens of Washington for his integrity and fairness . . . intelligent and honest reporting." *House Democratic Leader Carl Albert*

"His daily WMAL report on Today in Congress is a most valuable summary of Congress' activities for Members of Congress, for Government officials and for the citizens of this area." *Representative Frank T. Bow*

". . . the great contribution he makes is that he can take a day in the Senate . . . and put what was done into 2 or 3 succinct and easily understood paragraphs." *Senator Warren G. Magnuson*

It would not be possible "for any commentator to report events with a higher degree of impartiality or . . . objectivity than Mr. McCaffrey." *Senator Samuel J. Ervin, Jr.*

Since 1944, "Joseph McCaffrey has distinguished himself . . . by [his] clarity and accuracy . . . high sense of ethics and impartial presentation of the news." *Representative Paul G. Rogers*

(Quotations from the CONGRESSIONAL RECORD)



On June 6, 1944, Joseph McCaffrey launched his distinguished career in broadcasting and television.

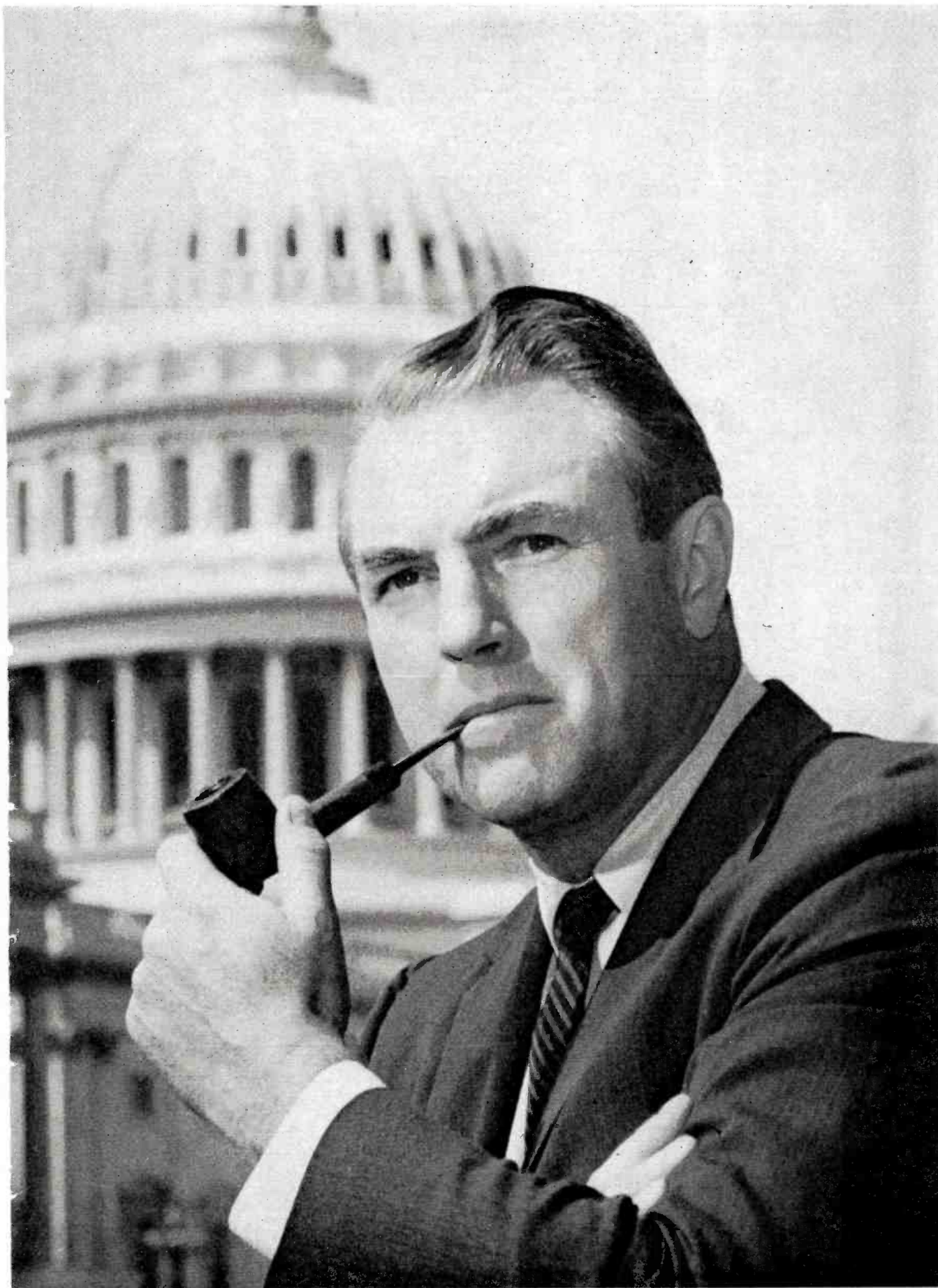
Today, Joe is one of the most widely-quoted, highly respected political reporters working on the Hill. His name appears so often in the pages of the *Congressional Record* that some sections read like a WMAL script. His substantial Washington audience includes bipartisan partisans in Congress, many of whom took time out on June 5 and 6 to pay tribute to his 20 years of outstanding service to the news media.

Few Washington reporters have McCaffrey's personal resources—wide Congressional acquaintance-ship, experience, insight, camera presence. This year the Washington chapter of the National Academy of Television Arts and Sciences also honored him with an Emmy for *Close-up: The Capitol with Joseph McCaffrey*, "the outstanding locally produced discussion program."

Joe McCaffrey has been a key member of our 25-man staff of news and public affairs specialists since 1955, helping to make WMAL-TV & RADIO the news authority in the Nation's Capital.

NEWS AUTHORITY IN THE NATION'S CAPITAL

 **wmal** radio and television 



LARAMIE

124 epic hours (60 in color) . . . just bought by Chuck Brodhead, Program Manager of WLW-I Indianapolis, Indiana. LARAMIE goes great guns, day or night, strip or weekly.



CALL NBC FILMS

IN ROCHESTER, N. Y.

WHEC-TV

FIRST again!

- Most Homes Reached
- Most Women
- Most Men
- Most Teenagers

MOST
for your TV ad dollar

*Sign-On to Sign-Off, Mon. through Sun. AMB, March, 1964. (Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.)

WHEC-TV Channel 10

ROCHESTER, N. Y. Represented by HR
Member, The Gannett Group

OPEN MIKE

The mayor makes an offer

EDITOR: After nine months of our broadcasting the first 30 minutes of city council meetings, Mount Carmel's mayor and city council are convinced that this project has been most helpful to the city. Mayor Dee commented, "I can't understand any city's reluctance to let radio broadcast its open council proceedings. After all, council meetings should be public."

Then he made an offer. If any radio station is having a tough time convincing its mayor or council to allow such broadcasts, Mayor Dee will be glad to write a letter to that mayor explaining his enthusiasm for the project.

Incidentally, we are a daytime station. In order to have a live broadcast, the Mount Carmel city council voted to change its meeting time from 8 p.m. to 4 p.m. Since our mayor and council are business men, this represented some sacrifice on their part. But they believe in an informed populace.—*John F. Hurlbert, WVMC Mount Carmel, Ill.*

Word of caution

EDITOR: I do not feel that the Stan Freberg religious spot announcements scheduled for broadcast, as a public interest, in the New York area beginning July 12 are in the best interest of responsible broadcasters. Without question these announcements are well done, but I urge broadcasters to consider use of these carefully.—*Donald E. Macfarlane, WVOX New Rochelle, N. Y.*

(The Freberg spots utilize contemporary language to stimulate religious thought. The following 60-second spot is called "The Vice President":

"Man: Look, I'm quite self-sufficient. I made myself what I am, thank you. Guy: But don't you think all of us occasionally could use a little divine. . . . Man: Gee . . . I've got to run . . . here's my card anyhow . . . I'm a vice president now. . . . Guy: Well, good. . . . Man: Yes, indeed. Guy: But your name . . . it's just pencilled in here. . . . Man: Well, there's a big turnover in personnel. You know how it is. Guy: Uh huh. . . . Well that's just about how it is in life, isn't it? Man: Pardon. Guy: We're all just pencilled in."

(Song by male and female group)
"Where do you get the idea
You can make it by yourself
Doesn't it get a little lonely sometimes
Out on that limb . . . without Him . . .
It's a great life but it could be greater
Why try and go it alone
The blessings you lose may be your own."

Passing along a laugh

EDITOR: I would like permission to use your Sid Hix cartoon (BROADCASTING, May 4) in my little monthly publication, *Format*.—*Paul A. Stewart, WRVB-FM Madison, Wis.*

(Permission granted. Cartoon shows lightning striking TV tower prompting comment for need of more religious programs.)

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*Reg. U. S. Patent Office
Copyright 1964: Broadcasting Publications Inc.

Throw away the old book. Group W just came up with a new one on how to buy radio.



This is it.

It's called "Radio Today," a dramatic new presentation that outlines a fresh approach to a more effective use of radio.

Here is a new concept in the purchase of spot radio. A concept that *works*. Now Group W's "Radio Today" shows how you can cut through the maze of some 4,000 radio stations in more than 2,300 markets and buy the ones you need to fit your marketing strategy.

It shows, for example, that in 30 markets, just 89 stations out of 348 reach 50% of all radio homes in these

markets. What's more, it shows you exciting new methods to get balanced impact among all demographic groups. You can reach half the women, half the men, half the old, half the young listeners in the average quarter hour. In short, it shows the role radio, with its surprising reach and impact, can play in your marketing plans.

If you're interested in seeing for yourself how effective national spot radio can be, call Group W sales department in New York, 983-5080, for a presentation.



WESTINGHOUSE BROADCASTING COMPANY

WBZ • WBZ-TV BOSTON • WINS NEW YORK • WJZ-TV BALTIMORE • KDKA • KDKA-TV PITTSBURGH • KYW • KYW-TV CLEVELAND • WOWO FORT WAYNE • WIND CHICAGO • KPX SAN FRANCISCO

IN SEARCH OF



*"It is an excellent compilation of the views
of many serious-minded men and I believe it demonstrates
the difficulties involved in the issue"*

Lyndon B. Johnson

A SOLUTION

Presidential Succession and Disability: President Johnson's commendation of this unique RKO General Broadcasting series emphasizes the contribution made by presenting the original ideas of educators, journalists and government leaders on the current problem of the Vice-Presidential vacancy and the need for a method of replacing the President in the event he becomes disabled.

That all views might be heard, RKO General Broadcasting produced "In Search of a Solution: Presidential Succession and Disability," a continuous symposium expressing the *individual* ideas of 30 leaders.

To reach the largest possible audience, their opinions were presented around-the-clock for six consecutive weeks on the 12 television and radio stations of RKO General Broadcasting.

The series is based on the conviction that only through full public expression of diverse viewpoints will we form a true national consensus. It is a conviction expressed in the original motto of the United States, "E Pluribus Unum."

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RKO GENERAL BROADCASTING

WOR AM/FM/TV NEW YORK • KHJ AM/FM/TV LOS ANGELES
WNAC AM/TV AND WRKO FM BOSTON • THE YANKEE NETWORK
CKLW AM/FM/TV DETROIT-WINDSOR • KFRC AM/FM SAN FRANCISCO
• WGMS AM/FM WASHINGTON, D.C. • WHBQ AM/TV MEMPHIS



Many are shown, few are recalled

The making of commercials is a big industry in America. Some 3,800 U. S. advertising agencies wrote and produced about 40,000 commercials of all lengths at a cost to advertisers of about \$100 million. (Benton & Bowles in New York last year produced something over 1,000 commercials of all lengths.)

Most of these commercials were put on the air. The housewife in 1963, if she did nothing else and had the patience and constitution for it, would have seen some 800 commercials a week, 115 a day, or an average of more than six commercials every hour of an 18-hour day, seven days a week.

Fortunately for her sanity—and eyesight—she doesn't see that many.

But how many does she see? What impact do they have on her? How effective as selling tools are those tens of thousands of commercials?

If we assume advertising has an integral and vital role in American marketing, it would appear that our ubiquitous housewife is looking at quite a few commercials and that they are moving her to act.

There are also disturbing signs to the effect that while the housewife is looking at some, there are an awful lot of them she isn't looking at, or having looked at, can't remember.

Memory Factor ■ Recently the research organization, TV Surveys, made a study of *Perry Mason* on CBS-TV in an attempt to find how many people remembered the commercials. What TV Surveys learned has some sobering implications: The show had eight commercials during the hour; 21% of all viewers could remember seeing no commercial whatever; 19% remembered seeing only one commercial out of eight, and 17% two out of eight.

While there are millions of *Perry Mason* viewers, a disturbing fact is that the number not able to remember a single advertiser's message also runs in the millions.

This is but one piece of evidence to cite, pointing up that an awful lot of people aren't paying attention to what advertisers are saying these days.

The reasons are not hard to find. Clarence Eldridge, marketing consultant and former top advertising man for General Foods and Campbell Soups, recently gave these factors for a falloff in advertising effectiveness: the lack of substantial differences between competitive products; the decline in believability in advertising, and the sharp in-

crease in advertising's volume.

I would add another factor: the character of the consumer is changing.

Commercial TV in the U. S. is now about 18 years old. A whole new generation, brought up on TV, is moving into the marketplace. It's a better educated generation: by 1970, 8.5% of Americans will be college graduates, 48% graduates of high school.

They are more urbane, more sophisticated, more wary of the blatantly self-serving, "advertisey" language of the run-of-the-mill commercials. And they're terribly young. By 1965, 40% of the married people in America will be under 25. In short, the challenge of this new competitive era might be summed up as: We have fewer things to say—to more and more people—who believe less and less.

Some Answers ■ What is the answer? How can we arouse the interest of this worldly new generation of consumers? One thing is certain: it's going to take more imagination, ingenuity and sure-footed, adroit selling than ever before. It's going to take advertising that people believe in; TV advertising that lets people know you respect and like them. If you show that you like people, there's half a chance they might like you—and your product.

We can do our job best if we relax a little, drop our voice to a friendly conversational level and tell the story in their terms. To win attention of the young, urbane housewife, we are going to have to be interesting.

Early in TV's history its great strength as a "demonstrator" was recognized and some of its great selling success built on unique, memorable and believable demonstrations. It's still a good way to present your message on TV: Let the

product speak for itself.

What really goes on in the pretty head of our housewife? Does she dream, have secret hopes and desires, fantasize? The makers of laundry products believe so and realize the low level of interest of viewers in the soaps and detergents product category—soap means work to the average woman and most women think soaps are much alike.

How do you combat this massive lethargy? At least three manufacturers have decided that what every woman really dreams about and secretly desires is a knight in shining armor who will ride up on a white horse and carry her away from it all. (He exists in Ajax's "White Knight" TV commercial.)

We must look harder and longer for product differences, and when found tell them simply and meaningfully. We should urge clients to search for new improvements in establishing products and develop new products. We must be more believable in our advertising, and avoid the false, the exaggerated or the insincere.

We should severely examine the trend toward more and more commercial messages—the "commercial clutter"—which is almost certainly depressing the general level of advertising effectiveness.

How many commercial messages can viewers assimilate and remember? Very few, evidently, when they reach eight an hour, as on the *Perry Mason* show.

Most important, we must pay attention to the burgeoning new generation of consumers. They speak a new language, this hydrogen bomb, space age, rock 'n' roll, race-to-the-moon generation. The old words, the old ways of unlocking their desires may not be work-may not be working as well as they did in our generation.



This Monday Memo is based on a "States-Eye View of TV Advertising" presentation given by Gordon Webber, vice president and director of broadcast commercial production, Benton & Bowles, New York, before Benton & Bowles Ltd. in London. Mr. Webber joined B & B in 1948 as a TV copy supervisor after nine months with NBC where he had been a script writer and editor. The agency executive is author of three novels, and of short stories and TV dramas.

GRANDMOTHERS LOVE US

because we program for the 1964 Grandmother.

Who is she?

She's a busy, active woman with more time to enjoy, to shop, to join. She can hear her Neighborhood Notes 50 times a day on WKNR. She owns more stocks than anybody and can check her market reports 17 times a day on WKNR. Her average age is a young 53 and, by chance or by choice, she's the world's greatest "baby sitter". She listens a lot; she buys a lot and she likes her lot with WKNR. You will, too.

Let your Paul Raymer man tell you how you can sell a lot, to lots more people, on WKNR.



Some plain talk from Eastman Kodak about: oxide needles and sound brilliance

What makes good tape good? How we push needles around has a lot to do with it.

As exotic as the many performance parameters of sound tape might be, it all still depends upon gamma oxide particles dispersed throughout a resin binder. Many of the tape's magnetic characteristics depend largely on the size, shape and orientation of these particles. Frequency response, signal-to-noise ratio and general sensitivity are all interrelated, not just to one another, but to how close to optimum these needles of gamma oxide are handled.

Let's see just what's involved.

Visualize a basket filled with a few million needles.

They have all been magnetized so they are clinging together in disoriented clumps. The problem? Just take them all apart, lay them along parallel lines so they are all similarly oriented and their magnetic fields all reinforce one another. Oh, one more detail. These needles measure 1 micron by .2 microns; so, of course, they are somewhat delicate. One more point. Don't break any. The lengths are critical. For every broken or disoriented needle, H.F. response and signal-to-noise ratio will be affected. Every time one needle touches another, making electrical contact, sensitivity suffers.

Photographic emulsions are generally considered to be far more critical than sound tape in terms of physical characteristics. But we think that tape made to the gnat's-hair specifications of a photographic film is a better tape. And we proceed on just that basis. We separate the needles in a big-shouldered machine called a ball mill. Visualize a massive stainless steel drum that contains two million ball bearings. As the drum turns, the bearings tumble. Into the drum goes the binder which will act as a suspension for the oxide. Now add the oxide. Now the mill starts

turning, and the ball bearings tumble. As they tumble, they actually shear the honey-like suspension separating the individual needles, coating them with suspension so they can't make electrical contact with each other. This process really takes horsepower—and lots of it! It's like the world's biggest taffy-pull. Now comes the critical part. If you stop milling too soon, you'll have clumps of needles. If you mill too long, you'll start breaking up the individual needles.

We never cut milling time. And we can prove it.

Take any well-worn tape. Look at it so that light reflects off the surface. See those glossy spots surrounded by a dull ring? These are nodules—high spots produced by clumping of the oxides. They were caused by too short a milling time.



Nodules show up as polished "high points" on tape surface.

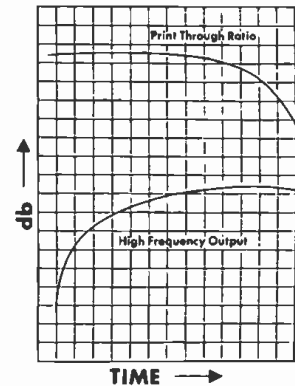
In actual practice they cause accelerated head wear and degrade high-frequency response as well as show up on the tape as noise.

Now check a well-worn Eastman tape

If you can't find a clumping immediately, check the entire roll. There must be one there, someplace. Or must there?

Milling too long is equally bad. Here's why. Best performance is to some extent dependent on the dimensions of the needles. That is the ratio of length to width. If you break the needles into smaller particles by milling too long, you'll get forms that are more cube-like than needle-like.

Cubes have pretty awful characteristics in terms of their magnetic parameters. Some of the very first magnetic tapes ever produced had cubes. These cubes do all sorts of other distressing things, such as change the bias requirements of the tape, and elongate the hysteresis curve, cutting sensitivity,



Notice how severely high frequencies suffer when milling time is too short; how print-through is degraded with prolonged milling.

and give pretty awful print-through characteristics.

Once the milling operation is complete, the suspension is filtered to remove any clumps that might have re-



mained. Then the real tough problem starts. Coating. All you have to do is to take this honey-like mass and lay it along a base nice and evenly.

Problem is the needles try to re-clump after filtering. To prevent this, we developed our new "R-type" binder. It never re-clumps. And it always stays where it's put. No sagging, ever. And this means it can be handled with precision.

At Eastman Kodak, coating is uniform to within a few millionths of an inch. No, that's not a typographical error—we mean it. Six decimal places. This may be a new standard of precision for sound tape. But remember, we've been doing this sort of coating for years on film. While it's not exactly as easy as falling out of bed, it is a technique which we have down cold.

As one Eastman physicist puts it, "making tape is like being married to a redhead. But luckily, we know how to handle her." Next time, let's chat about base and surface characteristics.

EASTMAN KODAK CO.

Kodak

Duro Base
NEW HIGH STRENGTH
TRIACETATE

SOUND RECORDING TAPE

TYPE
A303
LOW PRINT

EASTMAN

SOUND RECORDING TAPE

TYPE
A303
LOW PRINT



Kodak
TRADE MARK

EASTMAN KODAK COMPANY Rochester, N.Y.



Courtesy of The Detroit Institute of Arts

**"CONDESA DE
GONDOMAR"
by FRANCISCO
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Should FCC have CATV control?

TV board votes to seek congressional assistance, Commissioner Ford urges that all forms of TV be under FCC umbrella, Rogers sees dangers ahead

The community antenna question loomed large on broadcasters' horizons last week.

In two instances it was argued that the best answer to this problem is to ask Congress to give the FCC control over the cable companies.

At the same time broadcasters heard a congressman warn that once an industry asks for economic protection, it's asking for more and more regulation.

Given a chance to go on record against legislation controlling wired pay TV, broadcasters balked.

The legislative control route for CATV was urged by the TV board of the National Association of Broadcasters at its meeting in Washington, and by FCC Commissioner Frederick W. Ford, in an address before the National Community TV Association in Philadelphia (see page 48).

The warning against asking the government to protect broadcasters against CATV was sounded by Representative Walter Rogers (D-Tex.). He predicted that if broadcasters ask Congress to legislate to control CATV they would be opening a "Pandora's box," which could only lead to further regulation (see page 53).

And, in the same meeting in which it agreed to seek legislation to regulate CATV, the TV board of the NAB killed a resolution opposing the use of legislation or any government action to set up controls for wired pay TV.

Change Stand ■ In its action on CATV, the television board made one significant change in the proposal for legislation submitted for its consideration by its Future of TV in America Committee. This was to delete the provision that CATV systems be required to secure the consent of the originating station before being allowed to pick up and distribute TV signals. This position was abandoned because grave questions were raised as to whether broadcast stations had property rights

to many of the programs they broadcast.

The TV board asked its Future of TV in America Committee to submit a second draft of legislation to control CATV by giving the FCC powers to regulate cable companies through the imposition of bans on duplication and origination, and by establishing technical standards. The action came after almost eight hours of spirited and vigorous discussion on the wisdom of ask-

ing for legislation.

The decisions by the TV board came after a plea for no legislation or a minimum of legislation by a spokesman for a group of broadcasters with CATV interests. The broadcaster-CATV group met the night before to organize its position.

Pay-TV Position Open ■ The TV board also voted overwhelmingly against a resolution which sought to put the association on record as opposed to



They opposed giving FCC power over CATV

As the all-day Sunday (June 14) meeting of the NAB's TV board drew to a close, and after the board had decided to ask for new legislation to give the FCC powers to control CATV, William B. Lodge, CBS-TV vice president in charge of affiliate relations and engineering (r, above), electrified the meeting with a simple motion.

In essence he proposed that the board pledge itself (and the association) to refrain from seeking legislation or governmental action to ban or constrain wired pay TV. Because

of confusion over the exact position of the NAB on this question, he said, it was necessary to put the board on record once and for all on this question.

When the vote came he was joined by only two other identified members of the 15-member TV board—David C. Adams, NBC senior executive vice president (l), and Payson Hall, president of Meredith Broadcasting Co. (c).

The same trio voted against asking for legislation with which to control CATVs.

SHOULD FCC HAVE CATV CONTROL? continued

legislation to control wired pay TV.

The board again stated it was against all forms of pay TV, over-the-air or wired, and that it intended to use every means to warn the public of these dangers and to take other action which its Future of TV in America Committee might recommend.

Not ruled out was the possibility that it might ask for legislation.

Mother Over All ■ Perhaps the most far-reaching and certainly the most all-embracing suggestion was made by Commissioner Ford. Speaking to the NCTA membership in Philadelphia, the West Virginian recommended that authority over all forms of television be given to the FCC to insure a "united and integrated [TV] system." This would include broadcasting, CATV (both cable users and microwave users), and pay TV, both over-the-air and by cable.

On the CATV question, Mr. Ford remarked that "the more I have studied these problems, the more I am inclined to doubt the wisdom of trying to regulate one-fifth of an industry through a technical legal device [the FCC's authority over those CATVs which use microwaves] rather than by seeking legislation to subject the entire industry to regulation."

In his conclusion, Mr. Ford suggested that a committee be formed representing broadcasters, CATV, pay TV, manufacturers, networks and other interested groups to study all questions arising from these new forms of television; "in short, to study and make recommendations on what form the regulation of wire television should take."

Minimum Regulation ■ Already on record favoring legislation to provide minimum regulation, the NCTA, in convention in Philadelphia, welcomed the

TV board's proposal to study CATV impact on television stations (NCTA has conducted its own research).

And Bruce Merrill, new NCTA chairman, reaffirmed the association's goal to achieve agreement on a bill "with the FCC primarily and the NAB, if necessary" (see page 48).

Congressman Rogers made his admonishing comments in two speeches last week; the first before the Georgia Association of Broadcasters, and the second before the Federal Communications Bar Association in Washington.

Because of the thorny problem of program property rights (who really holds the ultimate titles?), the NAB TV board last week dropped a salient provision from its outline for legislation on community antenna systems.

As originally proposed by the NAB's Future of Television in America Committee, Congress would have been asked to require CATV systems to secure the consent of the originating station before being allowed to pick up TV signals and carry them to subscribers.

The move came after almost eight hours of discussion at the Sunday (June 14) meeting of the TV board. The board, however, affirmed its decision to seek legislation which would give the FCC jurisdiction over CATV, including both off-the-air and by microwave despite a plea for no legislation at all, or minimum legislation, by a group of broadcasters with and without CATV interests.

Anello Draft ■ The TV board had before it a draft of legislation drawn by Douglas A. Anello, NAB general counsel, previously endorsed by the Future of TV in America Committee (BROADCASTING, May 18). This proposed to include CATV systems in Section 325

of the Communications Act, which, among other provisions, bans one station from rebroadcasting the signals of another station without permission of the originating station.

The draft proposal also provided that if the FCC felt the public interest would be served by permitting a CATV system to use a station's programs, the commission could overrule any objection on the part of the station. It also would allow the FCC to veto an arrangement agreed to between a CATV system and a broadcast station.

The TV board instructed the Future of TV in America Committee and the NAB staff to redraft the legislation to provide the FCC with these powers over CATVs:

- To prohibit and/or limit the origination of programs by CATVs.
- To prohibit, limit and establish conditions on duplication of programs carried by local TV stations serving the same areas as the CATV systems.
- To establish technical standards for CATVs.
- To require the keeping of records and reports and to provide for such exemptions as may be appropriate.

The TV board also told the staff to file comments with the FCC in its inquiry into joint TV and CATV ownership (BROADCASTING, April 20) opposing any prohibitions on broadcasters owning CATV systems, or vice versa, in their own communities or elsewhere, and objecting to any policy which would count CATV ownership under the broadcast station multiple ownership rules.

To study the impact of CATVs on broadcasting, the board instructed the staff to contract for a research project, estimated to cost upwards of \$25,000.

The board's decision to seek legislation on CATV came after a discussion



Friendly discussion marked the meetings of the radio and TV boards in Washington. At left, James R. Curtis (l), KFRO Longview, Tex., talks to Daniel W. Kops, WAVZ New Haven, Conn. Both are members of the radio board. In center retiring joint board chairman William Quarton (l),

WMT-TV Cedar Rapids, Iowa, is presented with a plaque in recognition of his services to the two boards by the new joint chairman, Willard Schroeder, WOOD Grand Rapids, Mich. At right, Robert F. Wright (l), WTOK-TV Meridian, Miss., and Otto P. Brandt, KING-TV Seattle, talk.

Improved government, public relations Schroeder goal

Willard Schroeder who runs WOOD-AM-FM-TV Grand Rapids, Mich., for Time-Life Broadcast Inc., and who last week was elected chairman of the joint boards of the National Association of Broadcasters, has definite convictions about what the association should do.

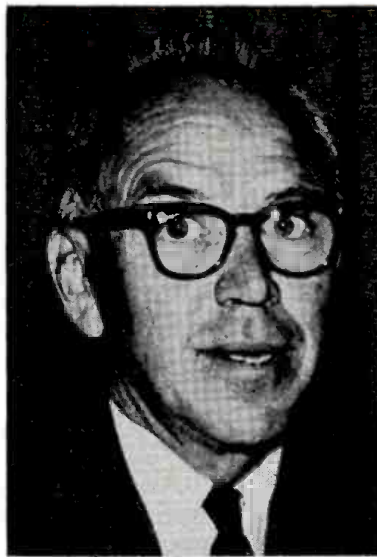
During his tenure (it's one year, beginning Thursday, June 18), he hopes to focus NAB's attention in two principal fields: government relations and public relations.

"These are the two areas which are the prime responsibilities for a trade association such as ours," Mr. Schroeder said last week. "They are the most important fields in broadcasting today and they're where we can be most effective."

But, Mr. Schroeder added, in order to perform these two functions most effectively, broadcasters are going to have to agree to increase the staffs of these two departments in the NAB.

"[General Counsel Douglas A.] Anello can't operate properly with only one assistant and one secretary; it's too much for that small a group. And neither can [John] Couric and his [public relations] staff. We're just going to have to find the money to boost these two departments so they can do the right kind of a job for us."

Active Executives ■ Promising "a more active executive committee," Mr. Schroeder noted these important



Mr. Schroeder

subjects for NAB in the coming year:

- CATV
- Pay TV
- Consider a new contract for LeRoy Collins, president of the association. Mr. Collins became president of NAB in January 1961 under a three-year contract. This was re-written in 1963 to run to the end of 1965.

On a long range basis, Mr. Schroeder noted the hope expressed by many broadcasters for a "completely new" Communications Act. "The one we're living with now," he said,

"is old and has been revised time after time by patchwork amendments and additions. It's time we started from scratch and had a new law which is based on broadcasting as it is in the second half of the 20th century."

The 51-year-old native of St. Louis and graduate of the University of Missouri School of Journalism, began his broadcasting career in 1936 after a two-year stint in advertising, research and promotion with Hearst newspapers in New York and Chicago. He was a salesman and sales manager for Hearst's WCAE (now WRYT) Pittsburgh from 1936 to 1944 and served from 1944 to 1947 as general manager of WINS New York.

After serving as radio-TV director of Ketchum, MacLeod & Grove in its Pittsburgh headquarters for two years, he joined WOOD as general manager in 1950. Time-Life bought the Grand Rapids stations (which included TV by then) in a \$15¼ million transaction which included other Bitner-owned properties in Indianapolis and Minneapolis.

Mr. Schroeder is serving his second two-year term on the radio board. He was first elected to the board in 1961. He is a member-at-large, representing Class B markets (AM). He was chairman of that board in 1963. His term on the board—and as joint chairman—expires next June.

that took almost all day. At issue was whether any legislation should be sought at all. Opposing the idea of legislation completely were Payson Hall, Meredith; William B. Lodge, CBS, and David C. Adams, NBC. This is the same trio which unsuccessfully urged the board to oppose any legislation for wired pay TV (see page 30).

Rights Issue ■ The question of program rights consumed most of the debate. After lengthy, and sometimes vigorous discussion, the board concluded program rights go far beyond those owned by originating stations. Some rights belong to syndicators; others to networks, and some go beyond networks to producers. Also involved, it was pointed out, are other rights: union, copyright, performing.

This argument persuaded the board to abandon the idea of requiring CATVs to obtain the consent of originating stations in proposed legislation.

Marcus Bartlett, Cox Broadcasting vice president, addressed the TV board

as spokesman of broadcasters with CATV interests. The position of the broadcaster-CATV group had been hammered out at a special meeting Saturday night in Washington, attended by 10 broadcasters plus several attorneys.

Mr. Bartlett made these points:

- CATV is not pay TV and should not be considered even as such potentially. With few exceptions, CATVs would have to undergo major changes in facilities in order to revise their circuits to be able to carry pay TV. Also, 90% of the CATV companies operate in small markets, far below the size feasible for pay TV.

- Further study should be made of the CATV problem before any proposals for legislation are adopted.

- The FCC shouldn't be given power it does not have now.

- A committee of broadcasters with CATV interests should be named to meet with the Future of TV in America Committee to study the form of the pro-

posed legislation, if any.

Mr. Bartlett emphasized the broadcaster-CATV group is not a protest movement; its members, he noted, are primarily broadcasters whose community antenna television interests are secondary.

Should the TV board conclude that legislation is necessary, Mr. Bartlett said, the broadcaster-CATV group agreed that it would support these points:

- A restriction of simultaneous duplication, whether by microwave or off-the-air. Also possibly a restriction on programs brought in from distant stations which would upset the TV allocations plan.

- A requirement that the CATV system carry the local TV station.

- A provision which would prohibit the CATV system from degrading the TV signal it is carrying.

The NAB television board is still undecided on its ultimate position on wired pay TV. A proposal that it go on

SHOULD FCC HAVE CATV CONTROL? continued

record against a legislative ban was rejected.

The 15-man board, with only three apparent dissenting votes, last week refused to approve a motion to that end offered by William B. Lodge, CBS-TV vice president (affiliate relations and engineering).

Instead, the board iterated its previous position that it was against all forms of subscription television, wired or wireless, and that its opposition will be articulated by its Future of TV in America Committee.

In announcing this action, the NAB noted that neither the Future of TV in America Committee nor the staff has made a decision to seek government control over wired pay TV and "we are not seeking such."

This phrase is generally accepted as meaning that legislation against wired

Back to January ■ The confused pay-TV issue arose following the TV board's meeting last January in Florida when it voted opposition to subscription television in all forms as against the public interest. This action in conjunction with a policy statement on CATV was interpreted generally as being in support of government action against pay TV, including wired as well as wireless pay TV. (The FCC has jurisdiction over over-the-air pay TV under the Communications Act).

Last month Richard S. Salant, CBS Inc. vice president, told network affiliates that CBS took issue with the NAB and opposed any move for legislation against wired pay TV (BROADCASTING, May 11).

The same view earlier had been taken by NBC's Robert W. Sarnoff and Robert E. Kintner, chairman and president

Only two members of the broadcaster-CATV group which met Saturday evening completely opposed legislation. They were Payson Hall, Meredith stations, and Bill Wagner, Palmer stations.

Others who were present at the Saturday meeting: G. Richard Shafto, Broadcasting Co. of the South; John F. Dille Jr., Communicana stations; Gordon Gray, WKTV(TV) Utica, N. Y., and KAUZ-TV Wichita Falls, Tex.; Henry Rhea, Triangle stations; Loyd Sigmon and Norman Boggs, Golden West stations; Bruce Merrill, KIVA(TV) Yuma, Ariz. (and president of Ameco Inc., manufacturer of CATV equipment as well as newly elected chairman of National Community Antenna Assn.); Bill Daniels, Denver, (CATV broker and management consultant). Also present were Washington attorneys Q. B. Smith, representing RKO General; Andrew G. Haley, Meredith Broadcasting; Arthur Scheiner, Triangle stations, and Jack



Radio board members shown at left during a break between meetings are (l to r), Lester G. Spencer, WKBV Richmond, Ind.; Everett L. Dillard, WASH(FM) Washington, and Grover C. Cobb, KVGB Great Bend, Kan. In picture at



right are radio board members John F. Box Jr., WIL St. Louis; John R. Henzel, WHDL Olean, N. Y., and Gene Trace, WBBW Youngstown, Ohio. Combined meetings lasted through Thursday.

pay TV is not ruled out.

Mr. Lodge's motion specifically instructed the Future of TV in America Committee and the association staff to make no move to secure government action or legislation against wired pay TV.

Collins Opposes ■ During the discussion, LeRoy Collins, president of NAB, urged the defeat of the Lodge motion on the ground that it was too inflexible and that it would tie the association's hands. He urged the board to take affirmative actions, not negative ones.

Others, speaking for the minority, urged passage of the motion on the ground that it would help clear up the confusion that exists on the NAB's exact position on this question.

David C. Adams, NBC-TV, and Payson Hall, Meredith stations, joined Mr. Lodge in voting in favor of the CBS executive's motion.

respectively, in a policy statement circulated to affiliates and repeated three weeks ago to the NBC affiliates meeting in Los Angeles (BROADCASTING, June 8).

It was after Mr. Salant spoke that Mr. Collins corrected this impression, affirming that the TV board had indeed voted to oppose all forms of pay TV, but had not taken a position on whether to seek legislation. This was to be decided, Mr. Collins noted, by the Future of TV in America Committee.

Mr. Salant replied a week later by pointing out that not only he but many others had the same impression of the NAB stand. He noted, however, that the NAB position as stated by Mr. Collins did not foreclose legislation, and on that point, he insisted CBS and the association parted company, since CBS definitely was opposed to legislation. (BROADCASTING, May 25).

Ricks, Harron-Gray stations.

Among the 10 broadcasters present at the Saturday night meeting, three are members of the TV board of the NAB: Messrs. Dille, Hall and Gray. Mr. Dille was elected vice chairman of the TV board at Monday's meeting.

CATV deadline extended

The FCC last week extended the deadline from June 18 to July 6 for reply comments on proposed rules to govern grants to microwave services supplying facilities to community antenna television systems (BROADCASTING, April 27). The commission said the extension was made to give it time to study a petition by the National Association of Broadcasters requesting that the deadline for replies be postponed for four months.

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Close votes are order of NAB board meeting

NAB won't appear at cigarette hearings; no action taken on Collins's smoking and health resolution

If last week's meetings of the National Association of Broadcasters governing boards can be characterized at all, they best can be identified as the meetings where close votes predominated. Early in the week both chairmen of the TV and of the radio boards were elected by one-vote margins. And only a single vote selected the vice chairman of the TV board (see page 33).

On Thursday, when the joint boards met for the final time in this summer's round of board meetings, another action was taken by only one vote. The joint boards, by 17 to 16 voted down a motion that the NAB appear formally before the House Commerce Committee when it starts hearings tomorrow (June 23) on cigarette legislation (BROADCASTING, June 8).

The move to refrain from appearing before the congressional unit which is headed by Representative Oren Harris (D-Ark.) came after a long discussion on a resolution on cigarette advertising and labeling presented to the joint boards by President LeRoy Collins.

In the Collins proposal, the joint board was asked to agree that if and when the Secretary of Health, Education and Welfare should determine that cigarette smoking "constitutes a substantial danger to the health of the people of the nation" and certify such findings to the Federal Trade Commission, the FTC should be empowered, after public hearings, "to make such rules and regulations limiting the nature and content of labeling and advertising of cigarettes as it may find essential for the public health, safety and welfare..."

The resolution proposed by Mr. Collins, however, contained a clause which would have barred the FTC from requiring any specific copy to be included in such advertising and also making it mandatory that any such regulation be applicable to all advertising media. No action was taken on this resolution.

Longer Licenses ■ The joint board also instructed the NAB staff to work for longer licenses for broadcast stations. The belief that broadcasters should have a longer license period than the present three-year maximum has been expressed for years. It has been suggested from time to time that licenses be extended to five years, seven

years, and in some cases indeterminate life.

During the week it was announced that the four national radio networks have joined the radio code. The networks had been observing code strictures, it was explained, but had not been official subscribers. The action was taken at the radio board meeting. TV networks have been subscribers to the TV code since its inception.

Both the radio and the TV boards authorized Code Director Howard H. Bell to waive commercial time standards for sponsored political broadcasts. This was in line with recommendations of the code review boards, taken earlier this year.

The TV board also agreed to amend the code to count "nonartistic" credits as commercials under the commercial time standards and urged that program

WMCA wins court fight

On May 1, 1961, WMCA New



Mr. Straus

York and its president, R. Peter Straus, initiated a law suit for reapportionment of the state legislature. Three years, one month, fourteen days and much legal procedure later, on June 15, the U. S. Supreme Court ruled in WMCA's favor, declaring New York's present system of state representation unconstitutional.

At various times in its long struggle, the station had been joined by individual citizens as co-plaintiffs and by the solicitor general of the U. S., the City of New York, and several other organizations as friends of the court.

WCBS-TV New York devoted an editorial to the decision.

content be confined to elements "which entertain or inform the viewer."

Both actions were taken at the recommendation of the TV Code Review Board and are aimed at reducing "clutter." These are the credits, billboards, promotions and other nonprogram announcements that follow programs.

The radio board agreed to amend the radio code to ban from advertisements and programs the use of cigarettes designed to impress youth or make health claims. Earlier this proviso was written into the TV code.

Film and Sound ■ The radio board also told the NAB public relations department to proceed with completion of a 20-minute color film on radio's place in the U. S. The film, which is due for completion in time for the opening of the association's 1965 fall conferences, will cost an estimated \$50,000.

The board also approved a study to determine the feasibility of establishing a central source for audio recordings of historic events and personages. The study for an Encyclopedia of Sound, budgeted at \$15,000, will be undertaken by Ted Malone, former radio personality and now a producer.

The board also instructed the NAB staff to oppose the proposed FCC radio program reporting forms. The FCC has scheduled an oral proceeding on the forms on June 30.

The TV board decided to ask the FCC to permit two broadcaster representatives on the committee of 25 formed for the purpose of looking into the more efficient use of the frequencies used by land mobile radio services. One of these will be an NAB member, the other a member of the Association of Maximum Service Telecasters. Should the FCC demur it was agreed that the broadcast representative shall be named by the NAB.

The Television Information Office was authorized to increase its dues from 1959 rates to more current ones.

The TV board also appropriated \$5,000 as NAB's contribution to a program of exchanging Japanese and U. S. television programs.

In other actions, the joint board:

■ Voted to permit associate member film and transcription companies to exhibit and demonstrate in a special section of the headquarters hotel during the 1965 convention in Washington, March 21-24. Under previous policy, film and transcription firms were restricted to displays in the exhibit hall or to hospitality suites with no exhibits.

■ Was told that the next meeting of the boards will be at the Palm Springs (Calif.) Riviera, Jan. 25-29, 1965.

■ Was notified that the new tape cartridge reproducing standards have been completed by a technical committee and will be submitted to the board within a month for mail balloting.

New leaders take over NAB's radio and TV boards

Complete change of top elective command of the National Association of Broadcasters was effected last week. A joint chairman, and chairmen and vice chairmen of the TV and radio boards were elected at meetings in Washington.

Willard Schroeder, Time-Life Broadcast Inc. vice president and vice president-general manager of WOOD-AM-FM-TV Grand Rapids, Mich., was elected chairman of the joint boards. Mike Shapiro, WFAA-AM-FM-TV Dallas was elected chairman of the TV board, and Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo., of the radio board.

Mr. Schroeder was elected unanimously on the second ballot after Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla. (Post-Newsweek station), withdrew. On the first ballot, Mr. Schroeder received 25 votes, Mr. Marshall, who was 1963-64 vice chairman of the TV board, 17 votes.

A third nominee for the joint chairmanship, Ben Strouse, WWDC-AM-FM, 1963-64 chairman of the radio board, withdrew before the balloting began. Mr. Strouse threw his support to Mr. Schroeder, after declaring that it was his belief the joint chairman should be a broadcaster with TV experience.

Mr. Schroeder succeeds William B. Quarton, WMT-AM-TV Cedar Rapids, Iowa.

Mr. Shapiro, on the TV board since 1962, was elected chairman over Mr. Marshall by a vote of 8 to 7. Elected vice chairman of the TV board was John F. Dille Jr., WSJV (TV) South Bend-Elkhart and WKJG-



Jr., KKTV(TV) Colorado Springs, Colo.; and Mr. Dille succeeds Mr. Marshall.

Mr. Dille (r), WSJV(TV) South Bend-Elkhart and WKJG-TV Fort Wayne, both Indiana, is the new vice chairman of the TV board. Jack Lee, WPRO-AM-FM Providence, R. I., is vice chairman of the radio board.

TV Fort Wayne, both Indiana. Mr. Dille is also president of WTRC-AM-FM Elkhart, Ind., and publisher of the *Elkhart Truth*. Mr. Dille was elected over Gordon Gray WKTV (TV) Utica, N. Y. and KAUS-TV Wichita Falls, Tex., also by a vote of 8 to 7.

As chairman of the TV board, Mr. Shapiro succeeds James D. Russell

Jr., KKTV(TV) Colorado Springs, Colo.; and Mr. Dille succeeds Mr. Marshall.

The biggest upset came with the election of chairman of the radio board. Mr. Howell, who became a serious candidate the night before the radio board meeting, prevailed over Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C., by a vote of 15-14. Mr. Essex, the outgoing vice chairman, had been unopposed until the meeting and had not campaigned. Mr. Howell, who is a state senator, also owns a majority interest in KREY-TV Montrose and 50% of KGLN Glenwood Springs, both Colorado. He has been a radio board member since 1962, and was previously on the board from 1959 through 1961.

In a three-way race for the board's vice chairmanship, Jack Lee, general manager of WPRO-AM-FM Providence, R. I., (owned by Capital Cities Broadcasting Co.) received 15 votes, to nine for Lester G. Spencer, WKBV Richmond, Ind., and five for John J. Coyle, KVIL Dallas. In both the radio and TV boards, a simple majority elects. A three-quarter vote is required to elect the joint board chairman.

As chairman of the radio board, Mr. Howell succeeds Mr. Strouse and Mr. Lee succeeds Richard W. Chapin, KFOR Lincoln, Neb.



Rex Howell (l), KREX-AM-FM-TV Grand Junction, Colo., new head of the radio board, with the former chairman, Ben Strouse (r) WWDC Washington.



Jim Russell (l), KKTV Colorado Springs, Colo., retiring chairman of the TV board, talks with new head Mike Shapiro (r), WFAA-AM-FM-TV Dallas.

Broadcasters answer those FCC letters

Commission's queries on commercial practices evoke varied responses, many with questions

How does a broadcaster reply to a letter from the FCC inquiring about his commercial practices? If he is a relatively small operator who is unsure of his ground, he may promise to cut back the number of commercials he proposes to carry. But if he is a large, perhaps more sophisticated, station operator, he usually stands pat and tells the commission the station is within the limits of the policy it had proposed.

These are some of the impressions gleaned from a check of the replies

the commission has received from most of the 14 stations it has questioned about commercial practices. All 14 are awaiting license renewals.

Another is that licensees feel the existing reporting form makes it difficult if not impossible to give an accurate impression of commercial policy.

Time and again the licensees comment that, while the commission is concerned about the number of spots they broadcast, as reported in the renewal application, they also are concerned

about the time they devote to commercials. Most say they adhere to the NAB commercial codes, which set time limits for advertising.

The FCC's revised reporting forms for television and radio, which are still in the rulemaking stage, would allow for reporting of commercials in terms of time. The TV code limits commercial material in prime time to 10 minutes and 20 seconds in any 60-minute period. The radio code limits commercial time to 14 minutes an hour, computed on a weekly basis, provided that the maximum may not exceed 18 minutes in any hour or 5 minutes in a 15-minute segment.

Started in February ■ The commission began examining commercial practices on a case-by-case basis last February, after it abandoned, under congressional pressure, its rulemaking to limit the number of commercials that stations might carry. But the commission made clear it would look into individual cases of "excessive" commercialization as a means of building up a body of standards that would constitute policy.

The commission staff, in sifting through applications, holds out for a closer look at those that show the greatest amount of commercialization. If the performance on commercials appears to have deviated from what the station had proposed, the staff recommends a letter of inquiry.

The letters ask for an explanation. But the language in which they are couched sometimes has the effect of persuading a licensee to change station policy. An example is WSTM Pritchard, Ala., a 1 kw daytimer. The station had proposed jacking up the number of commercial spots it carried from 648 weekly to 1,780. In response to the commission's request for an explanation, the station said it had been plagued by labor trouble, which had led to a boycott. The station added that the trouble was "easing" and that it would be able to get along with fewer "interruptions." It said it planned to reduce its proposed number of spots to 1,424.

WONN's Reply ■ A commission letter produced a similar re-evaluation on the part of Duane McConnell, general manager of WONN Lakeland, Fla., which operates on on 1 kw day, 250 w night. He appeared to believe a commission rule was involved. The station in 1960 had proposed bringing down the rate of commercial spots to four for each 14½-minute segment of the broadcast day. Instead, its renewal application showed that this limit was exceeded in 129 14½-minute segments. The application also showed that the



COMMERCIAL PREVIEW: Sergeant's dog products

Polk Miller Products Corp., Richmond, Va., through N. W. Ayer & Son, Philadelphia, plans heavy use of network TV in a summer campaign for its Sergeant's dog-care products. The campaign, to run from late June until the first week in September, will feature one-minute announcements on at least six NBC-TV programs: *Saturday Night at the Movies*, *Monday Night at the Movies*, *Tonight*, *Let's Make a Deal*, *You*

Don't Say and the *Loretta Young Show*.

One of the Sergeant commercials is an integrated announcement for Flea and Tick Spray and Derma-Foam. Another, dealing with Flea and Tick Spray (see cut), features a copy line aimed at a dog's point of view. The dog looks up at his master, and the announcer says: "Next, I suppose he'll be using your Sergeant's Flea and Tick Spray."



The spot for spot

If you want to move goods in volume, the Charlotte market will handle a healthy load for you. To satisfy the buying appetite of this populous area, Charlotte now headquarters over 1,000 wholesalers. Their sales top \$2 billion a year. Long-time leader in the Carolinas, Charlotte is now the second largest distribution center in the Southeast! Hardest worker that you can employ here is

Charlotte's WSOC-TV

DCSS annual radio-TV billings at \$18 million mark

Doherty, Clifford, Steers & Shenfield, New York, last week estimated that it is now billing at a yearly rate of more than \$30 million of which some \$18 million is in broadcast (approximately \$16.5 million in TV, and \$1.5 million in radio).

The report was part of a luncheon in New York to observe the agency's 20th anniversary.

William E. Steers, the agency's president, noted last week that since 1958 about 42% of DCSS's growth has come from increased billings on established accounts and 27% from billings on new products and 31% from new accounts. Mr. Steers said the agency expects an increase of some 18% in billings for the current year—"coming from a wide variety of new assignments, none of

which was in the shop for the full year during 1963." The agency was incorporated in June 1944, as Doherty, Clifford and Shenfield Inc.



Mr. Steers

The Borden Co.

Donald K. Clifford is board chairman, and John R. Rockwell executive vice president of the agency.

The agency initially had some 50 people and \$3 million in billings, totals which increased to 125 people and \$10.6 million by 1954. Among DCSS charter clients are Bristol-Myers Co. and

total number of spots increased from 1,468 weekly to 1,698 in the 1961-64 period and that no change was proposed.

In his reply to the FCC, Mr. McConnell said that because of competition the station was selling more spots of shorter duration. He said that would be appropriate since the NAB code, to which, he added, the stations belongs, sets time limits. However, he said, "to insure compliance with commission rules," the station would limit its spots to 1,000 per week, and to four per 14 1/2-minute segment, even if it meant refusing business.

A promise of change was occasionally elicited from a large operator, too. WBRC-TV Birmingham, Ala., a Taft Broadcasting Co. outlet, conceded it had exceeded its commercial policy—given in terms of the NAB code—in 28 half-hour periods. But it said the cause was, in most cases, "hillbilly and other local performers" who run over time limits in delivering commercials. The station said it was instituting new and tighter controls to hold spots to their scheduled length.

Not Guilty ■ The other VHF station in Birmingham, which also received a letter from the commission, said it was not guilty of "a gross deviation" from its policy. WAPI-TV, which is owned by Newhouse Broadcasting Corp., had proposed to carry three spots per 14 1/2 minute segment, except during feature films. The commission said the station had violated this policy in 17 nonfeature film periods.

The station, in reply disputed the commission's contention regarding three

of the periods. It said the policy was exceeded in four others because of the inclusion of promotional material which contained no advertising. And it said that, in several remaining segments, one or more of the spots were short, so that the resulting time devoted to commercials was less than three minutes.

The two VHF stations in Tampa Fla., WTVT(TV) and WFLA-TV, which were also queried similarly, would not concede they had deviated from their policy. They acknowledged that they carried more spots than proposed, but they said they have not violated the NAB code, to which they adhere.

Radio stations, too, claimed difficulty in reporting their commercial policy adequately in terms of numbers of spots. WQAM Miami, a 5 kw D, 1 kw N, was said by the commission to have exceeded its commercial policy 29% of the time. But the station said it had been reducing the length of its spots from one minute to 30 seconds, 20 seconds and 10 seconds. The result, the station said, was that while the number of spots increased, there was no substantial departure from its proposal, "when viewed from the concept of maximum permissible time."

Programming Questions ■ The commission didn't limit its questions to commercial practices. The Birmingham stations were asked to comment on a number of complaints the commission had received about their programming. The complaints charged lack of program balance, too few public service programs, not enough network programs, and too many reruns and "old movies."

The stations were also asked to report on program complaints they had received.

WAPI said the questions about programming involve "judgments which are the right and responsibility of the licensee." However, the station dealt with the complaints in considerable detail in its reply, which ran 32 pages.

WBRC-TV's response was even longer—98 pages, plus almost as many pages of exhibits. Part of the reason for the length was the commission's request that the station give "a full statement" of its plans for locally produced programs. The commission said it wasn't able to determine from WBRC-TV's application what the station's plans for local public-service programs were.

The commission staff is preparing a report on the replies for submission to the commission at its meeting July 1. The report will contain recommendations as to whether any further action should be taken.

The commission is also expected to act on staff recommendations that letters on commercial practices be sent to six other stations in Mississippi and Arkansas. Renewal date for the stations was June 1.

Commercials in production . . .

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

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

Hoffman Candy Co., Los Angeles (Cup 'O Gold candy bars and Peanut Cluster bars); three 60's for radio, each, humor and jingle. Chuck Blore, production manager. Agency: Anderson-McConnell Advertising, Hollywood. Gene Behrman, account executive. Jim Lelker, agency producer.

Film Fair, 1040 North McCadden Place, Hollywood 90038.

Foremost Dairies Inc., San Francisco (dairy products); three for TV, live and animation on film. Agency: Guild, Bascom & Bonfigli, San Francisco.

Farmers & Mechanics Bank, Minneapolis (banking); three for TV, animation on film. Agency: Knox-Reeves, Minneapolis.

Kimberly-Clark Corp., Neenah, Wis. (Kleenex napkins); one for TV, animation on film. Agency: Foote, Cone & Belding, Chicago.

Hardman Associates Inc., 213 Smithfield Street, Pittsburgh 15222.

American Coach Co., St. Louis, Mich. (mobile homes); four 40's for radio, live. Karl Hardman, production manager. Agency: Netedu Advertising, Benton Harbor, Mich.

Dodge Dealers, Pittsburgh (cars); four 55's and three 30's for radio, humorous with music. Karl Hardman, production manager. Agency: BBDO, Pittsburgh. Elmer Schaffer, account executive.

BIG LEAGUERS



Today: 23 fine youngsters. Tomorrow: Leaders, either among South Florida's burgeoning population or elsewhere in the Nation. We're positive it'll happen because we've come to know these children and their Moms and Dads (and their neighbors, too!). Sure, they comprise part of the audience served by WLBW-TV, but then, we've always considered our audience more like members of the Channel Ten Family. — And what parent isn't convinced his kids are something special?

Anyway, getting back to the above photo, our teams never heard of "community participation." They just like to play baseball.

Represented by



TAKE TEN and SEE

WLBW-TV

Affiliated with WCKY 50KW
CINCINNATI, OHIO

MIAMI, FLORIDA

The pitfalls of unwise TV buying

Burgard sounds warning about commercial clutter at ANA workshop in New York; Eaton, Ebel cite the disadvantages of participating sponsorship

Television was depicted last week as a challenging medium, but one with thorns for the advertiser in the form of needless clutter and inordinate risk diluting commercial values.

Such advertiser concern over TV's future effectiveness dominated an all-day TV workshop held by the Association of National Advertisers at the Plaza Hotel in New York June 17.

A challenge also was expressed in a first disclosure of a joint study by Needham, Louis & Brorby and Foote, Cone & Belding of TV-viewing housewives which appeared to question prevailing notions on TV commercial effectiveness (see page 40).

The warning over persistent clutter conditions was leveled by John W. Burgard, vice president and director of Brown & Williamson Tobacco Corp., Louisville, and chairman of ANA's broadcast committee.

He said that "if the television advertiser or his agency fail to consider what is happening to their advertising as a result of this [clutter] condition, I would be amazed. If the broadcasters fail to rectify it," he continued, "they are courting disaster."

Sound Off Now ■ Appealing directly to TV advertisers, Mr. Burgard said he hoped they would be "sufficiently concerned to review what is happening to the effectiveness of their own commercials and advise the broadcasters of their position."

Mr. Burgard's reiteration of the ANA broadcast committee's position on clutter coincidentally phased in with an action taken in Washington by the National Association of Broadcasters' Television Board on the clutter problem (see opposite page).

Mr. Burgard presented a status report for various ANA broadcast committees, and devoted particular attention to the work of a special subcommittee dealing with the twin problems of "encroachment on entertainment time and unnecessary clutter during prime TV viewing hours."

He reported that over a period of three years, the ANA unit has been working with the American Association of Advertising Agencies and the NAB on these problems, but he asserted "little has been accomplished."

Mr. Burgard noted that ANA has offered a blueprint for an approximate 50% reduction in nighttime television clutter (BROADCASTING, Feb. 17) and that since that time NAB has been working out "commendable" proposals for redefining nonprogram elements. But, he said, "with the present definitions of 'commercial time' I doubt whether there will be any real change. "Except in local shows having four one-minute-in-program commercials in each half hour, with a full-minute commercial at both the half hour and the hour break, everything should fit quite

easily into the 10 minutes and the 20 seconds present commercial time per hour allowed by the code in prime time."

Mr. Burgard said the "most disturbing condition" exists in hour participating shows where no single sponsor has a voice in the program's make-up. As an example, he showed clocked sequences for the five minutes preceding and the five minutes opening a participating show monitored on a network-owned TV station in New York. He did not identify the station nor the program (see sidebar box).

Mr. Burgard also mentioned that a new "television circulation and rate trends" report that is now in its final stages will be published later in the year. The report, he said, will have trend data for six years, including latest available audience figures for March, 1964.

What to Buy? ■ The pros and cons of program sponsorship versus participation sponsorship on network TV was explored by Howard Eaton, vice president, TV programming, Grey Advertising. He concluded that commercials in participating shows are less effective than in sponsored programs and that advertisers seeking program identity most often must buy a new show instead of an established one with a track record.

He acknowledged that the purchase of a new program is risky, but indicated ways to reduce the gamble. The prerequisites he mentioned in buying a new program are: (1) A sufficiently large budget so that not all of an advertiser's purchases fall into the risk area; (2) proper negotiation by the agency so that the length of the commitment is short, so that the cost of a hit will not skyrocket and so that the new show will have a better-than-average time period in which to "try its wings"; and (3) enthusiasm on the part of the agency that the new show has "the potential of going through the roof."

Lessens Impact ■ In upholding the value of buying program sponsorship rather than participations, Mr. Eaton claimed that participation sponsorship lessens commercial impact because of four considerations—conflict in placement of commercial, double-spotting, the lessened chance of product protection and inability to use the cast commercial (in which the star delivers the message).

Short-term Proposal ■ He urged the industry to consider seriously a proposal for short-term agreements on new programs: to the effect that the produc-



In an informal huddle during the association of National Advertisers' TV workshop in New York (l to r): Richard C. Butler, media director at Lever Bros., New York, and a member of

ANA's program committee; Thomas W. Moore, ABC-TV president; Edwin Ebel, vice president - advertising, General Foods, White Plains, N. Y., and Victor A. Sholis, WHAS-AM-TV Louisville.

The clutter around TV's station breaks

A TV monitoring service's clock-time of what surrounds the "program islands" in television was the theme of the talk on "clutter" by John Burgard of Brown & Williamson Tobacco Co. to a closed ANA TV workshop session in New York last week (also see adjacent story).

Emphasized were "interruptive" elements. The clocked period started 7:25:48 p.m., according to figures presented by Mr. Burgard, at which time the following was shown on the station for about 10 minutes: a 60-second commercial, 45 seconds more of the show (the very tag ending), 31 seconds of production credits, nine seconds of commercial billboard, a 20-second promo, and an eight-second show title card.

The station break came at 7:28:41 with an eight-second show promo, a 60-second and a 10-second commercial in that order followed by two seconds of station identification.

The network feed returned at



Mr. Burgard

7:30:01 with 2 minutes 58 seconds of show opening, followed by six seconds for the episode title, another 14 seconds for the show title,

nine seconds for a star credit, six seconds for a guest star credit and another five seconds for another guest star credit.

The show title appeared for five seconds at 7:33:39 to be followed by three commercial billboards—two running five seconds each and the third seven seconds—for three different products. A 30-second commercial then followed for still a fourth product followed by 31 seconds of commercial for one of the products already mentioned in the billboards.

"Act 1" of the show opened at 7:35:02.

Similar statistics for the "middle break" in the program were recounted, indicating an eating up of 2 minutes 12 seconds for commercials, title cards, billboards and station break commercials and promos. A similar attrition of nearly four minutes at the end of the hour program was recounted in detail.

tion of a series be separated into two phases—the first consisting of from 13 to 15 episodes of a series and the second phase beginning after ratings are in for the first 13 to 15 episodes.

Edward Ebel, vice president-advertising, General Foods Corp., who also appeared briefly on a panel, generally supported Mr. Eaton's contentions on advantages of program sponsorship, noting that GF has believed in buying continuing shows (*Andy Griffith*, *Lucy Show*, *I've Got a Secret* among others). GF's programs are on CBS-TV.

Talent Talk ■ During a panel on making efficient use of broadcast talent under Screen Actors Guild—American Federation of Television-Radio Artists contracts, Jane McNamara, supervisor, business services, McCann-Erickson, suggested that advertisers and agencies examine more critically these factors: the number of performers used in a commercial; the number of commercials scheduled during a campaign and the proper use of editing, under which a one-minute commercial, for example, can be edited down to 30 seconds.

On the same panel Robert Dobbin, director of advertising, Best Foods division of Corn Products, raised questions of interest to advertisers, such as the exact jurisdiction of the various unions, the extent to which a commercial can be edited, and the differences between a "wild spot" and a program commercial.

Thomas W. Moore, ABC-TV president who was the luncheon speaker, called for advertiser support in future program development while suggesting "nonfiction" programming is "the next broad area for television success." Non-fiction areas to be exploited, he advised, would include documentary, news and public affairs, sports, interview and variety programs.

Mr. Moore told the advertisers there is no program revolution in the offing but cited a need for progressive change.

Asserting TV audiences have grown far more sophisticated while program forms have lagged behind, he said networks and stations could not carry the whole weight of developing new programming ideas.

Mr. Moore suggested a period of programming innovation might already be in progress offering the examples of *That Was the Week That Was* (NBC-TV) and the two-part prime time serial, *Peyton Place*, to be shown on ABC-TV next season, among others.

Victor Sholis, vice president and director of WHAS-AM-TV Louisville, Ky., speaking from a station operator's point of view and in a five-year forecast of developments in the broadcasting industry, said the short supply of syndicated programming might be expected to expand as a consequence of the all-channel receiver legislation in force. The demand for quality syndicated product, he said, ought to in-

crease with the growth of UHF outlets.

Mr. Sholis also placed the following: "simpler forecasts.":

■ Pay TV, which must undergo "tortuous labor pains" in major markets before expanding into the country "will not develop to a level of concern or import in a market such as Louisville during the next five years."

■ All stations comparable in size to WHAS-TV will originate studio programming in color by the end of the 1960's.

Mr. Sholis told the workshop meeting that network and local news operations could be expected to complement each other in a mutually beneficial cycle.

He called the expansion of network evening newscasts to half-hour length a "spectacular breakthrough." He said it had led the local station to more intensive local reporting, leaving the national and international scene to network coverage.

Independent Ownership ■ Mr. Sholis said the influence of the independently owned station would continue to lessen because of the nature of the business and because of the trend of the whole economy to bigness. "Our dependence upon the network for programming is manifestly greater than it ever was in radio," he asserted. In noting a trend to group ownership, he said a product of it was to provide "a stronger and louder voice when industry questions are debated."

How well does TV communicate?

Cooperative research by FC&B and NL&B in New York, St. Louis and Chicago finds ratings inaccurate but points to same fault with all media measurements

New research findings by two major agencies which may help advertisers to more carefully place their television commercials so as to be most effective in communicating with housewives were reported last week before the television workshop of the Association of National Advertisers in New York.

The new studies are said to represent a "first" in cooperative research by different agencies. The studies concern housewife TV viewing habits in St. Louis and Chicago. They were conducted by Foote, Cone & Belding (St. Louis study) and Needham, Louis & Brorby (Chicago study).

Both of the new studies confirm basic findings of earlier research made by

versus performance is not exclusive to TV: It is common to all of the major media and it points up the need for more research that is advertiser oriented rather than media oriented.

Performance Measures ■ "The customary measures of media performance are exactly that, measures of media performance," Frank J. Gromer Jr., vice president and director of marketing services in New York for FC&B, explained, and "as such they greatly overstate the actual delivery of the advertising."

Among highlights of the findings as reported by Mr. Gromer and by Blair Vedder, vice president and director of media and programming for NL&B, Chi-

greater impact, at least with housewives.

■ Shows in the general drama category (including detective and adventure) enjoy higher commercial impact than situation comedies and variety programs in the St. Louis and Chicago research. Drama rates higher in St. Louis (1962) than Chicago (1963) while evening quiz and audience participating shows pulled strongest in Queens (1961), which indicate the need for keeping abreast of taste trends.

■ Both St. Louis and Chicago studies find that there are no special advantages to the middle-of-the-program commercial and this position might be less desirable than the open or close positions, depending on factors such as the listener's program involvement.

Should such be true, Mr. Vedder speculated, "then these findings do not give a clear bill of health to all the nonprogram material which usually adjoins the beginning and ending commercials. If this nonprogram material were cleaned up, the commercial in the opening and closing positions might be even more effective than they are."

■ Daytime 60-second spots are nearly as effective as program minutes, according to the St. Louis study. At night, however, the research shows that 20-second and 10-second spots are less effective than program minutes with 10-second spots communicating less than half as well as the typical program commercial.

■ Younger housewives watch TV less than older but the younger recall the commercials better, according to the Chicago study. It also found for daytime TV that exposure and recall levels drop as income goes up.

■ Housewives in the smallest of three family-size groups show the greatest level of exposure and recall as well as the highest relationship of recall to exposure for daytime TV, according to the Chicago data, but there is a shift in recall levels in favor of the middle-size family group for nighttime TV.

FC&B's Queens study in the spring of 1961 involved over 20,000 telephone dialings and resulted in over 11,000 completed interviews concerning 342 specific one-minute network commercials in both prime nighttime and daytime viewing hours throughout the week. The calls sought to establish set tuning and housewife exposure on an



FC&B's Gromer



NL&B's Vedder

FC&B in New York's borough of Queens and reported before the ANA last year (BROADCASTING, May 27, 1963). All three bodies of research indicate that television ratings are "a very inaccurate yardstick for measuring the actual performance of television advertising."

The research discloses that while "homes tuned" ratings may show a given total of sets operating (circulation), the number of housewives exposed to programs or commercials is considerably less while the number of housewives who "get" the advertising message is still smaller.

Both FC&B and NL&B emphasized, however, that the problem of ratings

Chicago, were these:

■ The St. Louis study (fall of 1962) and the similar Chicago study (fall of 1963) both confirm a controversial but basic finding of the earlier Queens research (spring 1961): Daytime television communicates as effectively with Mrs. Housewife as nighttime TV but, of course, there are more of her available at night, especially later evening (BROADCASTING, May 27, 1963).

■ Both of the newer studies also confirm that high-rated evening programs are "substantially" more effective in communicating advertising to the housewife. The high-rated show gives double value: It not only delivers more audience but its commercials appear to have



After the Twin Cities, it's FARGO, N. D.!

AFTER you've covered the wonderful Minneapolis-St. Paul market—your *next best bet* up thisaway is Fargo-Moorhead!

In fact, F-M is the LARGEST Metro Area between the Twin Cities and Spokane, Wash.!

Aside from the top stations in the Twin Cities, you'll get bigger pay-off from WDAY-

TV (or WDAY Radio, for that matter) than from any other station in this region. With apologies to Avis—we too try harder! For instance, ask PGW about the big national advertisers' recent marketing contest in which WDAY-TV won the *grand prize*, in competition with some of the greatest stations in America!

WDAY WDAY-TV

BOTH AFFILIATED WITH NBC

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*



How to make a video-tape commercial

About 130 agency executives and advertisers had an on-the-spot view of TV commercial production June 11 when they gathered at WDAF-TV Kansas City, Mo., to attend a "video tape seminar" sponsored by the Minnesota Mining & Manufacturing Co., St. Paul.

The seminar, designed to display the benefits of video-tape advertising, was part of a nationwide "3M" program involving some 175 TV stations. The WDAF-TV presentation in-

cluded a demonstration of tape production techniques. A highlight of the show came when a taped commercial was created on the scene from a newspaper advertisement (see picture).

According to the station, action for the commercial was achieved by camera movement in and out on the print advertisement, while narration and music were added as the tape was made. The production reportedly took less than 45 minutes.

immediate recall basis. All homes tuned were checked again 23 hours later to learn the extent commercial impact had upon the housewife.

For every 100 homes tuned in the daytime, the Queens study found 66 housewife viewers to the average network program. Of the 66, there were 49 who were possibly exposed to the commercial and among these 20 could recall some commercial content the next day. The nighttime data proved "remarkably similar," Mr. Gromer recalled.

Findings Challenged ■ He said FC&B's surprising findings in Queens were challenged in some quarters so the agency decided to explore anew. The first phase of the St. Louis study exactly duplicated the Queens procedures, he said, and strongly confirmed the findings of the original study.

The comparative results in St. Louis, he said, gave "convincing evidence that an immediate recall technique produces a more accurate measurement of advertising communication—it minimizes the forgetting that can occur in the

case of lightly advertised brands and reduces the overclaiming that results in substantial inflation of recall of commercials for heavily advertised products."

The immediate recall study in St. Louis, Mr. Gromer said, involved over 14,600 telephone dialings, over 7,800 completed interviews and concerned 317 individual commercials. They were made in October and November 1962.

Meanwhile NL&B had begun to explore television's effectiveness behind the ratings, Mr. Vedder recalled, and as the agency worked to refine its research plans, the Queens study by FC & B became public. Because of similarities in approach, he said, NL&B and FC&B got together to exchange information. As a result NL&B undertook its Chicago probe instead of a contemplated national study.

Four-Week Study ■ NL&B's Chicago study was conducted in a four-week period bridging October - November 1963. It involved somewhat more than 13,000 telephone dialings in the six-county metro area and resulted in about

7,100 contacts.

Both Chicago and St. Louis studies found that housewife exposure to commercials and communication levels increased during the later prime evening viewing hours. Her light viewing earlier in the evening appears to be due to household chores, it was explained.

The FC&B official said the St. Louis study also confirmed the Queens finding that high-rated evening programs "are substantially more efficient in communicating advertising to housewives—in this case (St. Louis) an average of 50% better."

Terming this "an especially important finding" in view of the fact that high-rated programs generally are more efficient in terms of cost-per-thousand homes tuned, Mr. Gromer suggested that "there is really a double benefit that accrues to commercials appearing on high-rated programs. They are more efficient in terms of potential audience to begin with and . . . they achieve substantially higher levels of television advertising communication within their total audience potential."

The Chicago findings on this point were completely consistent with St. Louis, Mr. Vedder said, and "program popularity does make a difference." Popularity becomes a "significant difference if the data is analyzed fully.

As to the unexpected discovery by the studies that the middle program commercial has no special advantage over start or end-of-show commercials, Mr. Gromer said, "frankly, we approached the possibility of reporting this comparison to you with mixed emotions. The results are not what many of us might have anticipated." But, he explained, the data are soundly based, from large samples and produced by two independent surveys.

In the Chicago study, Mr. Vedder said, "the recall levels were identical for commercials that occurred in the first five or last five minutes of a half-hour program period to those broadcast in the middle of a program."

Also in advertising . . .

Separate ways ■ Barney Ochs, president of Bernard I. Ochs Co., Atlanta and Bernard Howard, president of Bernard Howard & Co., New York, will terminate their association, effective July 15. The Ochs firm has been southeastern and southwestern link for the Howard station representative company since 1959.

Dolls on TV ■ Ross Products, New York, in association with fashion designer Oleg Cassini, plans a widespread spot TV promotion this fall and winter for the introduction of Tina Casrmi fashion dolls. Ross's agency is A. J. Sarett Associates, New York.

CAPITALIST

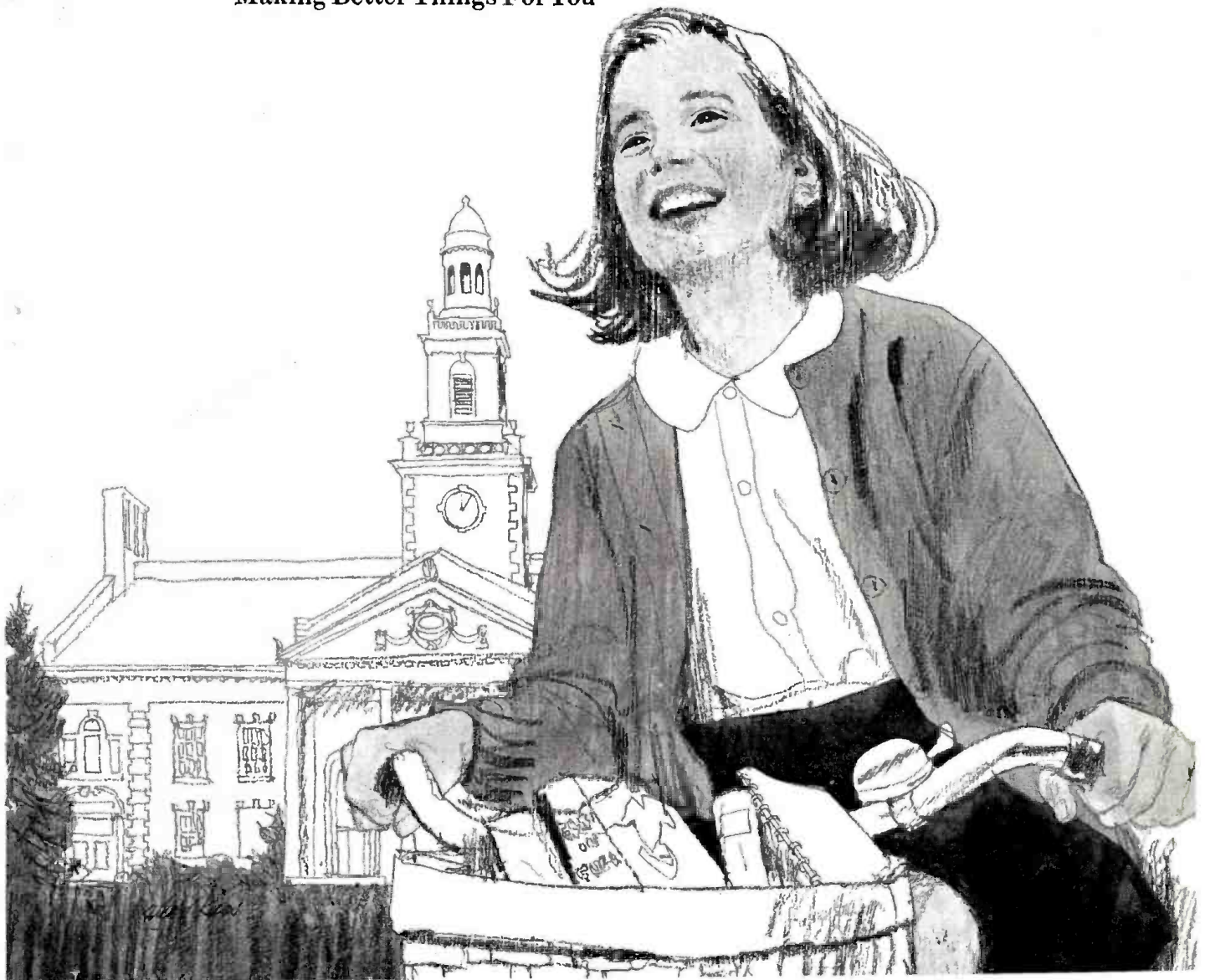
This young schoolgirl is one of more than a million General Motors shareholders. Her parents recently purchased a number of shares of GM stock as the beginning of a fund for her college education. As a shareholder, she could be called, in effect, a capitalist.

Of course, there's nothing exclusive about GM ownership. Every age group and most occupations are represented. GM shareholders live in every state of the nation, every Canadian province and more than 80 foreign countries. More than half of all individual shareholders are women. Three quarters of the people who own GM stock have a hundred shares or less; 85 per cent own less than two hundred.

People is the key word at GM. More than 600,000 employees, thousands of suppliers and dealers—plus the more than a million shareholders—they are the backbone of General Motors progress.

GENERAL MOTORS IS PEOPLE ...

Making Better Things For You



B&B's clients like to hold reins

So agency creates and develops TV programs
for such advertisers as P&G and General Foods

Benton & Bowles is returning in its television activities for the agency's accounts to the time-tested radio formula of client-controlled programs, Atherton W. Hobler, B&B board chairman, said Wednesday (June 17). And he noted that 70% of the agency's domestic annual billings of about \$124 million go into TV.



Mr. Hobler

Speaking at an open house for Los Angeles business, industry and entertainment leaders at the agency's new Hollywood offices at 1800 Highland Avenue, Mr. Hobler said that Benton & Bowles is getting back to creating and developing programs for its clients, programs which are produced outside the agency but are licensed to General Foods, Procter & Gamble and other B&B accounts. There are 90 people in the agency's production department, he stated, "and this is for programs alone,

not counting those who work on producing the commercials."

The program packagers welcome rather than resent the agency's interest in the programs its clients sponsor, Mr. Hobler said. The producers look on the activity as legitimate and helpful rather than unnecessary interference.

William F. Craig, vice president in charge of the agency's West Coast division, said that two new network programs this coming season, *Gomer Pyle*, *USMC* and *Many Happy Returns*, both to be sponsored by General Foods on CBS-TV, were created for this advertiser by Benton & Bowles. And a new cartoon series, *Linus the Lion*, which will soon make its TV debut, began with a set of characters used by B&B for General Foods commercials. It has been developed into program fare by cartoonist Ed Graham.

This philosophy of client-controlled programs is nothing new, the agency executives said. They pointed out that in daytime TV such durable serial dramas as *Edge of Night* and *As the World Turns* have been controlled by their sponsor, Procter & Gamble, for the past decade.

Looking ahead to the 1965-66 season, Mr. Craig reported that arrangements have already been made with the Mirisch Brothers to star Janet Leigh in a situation comedy series for General Foods, which, like the others, will be licensed to and controlled by that company—through Benton & Bowles, of course. He also predicted that Danny Thomas, who has given up his weekly series and will be seen only in five or six specials during the 1964-65 season, would be back with a new series, "maybe next season, maybe the one after that." And that new series, like the old *Danny Thomas Show*, Mr. Craig confidently expects, will be the property of a Benton & Bowles client.

AAW sets agenda for July convention

Advertising in the American West, where it stands and where it is headed, will be discussed formally and informally July 5-9, in Sun Valley, Idaho, where the Advertising Association of the West will hold its 61st annual convention. On Monday, July 6, representatives of radio (Radio Advertising Bureau Presi-

dent Edmund C. Bunker), television (Harry Floyd, western sales manager television NBC) and the print media will describe various ways of "How to Reach a Billion Dollar Market—Travel in the West" in a session moderated by Gene Duckwall, vice president and media director, Foote, Cone & Belding, Los Angeles. A color film of the "Best in the West" ads, winners of the 1964 AAW crafts competition, will be shown at the Monday luncheon.

Advertising's relationship with government will be highlighted Tuesday, when Richard H. Holton, assistant secretary of commerce, will deliver a talk titled "Government Speaks to Advertising" and Arthur Motley, publisher of *Parade* magazine, will respond with "Business Speaks to Government."

On Wednesday Charles Stuart Jr., AAW treasurer and advertising manager, Bank of America, will moderate a session on "New Dimensions for Advertising." Julian Watkins, vice president and creative director, N. W. Ayer & Son, San Francisco, will speak on "New Dimensions for Advertising Creativity" and Dr. Melvin Hattwick, advertising director, Continental Oil Co., Houston, on "New Dimensions for Advertising Management."

Club activities will occupy much of the AAW business session time, which as is traditional, will be limited to the morning hours, with afternoons and evenings left free for sports and social affairs.

Political shows' times scheduled

CBS-TV last week disclosed the dates and times it'll schedule five-minute political telecasts purchased by both the Republican and Democratic national committees.

Each committee has purchased 10 five-minute segments in prime nighttime hours, starting on Oct. 11 and ending Nov. 1 for a total cost of approximately \$300,000 (BROADCASTING, June 15). The orders for the time periods were accepted on May 28. (NBC-TV said it will not accept similar political time orders before July 1; ABC-TV has also had discussions with both committees.)

The Democrats have the following: Oct. 11 (Sunday), *What's My Line?* (10:55-11 p.m.); Oct. 19 (Monday), *To Tell the Truth* (7:55-8 p.m.); Oct. 20 (Tuesday), *The Red Skelton Hour* (9:25-9:30 p.m.); Oct. 22 (Thursday), *Password* (9:25-9:30 p.m.); Oct. 24 (Saturday), *The Jackie Gleason Show* (8:25-8:30 p.m.); Oct. 25 (Sunday), *Candid Camera* (10:25-10:30 p.m.);

The golden age is now

Nostalgia is the worst enemy of radio today, Edmund C. Bunker, president of the Radio Advertising Bureau, declared Monday (June 15) at the Hollywood Ad Club. Mr. Bunker berated radio executives who long for the golden days of radio when the family gathered around the family set to hear *Amos 'N' Andy*, *The Shadow* or *The March of Time*.

"That kind of radio is dead and gone," Mr. Bunker asserted, "but radio itself is stronger than ever."

Radio has evolved from the family medium to a much more powerful advertising medium, he noted, citing such success stories as those of Delta Airlines and Skippy Peanut Butter. These successes do not stem from any magic formula, but just from the fact that all through the day millions of radios are talking to millions of people and "nothing moves people so urgently as the sound of the human voice."

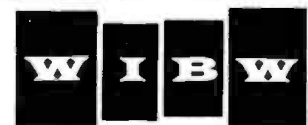


TOP MANAGEMENT comes to Topeka

In a push-button world, the most critical problem is still just to understand men.

That's what they believe at the Menninger Foundation and they're doing something about it. Menninger's is our next door neighbor at Hilltop, west of Topeka. All during the year, business leaders from all over the nation attend the Menninger Executive Seminars to study and compare notes on human relations. They're really top level meetings, limited to presidents and vice presidents. We're proud of Menninger's. They prove again that Kansas is BIG—with room for your ideas and a favorable climate for their growth.

We're not psychiatrists. But we do understand our Kansas audience. WIBW TV can take your idea or your product to "the best of Kansas", with dominant coverage day and night in the 32 leading Kansas counties. For case-history proof—call Avery-Knodel.



RADIO AM • FM • TELEVISION

Topeka, Kansas

A division of Stauffer Publications
Represented nationally by Avery-Knodel

Oct. 26 (Monday), *To Tell the Truth* (7:55-8 p.m.); Oct. 28 (Wednesday), *The Danny Kaye Show* (10:55-11 p.m.); Oct. 30 (Friday), *The Entertainers* (9:25-9:30 p.m.); Nov. 1 (Sunday), *The Ed Sullivan Show* (8:55-9 p.m.).

Republican segments (time segments are the same as indicated in the above listing for Democrats, and all given as New York time): Oct. 14 (Thursday), *Password*; Oct. 16 (Friday), *The Entertainers*; Oct. 18 (Sunday), *What's My Line?*; Oct. 19 (Monday), *I've Got a Secret*; Oct. 21 (Wednesday), *The Danny Kaye Show*; Oct. 25 (Sunday), *Ed Sullivan*; Oct. 26 (Monday), *Secret*; Oct. 27 (Tuesday) *Skelton*; Oct. 31 *Gleason*, and Nov. 1 (Sunday), *Candid Camera*.

Rep appointments . . .

- WFMV Richmond, Va., and WNBH-AM-FM New Bedford, Mass: Good Music Broadcasters Inc., New York.
- WIII Homestead, Fla.: Charles Bernard Inc., New York.
- WBNB-AM-TV St. Thomas, V. I.: TIE Sales Ltd., New York.

Business briefly . . .

Sea Breeze Laboratories, Pittsburgh manufacturer of antiseptic, through Ketchum, MacLeod & Grove, that city, has launched a campaign relying heavily on spot radio in three major markets. The Sea Breeze commercials are set for Philadelphia, Pittsburgh and Los Angeles.

Mrs. Smith's Pie Co., Pottstown, Pa., through J. M. Korn & Son, Philadelphia, has launched a summer broadcast campaign with 60-second spots in NBC-TV's *Today* and *Tonight* shows, and a heavy schedule of daytime spot TV in Philadelphia; Pittsburgh; Scranton-Wilkes Barre, Pa.; Washington; Atlanta; Memphis; Tampa, Fla., and Miami. Spot TV also is scheduled for various New England markets, starting in August. Radio is set for Washington and Charleston, S. C.

Calavo Growers of California, Los Angeles, through Anderson-McConnell, that city begins a three-week spot radio campaign in six markets starting Wednesday (June 24). The \$15,000 time buy for darkskinned summer va-

rieties of avocados is being placed in Detroit, Pittsburgh, Philadelphia, Milwaukee, Cleveland and Toledo, Ohio.

Agency appointments . . .

■ **Rival Packing Co.**, Chicago, has named Grey Advertising, New York, as its national agency effective Sept. 15. Formerly handled by Doyle Dane Bernbach, account bills about \$1.5 million with more than half going into spot television.

■ **Lestoil Products**, Holyoke, Mass., has shifted its account, estimated in excess of \$3 million, from Fuller & Smith & Ross, New York, to C. J. LaRoche, that city. The account, which includes Lestoil's subsidiary, the Bon Ami Co., New York, puts \$2.7-2.85 million in spot TV.

■ **The Campana Corp.**, Batavia, Ill., division of Purex Corp., has appointed Erwin Wasey, Ruthrauff & Ryan, New York, to handle advertising for Italian Balm hand lotion. The account was formerly at Post-Keyes-Gardner, Chicago. Radio and TV will be used to promote the product.

FINANCIAL REPORTS

Taft boosts earnings before special fee

Taft Broadcasting Co. boosted its per share earnings, before a nonrecurring special charge, by eight cents in the fiscal year that ended March 31, 1964. The special charge reflected abandonment of certain film contract rights, and reduced the per share earnings by three cents from the previous year's \$1.41.

In its annual report, issued June 12, Taft Broadcasting noted that the financial figures do not include the three TV and two radio properties (Buffalo, Kansas City and Scranton, Pa.) acquired from Transcontinent Television Corp. Taft paid \$26,889,310 in cash and assumed obligations estimated at \$6.9 million for the TTC properties which it took over on April 1, the day after its fiscal year ended. The \$33 million has been raised through loans from two sources—\$19.8 million at 5½% due on or before April 1, 1979, from a group of insurance companies; and \$13.2 million at 5% due July 1, 1970, from a group of banks.

The report stated that the TTC acquisitions resulted after preliminary discussion of a merger between the two companies in the summer of 1962.

Taft also abandoned two diversification steps in the light of its broadcast

acquisitions. One was a program production venture and the other was a closed-circuit medical program service. The cancellation of these two projects involve a pre-tax loss of about \$105,000, the report said.

The annual stockholders meeting of the company is scheduled to take place July 14 in Cincinnati.

Twelve months ended March 31:

	1964	1963
Earned per share*	\$ 1.38	\$ 1.41
Net revenue	12,932,509	12,485,942
Operating profit before depreciation and amortization	5,915,801	5,752,573
Other deductions (interest, miscellaneous)	279,111	122,062
Federal and state income taxes	2,533,000	2,565,000
Special charge (abandonment of film contract rights less related income taxes)	193,079
Net earnings	2,252,336	2,310,425

*Based on 1,666,258 shares issued and outstanding, compared to 1,619,485 in 1963 fiscal year.

Collins's profits down

Collins Radio Co. last week reported profits for the nine-month period ending May 1, down from the same period last year.

President Arthur A. Collins said the earnings situation continued "to reflect the absorption of heavy start-up costs related to the development of the company's data communication and process-

ing product line." He said all other product lines continue profitable.

Collins Radio's order backlog at the end of the third period was \$204 million compared to \$242 million a year ago.

Nine months ended May 1:

	1964	1963
Earnings per share*	\$ 0.85	\$ 1.08
Net sales	204,617,000	177,356,000
Income before taxes	3,805,000	5,015,000
Income taxes	1,963,000	2,607,000
Net income	1,902,000	2,408,000

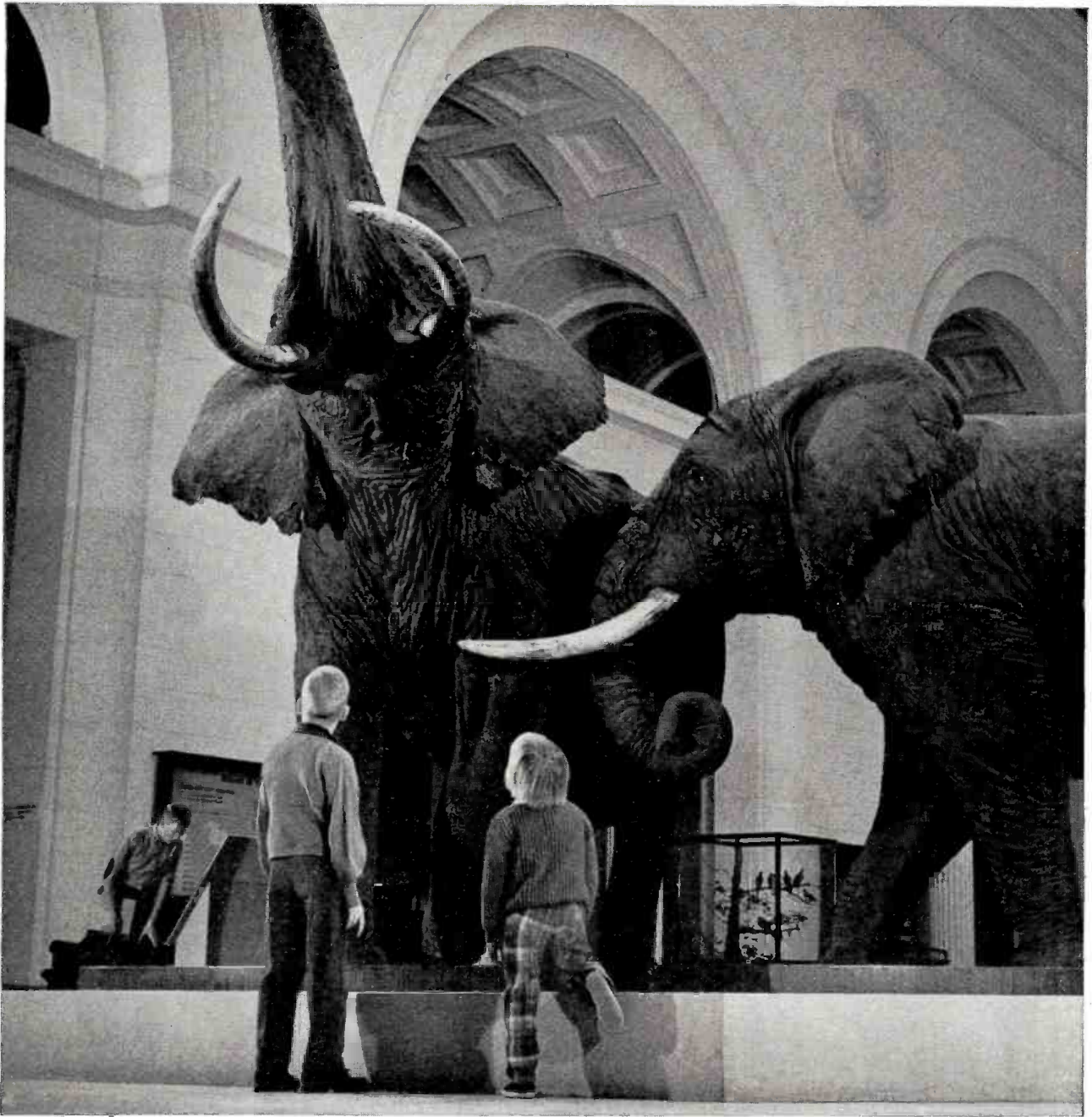
*Based on 2,230,080 shares outstanding as of May 1 in both years.

Doyle Dane Bernbach plans to go public

Doyle Dane Bernbach, New York, was reported last week to be preparing an offering of company stock for sale to the public.

Francis I. duPont & Co., New York investment banking company, reportedly will be the chief underwriter of the stock, but the size of the issue and the date it will be offered to the public were not announced. DDB would not confirm the report.

DDB had broadcast billing of approximately \$21.4 million in 1963, representing about 29% of the agency's overall billing. Two other agencies have "gone public" in recent years—Papert, Koenig, Lois and Foote, Cone & Belding, both New York.



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Chicago's WGN—first of all Mid-America radio stations in homes reached—because it offers better coverage of everything, everywhere that interests people.

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IS
CHICAGO**

the most respected call letters in broadcasting

Brotherly love city turns the trick

Floor battle over chairman threatened to split ranks at NCTA convention in Philadelphia

The National Community Television Association staged the largest convention in its history last week in Philadelphia, but the politicking and bitterness generated in the selection of its top elected official gave the organization its deepest internal schism since it split during a 1959 legislative battle in the Senate.

Harmony prevailed at week's end, however, and most of the 1,100 conventioners—double the expected attendance and by far the greatest turnout in 13 years of NCTA conventions—wound up pleased with their meeting. The meatiness of the convention program planned by the host Pennsylvania association and the pledges of solidarity given by the major community antenna equipment manufacturers—they formed the key opposition in the election—contributed to the sense of good feeling.

High point of the convention for most was a speech by FCC Commissioner Frederick W. Ford who saluted the industry's importance in the nation's overall television service and encouraged broadcasters to enter the field (see page 57).

A number of operators anticipated Commissioner Ford's speech would please them, but the unexpected development last week was the excitement stirred by a sudden interest in UHF. Throughout speakers urged cable system owners to seriously consider applying for UHF channels in communities lacking local television service. The theme was echoed by FCC commissioners, CATV operators and management consultants (see page 54).

Another development was the large number of broadcasters either present or represented by their communications counsel. They were everywhere. Some, eager to enter the field, were closeted with system owners. Many others, trying to pick up know-how, listened intently to panels about the nuts and bolts of CATV. And the broadcasters seemed generally pleased. Some found CATV

owners had few if any horns, and others told fellow broadcasters about the added viewers CATV systems brought them. The historic broadcaster-CATV operator antagonisms were absent.

The Election ■ Bruce Merrill, broadcaster, system owner, CATV equipment manufacturer and head of a microwave firm serving CATVs, was elected national chairman of the association. Mr. Merrill and the entire slate proposed by the official nominating committee were elected, but only after a pitched battle over Mr. Merrill's dual role as CATV

NCTA vs. TAME

The National Community Television Association doesn't like to "dignify" the Television Accessory Manufacturers Association (TAME) by discussing the group, but TAME opposition to CATV—coupled with support of theater owners and some TV servicemen—is causing sufficient trouble for people trying to start systems that the NCTA staff has prepared a voluminous document to arm its members to counter charges often made against cable television.

Called "The Facts About Community Antenna Television," it runs several hundred pages and not only tells what CATV is and what it is not, but includes endorsements from broadcasters, whom TAME and other CATV opponents try to organize early in CATV fights.

Copies are available to NCTA members and the association is urging them to use the book when they apply for franchises and before opposition has an opportunity to organize.

system owner and manufacturer.

Despite several nights of planning in smoke-filled rooms and midnight delivery of a letter asking Mr. Merrill to withdraw just before election, both he and his opponents said afterward they thought the association had not suffered from the battle and indeed had emerged the stronger for it.

Throughout there was no question of Mr. Merrill's integrity. He heads several firms related to CATV with headquarters in Phoenix. His Antennavision Inc. and Ameco Inc. control 15 CATV systems and operate three others. Antennavision Service Co., his microwave firm, serves 25,000 CATV subscribers in four western states. Ameco Inc., his manufacturing arm, produces "turn-key" CATV systems. And he owns KIVA(TV) Yuma, Ariz., which he bought in 1961.

Milton J. Shapp, president of The Jerrold Corp. (a system owner and the largest CATV equipment manufacturer), was considered the leader of the manufacturer opposition to Mr. Merrill. Mr. Shapp was nominated during Wednesday's (June 17) election meeting and took the floor to outline his fear that election of Mr. Merrill—or any manufacturer, himself included—to the NCTA's highest post would create a conflict of interest problem.

Mr. Shapp and others (most major CATV manufacturers) said repeatedly that the issue was strictly a matter of principle. The association has had "an unwritten rule" that no person representing interests of a manufacturer should be head of the NCTA, he said. Mr. Shapp said he thought the NCTA came out of the election fight stronger than before because members talked out "their frustrations" and were able to bring problems to the surface.

If elected, the argument was, a manufacturer "would gain tremendously from the prestige and publicity, and from the direct contact [he] would have with industry leaders." Mr. Shapp had confronted Mr. Merrill on this question Sunday (June 14) during a meeting of associate members (manufacturers mostly).

Then—and on the floor Wednesday—Mr. Shapp called on Mr. Merrill to withdraw. Finally, Mr. Shapp said he would like to be chairman, and had the qualifications to be one, but because he was a manufacturer, he was withdrawing from nomination. Mr. Merrill did not follow his example, and said that conflict of interest, if it were an issue, "ought to have been settled long ago."

Frank P. Thompson, Rochester, Minn., subsequently elected vice chair-

man, was nominated for chairman and opposed Mr. Merrill only, he said, "to give the members a choice."

Proxies Count ■ Mr. Merrill was elected and while no votes were made public, it was understood to have been about 205 for Mr. Merrill and 110 for Mr. Thompson. Some of Mr. Merrill's votes were by proxy and it was said by some members that this factor was significant in his victory.

The Future ■ Looking ahead, Mr. Merrill said he sees the organization's major task as "arriving at a workable and mutually agreeable arrangement with the FCC primarily and the National Association of Broadcasters, if necessary," to obtain legislation and "lay the ground rules for the CATV industry's growth and development."

The next most important job, Mr. Merrill said, is to select a president. He intends to retain a selection committee which has been headed since last fall by Martin F. Malarkey of Washington.

As for the NAB's CATV policy, he said, "My first impression is they've swung in the right direction a little bit, but we've still got something to talk about."

He would be unable to discuss the NAB's policy until he had seen it in further detail, he added. However, he offered a view on pay TV: "In my opinion, pay TV would be as dangerous for CATV as it is for broadcasting."

Others Elected ■ In addition to Messrs. Merrill and Thompson as chairman and vice chairman, the NCTA elected: secretary, Charles Clements, owner and operator, Clements TV, Waterville, Wash.; treasurer, R. L. Stoner, manager, Eastern Oregon Television Inc., La Grande, Ore.

Directors who won three-year terms are Jack Crosby, president, Westex Cable Corp. and KDLK Del Rio, Tex.; Albert J. Ricci, president, Better TV Inc., Bennington Vt.; Alfred R. Stern, chairman of the board and chief executive officer of TeleVision Communications Corp., New York; Archer Taylor, president, Northeast Video Inc., Kalispell, Mont., and Charles W. Fribley Jr., president and treasurer of Community Television Corp., Corning, N. Y.

Elected to two-year terms as directors: Harry C. Butcher, president, Cable TV of Santa Barbara Inc., Santa Barbara, Calif., and Bob J. Magness, president, Community Television Inc., Bozeman, Mont.

Jim Davidson, president, Davco Electronics Corp., Batesville, Ark., was elected to a one-year term as director.

Cox wants protection for local television

Restates view that stations must be saved from possible economic injury by CATVs

FCC Commissioner Kenneth A. Cox last week reaffirmed his view, shared by some of his fellow commissioners, that legislation to regulate the community antenna television industry must include rulemaking authority to provide protection for local broadcast services from the possible economic impact of CATV.

Addressing an NCTA convention luncheon Tuesday (June 16), Commissioner Cox called on the industry "to really concentrate on helping us draft the best rules possible."

NCTA members, who believe they proved their systems do not harm local television stations in comments filed on an FCC microwave rulemaking earlier this year (BROADCASTING, April 20), were disappointed that Commissioner Cox seemed to dismiss their research in his statement that the association's opposition to protection is "not enlightening."

However, some NCTA leaders say that Commissioner Cox has revised his thinking somewhat, and even though he did not say as much in his speech, he is understood to believe that the case for CATV impact on television has been overstated. In his talk, though, he stressed concern about CATV's effect on local television in the future, especially when systems grow and begin to serve larger markets with competing stations.

(Earlier in the week Fred J. Stevenson told the association in his final report as NCTA chairman, "We have exploded the myth that CATV systems harm local TV stations.")

The CATV operators were pleased by the commissioner's suggestion of approval for CATV ownership of TV stations in some cases, probably UHF's providing educational and local news programming in small markets with CATV but not presently supporting a television station. Commissioner Cox said he thought the FCC's licensing authority over television "could adequately safeguard the public interest" in

cases of dual TV-CATV ownership and that CATV may be the answer to bringing local TV service to communities presently without it (see page 54).

FCC and NCTA negotiations on proposed legislation, he noted, have been going on for more than a year and areas of solid agreement have been found. He saw the National Association of Broadcasters as coming into the discussions "rather late," but he also recognized that broadcasters have "only really become concerned with this in the last year."

The CATV industry, Commissioner Cox said, has "left the mountain val-



FCC Commissioner Cox

leys and approached sizeable cities." He added that CATV has become "the hottest topic of conversation in the communications field."

The commissioner emphasized his

Now, a daily rate for CATV subscribers

CATV operators have been introduced to a device with which they can offer their customers pay-as-you-go viewing—a flexibility normally associated with pay TV.

A collection system which allows community antenna television subscribers to pay for programing according to daily usage rather than customary monthly fees was exhibited last week by International Telemeter Co., the pay-TV division of Paramount Pictures Corp.

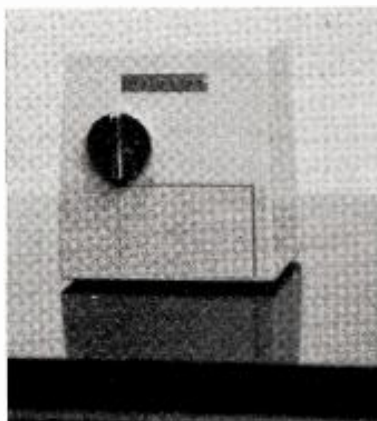
The coin operated equipment—"CATV Meter"—when attached to a television set, would provide a viewer with 18 continuous hours of CATV programing for 25 cents.

Telemeter demonstrated the collection box at the NCTA convention in Philadelphia (see page 48).

A Telemeter spokesman said the system had been designed to attract those potential customers for CATV operators who, in the past, have hesitated at the prospect of paying a fixed monthly fee for cable service.

Telemeter estimates that CATV systems generally operate at 30 to 50% of capacity saturation.

The Price = Equipment cost to operators is expected to be \$19.50 a unit when bought in lots of 100. The Telemeter representative said



CATV coin box

orders for the CATV Meter have already been received from several operators of community antenna services.

Telemeter claims maximum collection security for the coin boxes. A collector can remove a cash drawer from the CATV Meter by undoing a soft metal seal. A customer who removed the cash drawer himself would find that he could not fit it back into position.

With insertion of a quarter, the viewer can receive a CATV signal for 18 hours, but cannot conserve any portion of that time by turning his set off. Telemeter explains that the 18-hour limit would prevent a customer from viewing in prime time on two periods on two consecutive evenings for only 25 cents.

The cash drawer would hold a maximum of \$44 in quarters.

The company said the meter is connected between the drop cable and the antenna terminals of the television set.

concern for the need to enact rules to protect TV stations from the economic impact of CATV.

Commissioner Cox's contention that the burden of proof of injury ought to be placed on a CATV was challenged as inconsistent by a former commissioner lawyer, Morton Berfield. Now in private practice in Washington, Mr. Berfield said stations claiming economic injury from CATV ought to be required to furnish proof in an evidentiary hearing, just as the commission now requires when stations claim injury from the entry of another station in their market. Commissioner Cox, however, said a station's ability to serve its community would be impaired long before an evidentiary hearing could be completed. Thus, he said, some uniform rules are necessary.

What to look for when buying a CATV

A prominent CATV broker told the National Community Television Association convention that the entry of broadcasters into cable television is of great benefit and that the industry "owes a great debt of gratitude [to broadcasters] . . . for what they've contributed. They're teaching us some

tricks," said Bill Daniels of Daniels & Associates, Denver, a CATV management consultant and brokerage firm.

Broadcasters have brought "a very deep sense of public service" into CATV, Mr. Daniels said, and he looked for much benefit to the industry because of it.

Addressing a heavily attended session on system financing, Mr. Daniels spoke frankly of four major areas "where we lack the most": 1) real sales effort to obtain subscribers, 2) "quality and good equipment in your cable property," 3) good accounting records (he's seen some that "are unbelievable") and 4) "we need to be ashamed" of the "deplorable condition" of some of the offices and rolling stock in the CATV field.

Mr. Daniels, an authority on buying and selling systems, prescribed four items buyers should look for: cash flow, plant condition, number of potential customers and the economy of the community.

Bill Adler of Adler Associates, Washington, a consultant, urged CATV system owners to be honest with themselves because many have "an exaggerated idea" of the value of their systems.

Running over a long list of items owners should check to appraise their system value, Mr. Adler warned that equipment depreciates not only on paper for handy income tax purposes,

but it "depreciates in fact" and older systems may require extensive equipment replacement and maintenance before they can be put on the market.

Messrs. Adler and Daniels and H. W. Cassill of the Chicago office of Blackburn & Co., station and system brokers, agreed that CATV's are worth "what a buyer will pay." Mr. Cassill said he sees profitable CATV's in virtually all communities having fewer than three channels available. He, too, welcomed broadcasters into the industry and, with an eye on broadcaster efforts to obtain regulation of CATV (see page 27), he said, "The more FCC-licensed broadcasters in CATV, the better."

T. Rex Rhodes, vice president of the Bank of New York, advised the CATV operators how lending institutions appraise system worth and warned the industry not to organize its future financial planning "to any considerable extent" on the basis of financing through equipment manufacturers. The manufacturers "probably won't like this," Mr. Rhodes observed, but he added that while major manufacturers are presently a source of financing in CATV, they shouldn't be.

Mr. Daniels observed that prices of CATV systems had leveled off since the FCC's work toward federal legislation stalled earlier this year. But once the legislative situation is settled "one way or the other," prices will go up again, he predicted.

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4

Ford's 'integration' plan for TV

Tells NCTA meeting that only 'integrated' and 'federally regulated' system of both wire and broadcast TV can provide increased service

FCC Commissioner Frederick W. Ford told the National Community Television Association last week that CATV must play an integral role if the U. S. is to achieve its goal of a competitive, multiservice television system.

Only "an integrated and federally regulated system of both wire and radio," Commissioner Ford said, can both provide the increased program choice and meet the expanding need for local TV service in communities now without stations of their own.

"The CATV industry has demonstrated that it has the capacity, desire and ability to furnish that additional service in the public interest," Commissioner Ford continued.

But he also expressed concern about the impact of CATV on existing television stations, particularly in one-station markets. The commissioner saw some protection for such stations, "if the facts

justify it," until wire systems might deliver "to a reasonable degree the service that a television station can furnish."

Commissioner Ford added his voice to a chorus that grew all week at the convention urging CATV owners to seriously consider applying for UHF channels in rural areas and small communities. He suggested "a liberalization of the number of UHF stations permitted one owner for this purpose."

Major Speech ■ His speech Thursday (June 18) was hailed as statesmanlike and scholarly by CATV operators. They called it a major contribution to understanding of the complicated issues that the swift expansion of CATV, pay TV and UHF has thrust at the FCC in recent months (see page 48).

Commissioner Ford suggested two steps inside and outside the government to speed formulation of a thoughtful and comprehensive national policy cov-

ering all forms of television:

- Establishment of a separate division in the FCC's Broadcast Bureau "to study the future of television," including all technical, legal and policy problems in pay TV, STV (for Subscription Television Inc., a firm preparing to originate programs by wire for a fee in Los Angeles and San Francisco) and CATV, to plan television's orderly development and keep the commission apprised.

- Formulation of an ad hoc committee, representing broadcasters, the networks, cable system owners, manufacturers and STV, to study these areas and "make recommendations for the future orderly growth of a total television system in the U. S." and to propose "what form the regulation of wire television should take."

No Preconceptions of His Own ■ The commissioner, just reappointed to his second seven-year term (see page 57), said he had "no preconceived notions" of what the future of television should be. But he is convinced, he said, that "all forms of television must constitute a unified and integrated system—that it should be united not divided in its objectives. I am also convinced that out of the caldron of conflict and uncertainty that exists today will emerge a total system best suited to serve the public interest, convenience and necessity."

The convention audience, including a liberal sprinkling of broadcasters, some CATV system owners, others just shopping, and their applause interrupted Commissioner Ford frequently, especially when he said he believed that the government should encourage—rather than prohibit—system owners and broadcasters to enter and develop properties in each other's fields.

The head of a major broadcasting firm also in CATV said the speech would be considered as a "milestone" in relationships between the two industries.

Commissioner Ford said regulation of all CATV systems—including those not presently under interim rules for microwave-serviced systems—would appear to be essential "if the congressional policy" for a nationwide communications service "is not to be frustrated." He said he was "inclined to doubt the wisdom of trying to regulate one-fifth of an industry through a technical legal device . . ." (a rulemaking on microwave-serviced CATV's).

Commissioners Ford and Kenneth A. Cox, who discussed CATV regulation earlier in the week (see page 49), both were concerned about CATV's impact on local television, but Commissioner Ford went further to say urban areas should have "the widest choices of serv-



FCC Commissioners Robert E. Lee (l) and Frederick W. Ford (r) greet each other in Philadelphia where both appeared on the National Community Television Association program Thursday (June 18). Looking on are the two top officers of the community antenna

TV association, Bruce Merrill (second from left), newly elected NCTA chairman, owner of KIVA(TV) Yuma, Ariz., cable system owner and president of an electronics manufacturing firm, and Fred J. Stevenson, past NCTA president and a system owner.

ice possible unless that choice destroys television service to rural areas, and perhaps prevents the full development of a competitive nationwide television service."

Propounds Questions ■ In sum, Commissioner Ford raised a great many of the questions that he asked commissioners, broadcasters, cable operators and the Congress to help to answer before "one fully integrated and unified television system" is achieved. His questions included many first raised during the formulation of the Communications Act before wired and subscription forms of television were visualized.

A sampling of his questions covered licensing, allocations, exclusivity of market, transfers of ownership, qualifications, reports, program review, fairness, networking, common carrier status, property rights, advertising, technical standards—an entire spectrum.

"I have posed them only for the purpose of trying to stimulate organized research and thought about them," Commissioner Ford explained.

Since his examination of television includes the possibility that cable systems might originate programs, and because FCC ownership rules and limitations are based on a principle of diversity of opinion and voices, Commissioner Ford said, cable systems ownership also could be limited if the systems were to program. However, he continued, since systems audiences represent only fractions of those television stations enjoy, present ownership limitations would not seem adequate for CATV, and this would be a "completely different problem."

Reinsch says solons remember their friends

A broadcaster now also in CATV, who ought to know, told the National Community Television Association convention last week to keep their eyes and ears open for ways to help their congressman. "If you do a good job—especially in an election year like this one in 1964—you can be sure that your missionary work will pay dividends when you need a helping hand in the months and years between elections."

That tip came from J. Leonard Reinsch, who in addition to heading Cox Broadcasting Corp. is director of this year's Democratic national convention and held the same post in 1956 and 1960.

Mr. Reinsch assured his CATV audience that congressmen attending the Democratic convention in Atlantic City, N. J., this August would be given "a thorough indoctrination" on what CATV can do for them.

He revealed that the Democrats plan closed circuit coverage of all conven-

tion activities, "something that has never been done before."

Returning to CATV matters, however, Mr. Reinsch said "this industry suffers from a strange inferiority complex that is unbecoming, unnecessary and potentially dangerous to the health of CATV. There is an appalling barrage of negative propaganda, speculation, half-truth, fiction and emotionally-charged misstatements of facts pouring from many strange places"—notably CATV's opponents.

"We are closer to the individual people who are the public than anyone else in the entertainment business," he added. And while the National Community Television Association has armed members with facts necessary to counter ill-founded charges, he said, its members fail "to obtain the cooperation of those persons who can affect our destiny"—congressmen.

The Ford TV dictionary

FCC Commissioner Frederick W. Ford found he had to provide a few definitions before he could adequately discuss his views on where television has been, is and may go when he spoke at the National Community Television Association convention in Philadelphia last week.

Pay TV: "All forms of television broadcast service in which some system is employed whereby the public in order to receive the program must pay a fee either at a flat rate, by program or a combination of both."

Subscription television: "All systems using wire for distribution of programs from the local point of program origination to the point of reception for which a fee is charged at a flat rate or by program or a combination of both."

CATV: "All systems which receive programs broadcast by licensed television stations and distribute them by wire to individual customers at a flat rate."

Cablecasting: "Distribution over a CATV system of programs that are originated in some manner other than by a broadcast, payment for which is made at a flat rate or for each program accepted. From time to time I will refer to STV, CATV and cablecasting as 'wire television.'"

Television: "The television broadcast service licensed to use channels 2 through 83, excluding pay TV experimental authorizations, translators and satellites."

Federal control works two ways

Rogers says industry is asking for further controls in seeking CATV regulation

Rep. Walter Rogers (D-Tex.) warned broadcasters that they were opening a "Pandora's box" when they seek economic protection against community television cable systems.

Speaking at a luncheon of the Federal Communications Bar Association in Washington last Thursday (June 18), and facing many members of the TV board of the National Association of Broadcasters who earlier in the week had voted to ask for legislation to give the FCC control over CATVs (see page 27), the Texas Democrat stated that unless broadcasters want to turn over broadcasting to government control "it is your responsibility to get this problem worked out. . . . There's no reason why you can't work out an arrangement where both you and the cable people get the most out of your business."

Never Rid of It ■ Mr. Rogers, who is chairman of the communications subcommittee of the House Commerce Committee, cautioned that "if you ever get regulation, even to help you out temporarily, you're never going to get rid of it."

Earlier in the week, Mr. Rogers told Georgia broadcasters virtually the same thing. Speaking at the meeting of the Georgia Association of Broadcasters, he admonished: "Broadcasters can't have something for nothing. If you ask Congress to start protecting you from CATV then it will certainly follow that you will have complete regulation and control of the whole industry."

He urged broadcasters to do "everything possible" to work the CATV situation out to "preserve the identity of your industry in the free enterprise system."

In his speeches both in Washington and in Georgia, Mr. Rogers emphasized that the Communications Act was originally passed because of the scarcity of frequencies "not to control the economics of broadcasting."

Broadcasting today "is at the crossroads" in the matter of regulation, he stated. Many problems are coming up in the next 5 to 10 years and they must be answered. How they are answered, he said, will determine the fate of the industry.

Among these problems:

- Editorializing and the fairness doc-

trine—Hearings before his subcommittee will take place “in the very near future,” possibly in the next 30 days. One of the troublesome questions, is how to handle equal time where one position on a controversial issue is stated over the air on a paid program, and the other side claims it can’t afford to buy time to reply. Must broadcasters run a “means test”?, he asked.

- Ban on FCC powers over commercial limitations—Hopes that the Senate will take up HR 8316 (introduced by Mr. Rogers, it forbids the commission to impose time limitations on commercials) after it is finished with the civil rights bill. This passed the House 317-43 last February (BROADCASTING, March 2).

- Suspension of Section 315 and TV debates by presidential candidates—Undoubtedly will be compromised by both houses and become law. Great danger, however, that the President might be tempted into an indiscretion, either by answering a question or refusing to answer. This must be kept in mind by broadcasters, who undoubtedly will handle it properly.

- Reports of early election returns and election predictions—This is not a broadcasting matter; it’s an election matter. The federal government should take the responsibility for ensuring “free” elections, free in the sense that voters are not influenced by hearing early returns or “computer predictions.”

Mr. Rogers concluded by calling on broadcasters to give “exhaustive” thought to whether they wanted their guidelines to come from Congress or the FCC. He expressed the hope that the answer would be that policy be set by Congress.

UHF-CATV combine best in small markets

Combining UHF and community antenna television system operations to bring local television and multichannel service to small towns and rural areas isn’t a new idea, but it seemed to catch fire at last week’s National Community Television Association convention in Philadelphia.

It was spelled out in detail at one of the convention’s earliest sessions Monday (June 15) and by the time the affair wound up late Thursday (June 18), the UHF-CATV idea had been endorsed by FCC commissioners, broadcasters and CATV operators themselves.

True faith in the proposal was demonstrated by Frank P. Thompson of Rochester, Minn. A system owner, Mr. Thompson explained why he believed in CATV-UHF operations in a talk on



Rep. Walter Rogers

Monday, and then revealed he had just applied for channel 55 Rochester in competition with another local group (Rochester Telecasting Co.).

Mr. Thompson, president of Cable Inc., Rochester, and Hi-Desert TV Cable Inc., Twenty-Nine Palms, Calif., said cable system operators are “by far the most logical and capable people to develop local area, small market UHF television.”

Existing CATV plants, with their land, receiving antenna tower, office buildings and rolling stock, have a valuable lead over potential competitors for UHF channels. In his case, he said, “we are \$50,000-75,000 under our competitors’ costs before we start operating.” His competitors’ operating costs are “in excess of \$200,000 per year more than ours,” Mr. Thompson continued. “He cannot survive in the market—we can.”

Later speakers, including FCC Commissioners Frederick W. Ford and Robert E. Lee, encouraged CATV operators to seriously consider applying for UHF’s.

Commissioner Ford suggested the public interest that would be served by bringing local TV to rural areas might justify modification of FCC multiple ownership rules to permit one licensee to operate more than the present limit of seven UHF’s.

Commissioner Lee, UHF’s most enthusiastic supporter, and his engineering assistant, Robert G. Weston, reviewed the status of UHF allocations and showed their audience of CATV operators that many channels were available.

Mr. Thompson said the FCC’s effort to develop UHF has failed to overcome broadcaster “fear of losing a buck or just breaking even,” but with his economic advantage, he will be able to

make UHF operate successfully. Coupled with his CATV system, however, his UHF could sustain some losses or break even and still be successful.

Frank Nowaczek, head of NCTA research and administration, told the operators that owners of mature systems, six or seven years old, had reached the end of their tax depreciation benefit and would either have to invest their profits or lose some to taxes. UHF was an obvious and good investment, Mr. Nowaczek said.

Mr. Thompson also said CATV systems could win “friends we never dreamed of having” if they established translators to carry ETV programming to rural areas. Not only would this generate good will, but, he said, the translator proposal could make good friends of potential CATV customers.

Scanning problems detailed by ARB

In a memorandum made public last week, The American Research Bureau listed several problems it finds in mobile TV set electronic scanner rating systems, such as the Tanner TEST system (BROADCASTING, June 15).

ARB said such systems make it difficult to secure a base for computing percentage of sets in use, as the scanning devices cannot count sets that are not in use. Nor can such a system give information on how many viewers there are for each set in use, or what members of the family are watching.

For economic reasons, the use of a mobile system “would probably have to be limited to city or metro areas, making it necessary to project these results to the outer coverage areas.” ARB commented that different coverage patterns and viewing habits beyond the metro areas would tend to make such projections “very misleading.”

Other problems cited in the ARB memo included the impossibility of cumulative ratings and other special tabulations that are often desired; the possibility of measuring the same set more than once as a city block is circled; the expense and “electronic bugs” likely to be encountered, and the difficulty in selecting the rating sample.

ARB said it had examined several similar systems in the past, and its opinion is that they have a limited use for “a few special test surveys.”

The memo concluded: “In view of the reasonable accuracy of a good diary and its ability to gather a week’s viewing separately for all family members, it seems to us to be a much more useful tool for today’s advertiser with the great emphasis he places on pinpointing target audiences for his commercials.”



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FCC lifts clouds from Mid-Florida

Reaffirms its 1957 decision granting permit for channel 9 Orlando, and gives it three-year license

The FCC has reaffirmed its 1957 decision granting a permit for channel 9 in Orlando, Fla., to Mid-Florida Television Corp. (WFTV-TV). In the process, the commission swept away any cloud remaining over the original decision as a result of the ex parte activities of a former Mid-Florida attorney.

The commission, in an order released last week, not only reinstated the grant to WFTV but also awarded the applicant a regular three-year license. WFTV has been operating under program-test authority since 1957. The commission also denied the competing application of WORZ Inc. (WORZ Orlando).

The vote was 4-0, with Commissioners Rosel H. Hyde, Robert E. Lee, Frederick W. Ford and Lee Loevinger voting. Chairman E. William Henry and Commissioner Robert T. Bartley were absent. Commissioner Kenneth A. Cox did not participate.

The ex parte aspects of the case involve the actions of William Dial. The former Mid-Florida attorney had made several off-the-record representations to the late Richard A. Mack, then a commissioner, while the case was pending.

The commission, in January 1963, held that the WFTV principals had been unaware of Mr. Dial's activities and were not responsible for them. It said that since Mr. Mack did not disqualify himself from participating in the 1957 decision, the commission should reconsider the case on its merits (BROADCASTING, Jan. 14, 1963).

The commission, in its order last week, said it had reviewed its findings concerning Mr. Dial's activities and adheres to them, "and to the conclusion that Mid-Florida did not secure, aid, confirm, ratify or have knowledge of Dial's ex parte conversations with Mack."

Kluge Was Principal ■ Among the Mid-Florida principals at the time of the grant was John Kluge, now president of Metromedia Inc. In 1957 he was a 25% stock owner in Mid-Florida, as well as treasurer and a director. He resigned from these positions in 1960, and sold his stock to Joseph L. Brechner, president and director. The additional stock holdings gave Mr. Brechner a majority of the Class B stock.

The commission said it reaffirmed its

1957 decision after re-evaluating the evidence which formed the basis of the earlier action. It gave Mid-Florida preferences in the areas of integration of ownership with management, broadcast experience, diversification of control of mass communications media, and equipment and programing proposals.

The commission also held that while both applicants received comparative demerits because of the actions of their principals, Mid-Florida's demerit was less serious. The WORZ principals were said to have made misrepresentations. The Mid-Florida demerit resulted from the actions of the late Hyman Roth, an officer and 20% owner of the company. He had sent a letter, purportedly signed by the secretary of the Florida Bar Association, to the commission.

The commission's decision last January holding that the Mid-Florida principals were not responsible for Mr. Dial's activities followed a remand from the U. S. Court of Appeals. The case had been sent back there by the Supreme Court in 1958, after the old House Legislative Oversight Committee disclosed the off-the-record contacts.

On Instructions from Court ■ The commission's latest decision was the result of further instructions from the court last July. The commission was

Flood hits KFBB-AM-TV

The flood-waters that ravaged Montana two weeks ago did not spare KFBB-AM-TV Great Falls. The stations were forced to leave the air after waist-deep, muddy waters forced evacuation.

The stations, which signed off at 7:30 p.m. Friday, June 9, were silent for 40 hours, returning to the air only after a back-breaking clean up. The stations reported 2 to 6 inches of mud had to be scooped, swept and mopped from the offices and studios. Wiring had to be dried by hand blowers and other equipment was salvaged. Damage was estimated at several thousand dollars.

directed to determine whether the 1957 decision should stand or whether the grant should be given to WORZ, or whether the record should be opened for new applications (BROADCASTING, July 8, 1963).

The commission, in its order, concluded that there was no need to reopen the record since both applicants were qualified for a grant. It also held that the record was not "so stale that the filing of new applications should be permitted."

The commission, in response to a question from the court, held that no comparative demerit should be charged to Mid-Florida because of Mr. Dial's activities. The court had accepted the commission's finding that Mid-Florida and WORZ were both qualified to be licensees, but it asked the agency to consider that ex parte contacts "were in fact made by Mid-Florida's attorney."

The commission said that "other than the fact" that Mid-Florida has been operating on channel 9 since 1957 under test authority "as a result of grant of its application in the proceeding which is now being reconsidered, it cannot be said that Mid-Florida received any benefits from Dial's misconduct."

Parties Equal ■ "To the contrary," the commission added, "the conduct in question resulted in vacation of the grant made to Mid-Florida and put the parties on an equal footing in the sense that a new public interest determination is required as to which of the two applications should be granted."

The commission said that whether Mid-Florida is to be held responsible for Mr. Dial's misconduct, even though the principals were unaware of his ex parte communications, depends on the attorney-client relationship.

The record, the commission said, shows that Mr. Dial was retained by Mr. Brechner and Mr. Kluge "to follow up the Roth matter in Orlando and to determine whether the local bar association contemplated action . . . which might be adverse to the interests of Mid-Florida." Mr. Dial was then to report to Mr. Brechner and Mr. Kluge in Washington, the commission added. "The record discloses no other authority given to Dial in this connection," the commission went on.

"Clearly, in the circumstances here shown, Dial's contacts with former Commissioner Mack were beyond the scope of the authority extended to him by the Mid-Florida principals. Since Mid-Florida's principals in no manner ratified the unauthorized actions of Dial, or even had knowledge of such activities until subsequent public disclosure thereof, we believe that Dial's misconduct occurring beyond the authority given to him is not to be imputed to the principals of Mid-Florida."

Progress in first audits of raters

Rating Council report made by McGannon includes check on measuring devices

A progress report on Broadcast Rating Council activities was presented by Donald H. McGannon, president of Westinghouse Broadcasting Co. and the council's chairman, at the Association of National Advertisers' TV workshop session held in New York last week.

Highlights of his report:

▪ Representative Oren Harris (D-Ark.), chairman of the House Special Subcommittee on Investigations, has invited both the council and the National Association of Broadcasters Research Committee to report in public hearing on activities to date. The council expects Department of Justice appear at the end of June or in early July, or if Congress is in session at the time—between the political conventions this summer.

▪ The council has completed a first stage in auditing the raters—that of developing “minimum criteria and standards”—and is now concluding the first actual audits of the rating services. From this point, a continuing audit will be established, under financing of the services themselves.

Mr. McGannon noted that procedures and “machinery” for establishing accreditation as well as a means to handle any failure to comply or perform have cleared legal review and the council expects Department of Justice approval soon.

▪ Several research projects for improving methodologies of audience measurement systems are in various stages of development.

He noted that preliminary “information” on demographic characteristics of cooperators and non-cooperators is expected by mid-year and that an entertainment study is virtually complete. Both these projects are under the auspices of the NAB research committee. In another phase, Mr. McGannon noted, the TV networks working with NAB research have completed a study of national sample size and also made comparisons of ARB and Nielsen.

▪ The joint radio study of the NAB and the Radio Advertising Bureau, which he described as “most challenging and difficult,” has progressed: Listeners' ability to identify stations has been

tested and experiments on a laboratory model tuner that records auto radio listening.

Another study, Mr. McGannon reported, is one pending on TV's relationship to children. This study which is to be made in association with the Department of Health, Education and Welfare as an outgrowth of the Dodd hearings on crime and violence in TV programming, has thus far concentrated on proposals.

Hopes ANA Will Join ▪ Mr. McGannon said he regretted that the ANA had decided not to become a participant in the council but expressed a hope that ANA will reverse itself and both participate and contribute. The council has representation of—and is financed by—all three TV networks, Mutual, NAB, Association of American Advertising Agencies, Television Advertising Bureau, RAB, the National Association of FM Broadcasters and Station Representatives Association.

Mr. McGannon said the council has as yet no “precise or effective” role in the growth of proposed “mechanical means of measuring sets in use and viewership to individual channels,” but that Julius Barnathan of ABC, chairman of the council's subcommittee on new audience-measurement developments, was in Los Angeles conferring with developers of two systems (BROADCASTING, June 15).

Mr. Barnathan, questioned upon his return to New York on June 18, said he had conferred with the Tanner Engineering Co. on its mobile system of counting sets-in-use from a moving truck, and with the American Pipe & Steel Co. of Alhambra, Calif., that would measure set usage by registering audio signals radiating from transmitter site to receivers.

The ABC vice president and general manager said he exchanged views with Tanner executives “in terms of what the industry would be interested in and the statistical problems involved.” Mr. Barnathan said he did not discuss engineering aspects, but suggested a “package” research proposal be offered to the industry.

Mr. Barnathan said both systems were research “tools” and not “proposals” and that a question remained on how they could be applied by the industry in research, or more specifically, for audience measurement. Tanner has scheduled a demonstration for the California Broadcasters Association in San Francisco on June 30.

Of the American Pipe & Steel Co. development, Mr. Barnathan was expected to report a point of view that as a research tool the system probably would be of use only in conjunction with other survey work.

Ford praised; FCC rebuked

‘Unbelievable vacillations’ of commission indicate need for reorganization—Pastore

FCC Commissioner Frederick W. Ford fared well last week in his brief appearance before the Senate Commerce Committee hearing on the commissioner's nomination to a new seven-year term.

But Senator John O. Pastore (D-R.I.), chairman of the communications subcommittee and the sole committee senator in attendance, took advantage of the opportunity to attack the commission's actions on drop-ins and the lack of three-network competition in many regions. He suggested that reorganization of the FCC might be the cure.

Commissioner Ford, who reportedly had considered leaving public office at the end of his current term (BROADCASTING, April 20), told the hearing he “was flattered to have the President offer a seven-year term to me and I accepted.”

The commissioner and the senator both spoke of dissatisfaction with the



FCC's Fred Ford

FCC's turndown of a proposed rule-making that would have short-spaced an additional VHF in eight markets. And Commissioner Ford said he would "use all my power" to achieve full competition in network television.

Then Senator Pastore unleashed his attack at the FCC's "unbelievable vacillations . . . in dashing off in one direction and then reversing its course overnight. The tragedy of this allocation vacillation on the part of the commission is that the public is being deprived of truly competitive network action.

"Thousands upon thousands of dollars have been spent in hearings, studies and conferences. Many thousands of man hours have been expended by people in and out of government on the question of encouraging a truly nationwide television system.

"Recent actions of this commission indicate to me that this seven-man commission apparently is unable to cope with this situation and it may be time to call for a reorganization. It appears to me that if the present commission of seven men is unable to work out proper solutions that will protect the public interest then the Congress must take the proper steps to create a body that will rise to meet the challenge of the future."

Blame Must Be Shared ■ The sena-

tor indicated that the commission was not the sole culprit in the lack of "a truly nationwide" system. He said Congress joined with the FCC to promote UHF development "in this artificial way to compel manufacturers to make all-channel sets. It was our responsibility and we passed it. We're always putting the cat on someone else's back."

The senator complimented Commissioner Ford, a Republican, as "a credit to public service, a credit to the FCC, a credit to the government."

Additional praise came from a non-committee member, Senator Jennings Randolph (D-W. Va.). Commissioner Ford is a native West Virginian.

The committee is expected to act favorably on the commissioner's nomination and present it to the full Senate sometime next week, if the civil rights bill has been cleared by then.

FCC won't reconsider grant of WBOY-TV sale

Community antenna television subscribers in Clarksburg and Fairmont, both West Virginia, have failed in their last-moment efforts to block sale of WBOY-TV Clarksburg to the owner of

the local CATV system.

The FCC last week, in addition to dismissing the petitions on the ground that no evidence was offered that would have warranted a reconsideration of the commission's approval of the WBOY-TV sale, said "no good reason has been presented for the failure to file a pre-grant petition to deny. . . ."

The Clarksburg station and its AM affiliate was sold by the Rust Craft Broadcasting Corp. to Northern Virginia Television Broadcasting Co., for \$825,000 (BROADCASTING, March 16). Northern Virginia is a subsidiary of the Fortnightly Corp., which operates the CATV's in Clarksburg and Fairmont. The two companies plan to close the sale on June 30.

The opposition to the sale was registered by the Clarksburg Citizens TV Protest Committee, a similar group in Fairmont and the Clarksburg Publishing Co. (*Clarksburg Telegram and Clarksburg Exponent*).

Approval of the sale was conditioned on Fortnightly's promise to protect WBOY-TV and WPJB-TV Weston, W. Va., from simultaneous duplication by the signals of WTAE (TV) Pittsburgh and WTRF-TV Wheeling, W. Va., on Fortnightly's CATV system.

Changing hands

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

■ **WKST** New Castle, Pa.: Sold by Lazar Emanuel and associates (Communications Industries Stations) to Herbert Scott for \$350,000 and \$100,000 covenant not to compete. Mr. Scott owns WTTM-AM-FM Trenton, N. J., and WJWL Georgetown, Del. Other Communications Industries stations are: WYTV (TV) Youngstown, Ohio; WACE Chicopee, Mass.; WEOK Poughkeepsie, N. Y., and WJRZ Newark, N. J. WKST is 1 kw daytimer on 1280 kc; holds CP for 5 kw day, 1 kw night. Broker: Edwin Tornberg & Co.

■ **KBUZ-AM-FM** Phoenix: Sold by Sherwood R. Gordon to W. S. Retherford for \$252,500. Mr. Gordon also owns KSDO San Diego. KBUZ is fulltime on 1310 kc, 5 kw day and 500 w night. KBUZ-FM is a 16 kw station on 104.7 mc. Broker: Blackburn & Co.

■ **KGRT** Las Cruces, N. M.: Sold by W. C. Taylor and associates to William R. Lask and associates for \$187,500. Taylor Enterprises Inc. also owns KBIM Roswell, N. M., and has pending an application for a TV station in that city. KGRT is a 5 kw daytimer on 570 kc. Broker: Hamilton-Landis & Associates.

■ **WRCK** Tusculumbia, Ala.: Sold by Robert C. Kent and associates to Ervin Parks Jr. for \$45,000. Kent group also owns KCTA Corpus Christi, Tex. Mr.

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Parks is a former manager of WNAT Natchez, Miss. WRCK is a 500 w daytimer on 1410 kc. Broker: Chapman & Co.

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 77).*

■ WRSJ Bayamon-San Juan, P. R.: Sold by Julio Morales Ortiz and Clement L. Littauer to the Transportation Corp. of America for \$650,000. TCA, headed by O. Roy Chalk, owns Trans-Caribbean Airlines, District of Columbia Transit Co. (buses), railroad company in Central America and New York Spanish-language dailies *El Diario* and *La Prensa*. Sellers hold CP for UHF stations in San Juan, Mayaguez and Ponce. WRSJ operates fulltime on 1560 kc with 5 kw day and 250 w night. It was bought by Mr. Ortiz in 1961 for \$70,000.

■ KMBY Monterey, Calif.: Sold by John L. and Muriel L. Burroughs to Stoddard P. Johnston for \$325,000. Mr. Johnston is former owner and general manager of KRGV-AM-TV Weslaco, Tex. KMBY is a fulltime station on 1240 kc with 1 kw day and 250 w night.

■ WRBB Tarpon Springs, Fla.: Sold by Dorothy C., Allan B. and Gwen E. Margolis, Alexander S. Klein Jr. and Rose Leidman to Cyril W. and C. Winsett Reddoch and John B. McCrary for \$150,000. Assignee buyers also own KDLA De Ridder and KREH Oakdale, both Louisiana, and KSTV Stephenville and KFYN Bonham, both Texas. WRBB is a 5 kw daytimer on 1470 kc.

North Carolina meet hears Senate candidates

The North Carolina Association of Broadcasters held its annual spring meeting at New Bern with more than 200 members in attendance.

The highlight of the June 14-16 meeting was an open discussion between the two candidates for the Democratic nomination for the U. S. Senate. The program, on the eve of the state's primary election, was carried live by more than 100 North Carolina radio stations and by 4 television stations. Eight other TV stations carried the program on a delayed basis. A question-and-answer period followed the candidates' statements.

Representative James T. Broyhill (D-N.C.) said that the FCC's proposal to impose limits on commercials was an attack on free enterprise. He maintained that broadcasters will not be completely free until the Senate passes HR 8316 (introduced by Representa-

tive Walter Rogers [D-Tex.]) which would forbid the commission to impose time limits on commercials.

UHF television has the potential to provide advertisers and broadcasters with an opportunity to reach "a specialized and differentiated audience," Stephen Dietz, executive vice president of Kenyon & Eckhardt, New York, told the meeting.

He cautioned that the emergence of UHF can further complicate "the problem of greatly increased advertising costs." If UHF develops as a medium with more stations reaching "a far smaller share of substantially the same TV audience, then we believe television is going to be in serious economic trouble," Mr. Dietz asserted.

"We know that in such a situation there will be an effort to charge us the same or more for delivering less," he continued. "And I promise you—you'll find it very rugged going."

Hearing starts today on Lompoc microwave

History of a kind was scheduled to be made at the FCC today (Monday) when a hearing begins on applications for microwave relay stations to serve community antenna television stations

in Santa Barbara county, Calif.

The applications are those of Lompoc Valley Cable TV Inc., which proposes to relay signals of seven Los Angeles television stations to CATVs in Vandenburg Village and Mission Hills. The hearing was set on the petition of KCOY-TV (ch. 12) Santa Maria, which began serving the area in March.

Lompoc Valley had said it would provide the station with the same protection the FCC requires of all CATV operators seeking microwave grants—obtain agreements from the CATVs not to carry programs for 15 days before and after they are broadcast by the station and to carry the station's programs without degradation.

The commission never before designated microwave applications for hearing when the CATV operator involved accepted these conditions. But KCOY-TV said the proposed protection would not be sufficient—that it would still be overwhelmed by the CATV competition and that the public would lose the benefit of a local TV service.

Merit in Argument ■ The FCC felt there was sufficient merit in the argument to conduct a hearing on whether a grant should be made and, if so, under what conditions. The hearing will explore such questions as the population to be affected and the other television service available, both from op-

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erating stations and from existing or proposed CATV's. The area has a population of 75,000.

There was some question, however, as to what effect the hearing will actually have on the future of television in the area. Lompoc Valley is already serving its CATV customers. It is using off-the-air pick-up to receive the signals of the Los Angeles stations—some 120 miles to the south—and is relaying them by wire. This leaves the carrier outside the jurisdiction of the FCC.

Unified front will produce big payoff

"There is no such thing as bad radio," Harold Krelstein, president of Plough Broadcasting Co., Memphis, told 250 Georgia broadcasters last week at the spring meeting of the Georgia Association of Broadcasters.

"The real evil in radio," Mr. Krelstein said, "is the game of playing knock-knock—get out and knock your competitor."

The head of the Plough stations said that broadcasters must end the game of "monitor." "The biggest single weakness in radio," he said, "is the recruiting of advertisers from each other."

The Plough president said that "every station has something to sell. If you're not selling on merits, then get out of the business."

Radio rates could increase 5, 10 or 50% and radio would still be the best advertising buy in America, Mr. Krelstein said. But, he added, there's only one way to keep it that way—"by quality selling—idea selling."

The Georgia broadcasters also heard:

▪ Avery Gibson, vice president of H-R Representatives and H-R Television, New York, who predicted that within five years, every major advertising agency will require availabilities in a format that computers can read.

Robot Station Here ▪ If broadcasters want a completely automatic station—radio or TV—the manufacturers can give it to him, A. Prose Walker, director of broadcast communications division, Collins Radio Co., told the Georgia broadcasters.

Don't blame the FCC for everything, Mr. Walker said. There are satisfactory engineering standards, but they were degraded because of pressures on the commission.

At the Sunday night session of the June 13-16 convention, these awards were announced:

Georgian of the year, Governor Carl E. Sanders; broadcaster-citizen of the year, Raymond E. Carow, WALB-TV Albany; station of the year, WGAU Athens; promotion of the year, WBMK West Point.

Utica CATV signs equipment contracts

Contracts for installation of one of the largest CATV systems in the country, involving a potential investment of \$1.5 million for 60,000 possible connections, were signed last week by Mohawk Valley Community Antenna TV Inc. of Utica, N. Y. President of the company is Gordon Gray, president-general manager of Mid-New York Broadcasting Corp., licensee of WKTU (TV) Utica and KAUZ-TV Wichita Falls, Tex.

Most of the equipment for the broad



Mr. Gray



Mr. Harron

channel system, having a 12-channel capacity, will be supplied by Entron Inc., Silver Spring, Md. National Theatre Supply Co., Tarrytown, N. Y., is master contractor for the installation.

First two phases of the 10-phase installation will serve 18,000 homes, beginning in Deerfield, N. Y., and extending into North Utica. These phases will be completed Jan. 1, according to Mr. Gray, and will entail a \$450,000 investment, to bring in programs of TV stations in Syracuse and Albany-Troy-Schenectady.

The overall system will include a microwave relay, for which an application now is pending before the FCC from Eastern Microwave Co., Oneonta, N. Y., common carrier operating other microwave relays as well as CATV systems. The relay will bring in programs from the four New York City independent stations.

MVCATV is 71% owned by Mid-New York. Paul Harron, veteran broadcaster and owner of World Broadcasting System, Philadelphia transcription service, is chairman and, with his family, 51% owner of Mid-New York. It is the first CATV venture by Mid-New York. Franchises are held by MVCATV for Marcy and New Hartford, both New York, in addition to Deerfield and the entire city of Utica.

PROGRAMING

Effort made to curb predictions

Rep. Gubser's bill would prohibit broadcast of election results before western polls close

A congressman offered a bill and a broadcasting executive offered an opinion Wednesday (June 17). Both were designed to put a curb on election predictions by radio and television stations based on minute fractions of the vote.

But the day after Representative Charles S. Gubser (R-Calif.) entered his bill to amend the Communications Act, Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, reiterated his feeling that any restrictions in this

area must come as local election laws.

James C. Hagerty, vice president, American Broadcasting-Paramount Theaters, indicated his feeling Tuesday that early reports of eastern election returns "could" influence voters in the West and "could" discourage some people from voting and persuade others to get on the bandwagon.

In remarks at an Army information school at Fort Slocum, N. Y., and subsequent amplification to BROADCASTING, Mr. Hagerty said it would be wrong for

broadcasters or the press to issue any reports on voting trends before all the polls had closed if there were any possibility the reports would interfere with the personal choice of persons who had not yet voted.

The California congressman said his bill was "not an attempt to place unreasonable restrictions on broadcasting," that he doesn't want "to restrict cold, hard election returns." However, the congressman said, predictions before the western polling places close "could have a psychological effect on voters."

A similar opinion had been offered earlier in the month by Representative Oliver P. Bolton (R-Ohio) (BROADCASTING, June 15).

Representative Gubser, whose bill would ban predictions "of certain elections before all polling places in the

continental United States are closed," said he didn't include the state of Hawaii in the measure because a six-hour delay in returns "between New York and Hawaii was too much to ask of the industry [and he] wanted to make that much of a concession" to the broadcasters.

He said he offered the bill, HR 11648, because there was "a lot of feeling about it" in California, where CBS News picked Senator Barry Goldwater (R-Ariz.) as winner of the June 2 state Republican primary although polls in some parts of the state were still open.

The congressman said he wanted to see if there was as much interest generated nationally as there appeared to be in his home state.

Representative Rogers, whose subcommittee would conduct hearings on any such legislation, has said it is unlikely Congress would act on this type of legislation before the November elections (BROADCASTING, June 8).

Mr. Hagerty, who spoke of Republican bandwagon tactics in 1948 and 1952, and similar maneuvers by the Democrats in 1960, said if the national consensus showed early reports and predictions interfere with the voting process, then something should be done about that problem.

CBS-TV sets up more golf dates

CBS-TV will present a half-hour special Aug. 28 (9:30-10 p.m. EDT) to introduce the \$200,000 Carling World Golf Championship, world's richest golf tourney, which is being played for the first time.

CBS-TV has a four-year contract to cover portions of the tournament. Telecasts will be on Saturday, (Aug. 29) 5-6:30 p.m. EDT, and Sunday (Aug. 30) 4-6 p.m. EDT.

Sponsors are Carling Brewing Co., Cleveland, through Lang, Fisher & Stashower, Cleveland; R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through William Esty, New York, and B. F. Goodrich Co., Akron, Ohio, through BBDO, New York.

CBS-TV last week also announced it will telecast portions of the PGA golf championship July 18, (5-6 p.m. EDT) and July 19 (4:30-6 p.m. EDT).

Sponsoring the PGA telecasts will be Pabst Brewing Co., Milwaukee, through Kenyon & Eckhardt, Chicago; Goodyear Tire and Rubber Co., Akron, Ohio, through Young & Rubicam, New York; Texaco, New York, through Benton & Bowles, New York; Acushnet Process Sales Co., New Bedford, Mass., through Reach, McClinton & Co., Boston, and R. J. Reynolds.

BROADCASTING, June 22, 1964

STV dickers for college football

Takes advantage of pay-TV clause in NBC's contract with NCAA to try for four schools' games

Subscription Television Inc., Santa Monica, Calif., is seeking to take advantage of a clause in the \$13 million contract between NBC-TV and the National Collegiate Athletic Association.

The contract signed last December (BROADCASTING, Dec. 23, 1963) gives

NBC rights to the NCAA football games for 1964 and 1965. It also permits experimental televising of college games on pay TV.

Last week, with the approval of the NCAA, STV began negotiations with four member schools of the Athletic

Here's a remote possibility

In fact, all kinds of possibilities. It's Collins compact, completely transistorized, portable, three-channel 808A-1 remote turntable-console. And it offers you all sorts of possibilities for remote broadcasts. Use it for promotion-type shows. Or in a small announce booth. Or in conjunction with sound systems. Or for standby studio facilities at the transmitter site. Or in schools where an economical but complete facility is needed. The possibilities are limited only by your requirements.

Collins 808A-1 is especially designed for broadcast use. The unit offers complete facilities to feed program material into a telephone line to the broadcast station. Look into the remote possibilities Collins 808A-1 turntable-console can open up for you. Contact your Collins sales engineer for details today.

COLLINS RADIO COMPANY
Broadcast Communication Division, Dallas



30 Years in the Broadcast Business

A new approach to get them to join the Army

A series of one-minute public service "featurettes," designed to interest young men and women in joining the U. S. Army, is being developed by Ketchum, MacLeod & Grove, New York, for presentation on TV stations, starting in September.

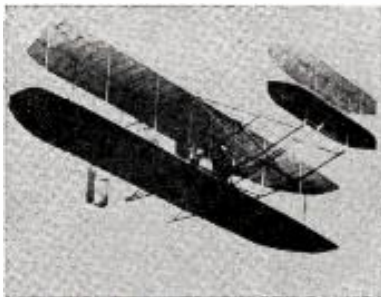
On behalf of its client, U. S. Army Recruiting, KM&G has devised a miniature program, titled *Great Moments*. Using newsreel and stock footage, 40 seconds of the featurette

will be devoted to a significant episode in history, exploration, science and sports. There will be a five-second billboard and 15-seconds of actual commercial, stressing the theme: "If you're good enough to get in . . . a proud future can be yours in the new Action Army."

Stations will receive four one-minute programs a month and are free to use them at their discretion. An informal sampling of opinion by

KM&G among TV stations indicates there "is considerable interest in this new approach to public service advertising."

James Bridges of KM&G is the account executive for U. S. Army Recruiting. *Great Moments* is being written under the supervision of Art Rose, vice president in charge of radio-TV for the agency. Elektra Films, New York, is the production company handling the assignment.



Association of Western Universities to show their home games to STV subscribers this fall in the Los Angeles and San Francisco areas where STV is to begin baseball telecasts this summer. STV is talking to the University of California at Los Angeles and University of Southern California, Los Angeles, the University of California at Berkeley and Stanford University, in the San Francisco region.

Other AAWU members are the University of Washington, Washington State University, University of Oregon and Oregon State University.

Along with the football games, the plan calls for the pay-TV firm to provide coverage of other college sports which are not in such demand: basketball, baseball, track and field, tennis, soccer, water polo and others.

The Money-Maker ■ But football is the big sport and the one that should prove most popular with STV subscribers, and most profitable to STV. What kind of financial arrangement the pay-TV firm would make with the universities for the right to cover their games with its color cameras is not known.

STV would be expected to supply the schools with enough money to compensate for any loss in gate receipts that might result from its coverage. This year, with STV service available only in a few areas, any dent that might be made in personal attendance would probably be negligible, but if the future is even fractionally as bright as the STV management believes it is,

there is a real financial threat in future years.

That is exactly why the NCAA over the years has been adamant in maintaining the free TV blackout over home football games of the nation's colleges and universities. Nor does the NCAA intend to permit any pay TV arrangements to interfere with its present schedule for free TV coverage of collegiate football.

Restricted Pacts ■ In Los Angeles, UCLA and USC are parties to contracts for over-all sports coverage on KTTV(TV) in that city as part of that station's sports package, which includes a wide variety of noncollegiate events, professional as well as amateur, sponsored by four national advertisers on a year-round basis. But the KTTV coverage of the football games of the Los Angeles institutions has been stringently restricted. KTTV camera crews are allowed to cover only road games. No live coverage is permitted. The games are taped for broadcast the following day.

KTTV has argued for the right to cover home games on the same 24-hour delayed basis, but the schools currently will not permit this, presumably on the theory that the chance to see a game at home and without cost would keep some people away from the stadiums.

With STV's pay TV set-up, that situation is changed. Here the universities are guaranteed two things: a cash payment from the pay TV firm, and a charge to the home viewer which would

remove some of the economic advantage of staying home instead of going out to the game. STV has said that it expects to make the same charge for watching a game at home as the cost of a seat in the stadium.

Program notes . . .

Stars signed ■ Ricardo Montalban and Stanley Holloway will head the cast of the *Hallmark Hall of Fame* production of *The Fantasticks* on NBC-TV Oct. 18 (10-11 p.m. EDT). Also signed are Susan Watson and John Davidson.

More racing ■ Triangle Stations, Philadelphia, has acquired exclusive broadcasting rights to the Double 500 annual auto classic at Bridgehampton, N. Y., Sept. 19-20. Triangle will cover the races live on radio and will prepare a color TV film for syndication.

Films to TAC ■ Three half-hour programs have been added to Television Affiliates Corp. library: *Behind the Badge* produced by WJSJ-TV Winston-Salem, N. C.; *24 Hours* produced by WGAN-TV Portland, Me., and *Ferryland to the North* a KOMO-TV Seattle production.

Special on slums ■ KMOX St. Louis last Wednesday (June 17) took its listeners on a tour of the slums of St. Louis as it visited tenement houses, settlement workers and ministers. Broadcast were the sounds of children who had never been to school, a coffee klatsch and

families discussing the employment problem. The program was carried in order to better acquaint its listeners with the problems and the people of the inner city.

Americana a la SESAC ■ More than 50 patriotic musical selections are featured in the new "Americana" package released last week by SESAC Inc., New York. Five LP's are included.

Production start ■ Universal TV today (Monday) is to begin production in New York of its *Project 120* two-hour film program for NBC-TV that also may be released to theaters. The first program is "The Widow-Makers."

Olympics announcer ■ NBC-TV has added 1960 Olympic decathlon champion Rafer Johnson to its broadcasting team for the Summer Olympics games in Tokyo in October.

Educational TV ■ The Thomas Alva Edison Foundation, a non-profit educational organization, is engaged in production of *New Dimensions of Education*, a series of half-hour TV programs which are being presented over New York's UHF municipal station WNYC-TV. Audio tracks from the programs will be distributed to radio stations by the Broadcasting Foundation of America.

Film sales . . .

Storybook Magic (NTA): WFLA-TV Tampa, Fla.; WJAR-TV Providence, R.I.; WKZO-TV Kalamazoo, Mich., and WBIR-TV Knoxville, Tenn.

The Ann Sothorn Show (UA-TV): WSPA-TV Spartanburg, S. C.; KTVI(TV) St. Louis; WHCC-TV Rochester, N. Y.; KYW-TV Cleveland; KGMB-TV Honolulu; WRCB-TV Chattanooga; WSTV-TV Steubenville, Ohio-Wheeling, W. Va., and KHSL-TV Chico, Calif. Now in 96 markets.

Volumes 4 and 5 (Seven Arts): WSLS-TV Roanoke, Va.; WBRZ(TV) Baton Rouge, and WALB-TV Albany, Ga.

Volume 7 (Seven Arts): WDAF-TV Kansas City, Mo.; WHIO-TV Dayton, Ohio; KMOX-TV St. Louis and KEYT(TV) Santa Barbara, Calif.

Volume 8 (Seven Arts): KMOX-TV St. Louis and KEYT(TV) Santa Barbara, Calif.

Special Features (Seven Arts): KMOX-TV St. Louis; KTVU(TV) Oakland-San Francisco; KCTO(TV) Denver; KIRO-TV Seattle, and WHYN-TV Springfield, Mass.

Churchill, the Man (Seven Arts): KOAT-TV Albuquerque, N. M.; WIMA-TV Lima, Ohio; WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn., and WBNS-TV Columbus Ohio. Now in 59 markets.

WBC sets intensive election-year coverage

SPECIALS TO SUPPLEMENT ON-SCENE PROGRAMS

Westinghouse Broadcasting Co. last week said it will use four special commentators and more than 30 newsmen



Mr. Snyder

to report events leading to, during and after the Republican and Democratic conventions and the elections this fall.

The news staff will be headed by WBC's national news director Jim Snyder, primarily assisted by Sid Davis, White

House correspondent for the group, and Jerry Landay, national roving reporter. Reporters from WBC's six radio and five television stations will fill out the staff, which will concentrate on providing regional, state and local political aspects as well as the national news coverage for the member stations.

Special commentators will be Erwin D. Canham, editor-in-chief of the *Christian Science Monitor*; author-playwright Gore Vidal, and Pulitzer Prize winners Marc Connelly, playwright, and Allan Nevins, historian. They will attempt to give the coverage "an expertise that will give our audiences an insight and point-of-view which otherwise might not be obtained from any journalistic source this year," according to Donald H. McGannon, WBC president.

Special programs to be telecast by WBC, in addition to extensive on-the-scene coverage during the conventions, will be one-hour documentaries on the history of both parties' conventions; special news reports preceding the conventions, and interviews and special reports of local interest during the conventions.

WBC has designed a special compact mobile unit for use during the conventions.

After the nominations, WBC plans to produce at least two half-hour programs dealing with the campaigns of each presidential candidate and an additional one-hour summation of the campaign on election eve.

The Westinghouse stations are WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPX(TV) San Francisco, KDKA-AM-FM-TV Pittsburgh, WJZ-TV Baltimore, WINS New York, WIND Chicago and wowo Fort Wayne, Ind.

Agenda set for Crosley meeting

Walter Bartlett, vice president-television of Crosley Broadcasting Corp., Cincinnati, last week announced the speakers for the group's June 23-25 television programming plans meeting for 1964-65. The agenda for the Cincinnati meeting will include Leonard H. Goldenson, president of American Broadcasting - Paramount Theaters; Edgar Scherick, vice president-programing of ABC; Mort Werner, vice president-programs, NBC-TV, and John T. Murphy, president of Crosley.

The meeting, which will be coordinated by Mr. Bartlett, will feature local program plans by each of the Crosley TV stations, as well as presentations by the two networks.

Crosley television stations are WLWT(TV) Cincinnati, WLWD(TV) Dayton, WLWC(TV) Columbus, all Ohio, and WLWI(TV) Indianapolis.

GOP debate falls through

An attempt last week by CBS-TV to telecast a face-to-face, two-hour debate involving Republican presidential hopefuls Senator Barry Goldwater (Ariz.), Governor William Scranton (Pa.) and Governor Nelson Rockefeller (N. Y.) fell through when Senator Goldwater declined the network invitation. The other candidates had accepted.

Although Governor Rockefeller subsequently took himself out of the nomination battle, Governor Scranton has continued to press for a national TV debate with Senator Goldwater on the ground that it would be the best way for the people to evaluate the differences in their political philosophies. Senator Goldwater has so far declined to accept Governor Scranton's challenge.

Telstar 'Meet the Press'

NBC's *Meet the Press* will use the Telstar communications satellite June 28 to present its first intercontinental interview, from Paris with French Foreign Minister Maurice Couve de Murville.

The satellite is scheduled to be in position for use 5:30-6 p.m. EDT on the 28th, when NBC will tape the program for showing 6-6:30 p.m. EDT, and for NBC Radio 6:30-7 p.m. EDT. This edition of *Meet the Press*, usually in color, will be telecast in black-and-white.

It's 'Trade—or Fade' for the Pacific Northwest

"By all odds, the most effective and persuasive presentation of the importance of foreign trade that I have ever seen." So wrote Robert E. Lee, director of the Washington State Department of Commerce and Economic Development, about *Trade—or Fade*, an hour-long documentary produced by the Crown TV Stations (KING-TV Seattle, KGW-TV Portland, KREM-TV Spokane) to show the dollars-and-cents stake of the Pacific Northwest in world trade.

Seven months' work and 50,000 travel miles went into the program broadcast on KING-TV, with Puget Sound Power & Light Co. as sponsor. It will be carried at later dates on KGW-TV and KREM-TV. Local and regional import-export

trade is pictured in the program as a vital two-way activity supporting 140,000 jobs in Oregon and Washington and likely to grow or dwindle depending on decisions now in the making. One decision center is the General Agreement on Tariffs and Trade (GATT) headquarters in Geneva, where a KING-TV film unit interviewed Ambassador W. Michael Blumenthal, chief negotiator for the U. S. in talks currently taking place.

On a more familiar level, the documentary includes interviews with Hank Grant, foreman of a Wenatchee, Wash., apple-crating plant, and an overseas counterpart, Fred Struck, supervising mechanic at the Volkswagen factory in Wolfsburg, West Germany. These sequences,

filmed on the jobs and in the homes of the two men, demonstrate the direct and indirect interaction of buyers and sellers in all walks of life the world around.

Other sequences shift from factories on one side of the world to markets on the other, with emphasis naturally on Washington - Oregon products, from Boeing jets to Jantzen swimsuits. But the program makes it plain that the Pacific Northwest cannot rest on its laurels. Canadian promotion of wood uses in England and Europe, Italian merchandising of apples, a modern French apple-crating plant and a West German particle-board factory show clearly the ever-growing challenge to important Northwest markets.

Kenin cites musicians' gains at networks

Substantial wage and hour gains for musicians in the field of network radio and TV broadcasting, television and theatrical films and phonograph recording were reported by Herman Kenin, American Federation of Musicians president, during the 67th annual convention of the AFM in Portland, Ore., last week.

Mr. Kenin said that a two-year agreement reached in network radio and TV

last February resulted in the retention of about 75% of network staff employment; a 10% wage increase, and substantial severance payments for staff members whose employment is terminated.

Mr. Kenin was assured of a seventh consecutive term as president of the AFM when he was nominated without opposition to succeed himself. Other officers nominated without opposition were: Stanley L. Ballard, Newark, N. J., international secretary, and George V. Clancy, Newark, international treasurer.

Benny galore next year

The 1964-65 season will be the year of the Jack Benny fan.

CBS-TV announced last week it will show reruns of old Jack Benny programs on a daily basis during the week (Monday-Friday, 4:30-5 p.m. EST) and *The Best of Benny* on Sundays (5-5:30 p.m. EDT), beginning in October.

Mr. Benny ended his contract with CBS-TV this year and next season his new shows are scheduled for NBC-TV, Fridays, 9:30-10 p.m. EDT.

EQUIPMENT & ENGINEERING

Color TV will spur electronics industry

Healthy rebound in all sales predicted by retiring EIA president at 40th convention in Chicago

The consumer products segment of the electronics industry should enjoy a "healthy rebound" this year, spurred chiefly by the sales of color TV sets which should go well over the million mark, the 40th annual convention of the Electronic Industries Association was told in Chicago last week by its retiring president, Charles F. Horne of

General Dynamics/Pomona.

EIA's new president is Dr. Harper Q. North of Thompson Ramo Wooldrige Inc. (see page 10).

Mr. Horne saw a possible decline in the sale of monochrome TV sets this year because of imports and higher prices brought by the all-channel change, but he felt this should be more than

offset by the color sales rise.

Market Up ■ The consumer product market this year should total \$2.63 billion, up from 1963's total of \$2.53 billion, he predicted. The total of all electronic product sales should hit \$16.12 billion in 1964, he estimated, up from last year's \$15.12 billion.

Mr. Horne said the electronics industry will be the least affected of all industries by cutbacks in government defense spending and it is best equipped to recover from them.

Dr. Albert J. Kelly, director, electronics and control, Office of Advanced Research and Technology, National Aeronautics and Space Administration, told the EIA of the vast future market in space gear but pointed out difficult technical hurdles too. Eventual exploration of space and other planets, he said, "will require new electronic devices and systems not yet invented."

Morris Sobin of Olympic Radio and

Television, retiring chairman of the EIA consumer products division, reported that the television industry had its greatest unit sales year in 1963, selling 8.5 million sets including monochrome, estimated color and imports. Based on current trends, 1964 could be a 9-million unit sales year, he said.

Transistors Imported ■ Total radio sales in 1963, Mr. Sobin reported, reached 23.5 million including automobile radios and imports. About 50% of the total and 75% of all transistor radios were imported. Estimate of total for 1964: A slight drop to 22.8 million radios.

Mr. Sobin also was chairman of a meeting during the EIA convention looking toward a cooperative venture among all segments of the manufacturing, distribution and broadcasting industries to promote greater sales of home entertainment products. He said initial reaction from representatives of various interests attending was very favorable. EIA will coordinate the joint promotion which it is hoped will include radio-TV stations. The National Association of Broadcasters as well as the Radio Advertising Bureau, the Television Bureau of Advertising and other organizations are cooperating.

Sometime next month representatives of the EIA expect to appear before the House Ways and Means Committee to seek immediate excise tax relief on TV sets because of the economic effect of the all-channel law. They will ask for relief of 5% or \$8 now, whichever is lower, and seek eventual complete removal of excise taxes on radio and TV sets and phonographs once the tax laws are overhauled.

Technical topics . . .

New meter ■ An AM noise meter, AM-25, is being marketed by McMartin Industries Inc., Omaha. The compact self-calibrating meter is designed to facilitate measuring AM noise of FM or AM transmitters.

New catalog ■ Prodelin Inc., designers and manufacturers of antenna and transmission line systems, has a new 96-page general catalog (number 644). The catalog is a compendium of total product and engineering data researched, developed and field tested over the company's 20 years of operation.

Black light audio developed by NBC

NBC News said it has perfected a new system for transmitting sound using invisible light that will give it two additional audio channels on the floor of the national political conventions.

BROADCASTING, June 22, 1964



Hyde, LBJ open Tokyo cable

FCC Commissioner Rosel H. Hyde (1) joined President Johnson last Thursday night at ceremonies opening the first telephone cable to Japan. The 6,000-mile link, from Hawaii to Tokyo, is jointly owned by AT&T, Hawaiian Telephone Co., RCA and

Kokusi Denshin Denwa Co. It carries 128 voice channels and cost over \$80 million. Mr. Hyde received the first call from Japan, from that country's minister of posts and telecommunications, following initial call by Mr. Johnson to prime minister.

Called black beam sound, the system was developed by J. Lewis Hathaway, senior project engineer, NBC development engineering, and consists of an FM-modulated transmitter that sends out ultraviolet light rays and a telescope-like receiver that picks up the light

and converts it into electrical energy.

The transmitter is contained in a small metal box and is powered by a battery that can operate for about 20 hours. A recent test proved that the transmitter could send an effective signal four-fifths of a mile.

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Emmy fences being mended

Academy holds discussions with networks, plans talks with West Coast producers

The National Academy of Television Arts and Sciences is rapidly going about the business of settling the dispute that erupted last month when CBS-TV, ABC-TV and a few independent producers withdrew recognition of the academy's Emmy awards presentations (BROADCASTING, May 18 et seq.).

Peter Cott, executive director of NATAS said that academy officials last week completed two weeks of discussion in New York with executives of the three television networks. Mr. Cott said the discussions concerning the future status of the Emmys produced many suggestions from the networks, "all of which had merit and will be

studied further." Although it would be premature to speculate what changes will be incorporated into the Emmy structure, Mr. Cott said that none of the network suggestions were rejected out of hand.

Academy officials, having obtained the networks' opinions, next will confer with program producers on the West Coast to learn their positions. Following that, Mr. Cott said that all the suggestions would be brought before the academy's national awards committee for consideration. In addition, he said that academy president, Rod Serling may appoint a special committee to study the feasibility of an independent group making a separate study of the entire awards structure, as has been advocated by both NBC-TV and ABC-TV.

Mr. Cott said that some decisions on the future structure of the Emmy awards probably could be reached within the next two months.

Meanwhile, a separate study proposed by the International Radio and Television Society last month has still to get off the ground. However, the IRTS emphasized that "some kind of study" would be made as soon as an acceptable committee could be formed.

A CBS-TV study on that network's participation in any future industry awards presentations was reported as continuing, but no results were announced.

12 promotion men win in ABC-TV contest

Winners of a one-month ABC-TV daytime promotion campaign were announced last Wednesday (June 17) at the conclusion of the seventh annual ABC-TV Affiliates Promotion Managers Seminar in Hollywood.

The 12 winners, who received cash vacation bonus awards, were judged on an over-all campaign that included on-the-air promotion, print advertising, publicity and exploitation.

Jack Curry, director of advertising and promotion operations for the TV network, presented the awards.

Winners in major market areas were: Casey Cohlma, WFAA-TV Dallas; Dave Crantz, WTAE(TV) Pittsburgh; Bob Favoro, KMSP-TV Minneapolis; Don Fisher, KTVI(TV) St. Louis, and Randy Godding, WKBW-TV Buffalo.

Winners in the smaller markets:

'Fireside Chat' mike now in Smithsonian

One of the microphones used by President Franklin D. Roosevelt in his "Fireside Chats" of the thirties and forties, was installed in the Hall of Historic Americans in the Smithsonian Institution's Museum of History and Technology in Washington

last Wednesday (June 17).

The microphone and other broadcast equipment was presented to the museum by CBS Radio and WTOP Washington. Another Roosevelt era microphone was given to President Johnson for display in the White

House.

President Roosevelt broadcast his first "Fireside Chat" on March 12, 1933—one week after he took office. It was the first of many reports to the nation that he delivered during his over 12 years as President.

Participating in the presentation were (l-r): Arthur Hull Hayes, CBS Radio president; John S. Hayes, president of Post-Newsweek Stations (licensee of WTOP); Frank A. Taylor, director of the U. S. National Museum; Ralph Dungan, special assistant to President Johnson (holding the microphone presented to the White House); CBS News Correspondent Robert Trout, who used the phrase "Fireside Chat," and Clyde Hunt, engineering vice president of the Post-Newsweek Stations, who was engineer on the Roosevelt broadcasts and preserved the equipment.

The microphone presented to the museum is mounted as part of an exhibit on politics and the mass communications media (at left in picture).



Mike Artist, WAST-TV Albany, N. Y.; Dave Course, WJRT(TV) Flint, Mich.; Leo Derrick, WGHP-TV Winston-Salem, N. C.; Jim Johnson, WTVC(TV) Chattanooga, Tenn.; Jack Lightner, WREX-TV Rockford, Ill.; William Stephenson, WAGM-TV Presque Isle, Me., and Ron Williams, KAKE-TV Wichita, Kan.

Vote registration campaign set to go

The Advertising Council and the American Heritage Foundation said last week that about \$10 million in time and space has already been pledged for the 1964 campaign urging Americans to register and vote. Aimed primarily at young people in the 21-29 age group, the campaign was developed by Grey Advertising, New York.

"Vote . . . and the choice is YOURS. "Don't vote . . . and the choice is THEIRS.

"Register . . . or you have NO choice."

Support of the campaign and promises of cooperation came from John M. Bailey and Representative William E. Miller, chairmen, respectively, of the Democratic and Republican national committees.

Drumbeats . . .

Howdy ■ KDKA-TV Pittsburgh will use animated salutes to conventions held in that city. The 10-second films will welcome groups visiting the city as well as slides which will identify the specific groups. All the salutes will be featured in prime time periods.

Market factbook ■ Wsb Atlanta has published its second annual factbook on the area market for advertisers and agencies. The 32-page booklet includes advertising information on communications, culture and recreation, employment, income and finance, population, sales and sales outlets, and transportation.

Try, try again ■ CKY Winnipeg, Man., unsuccessful in its attempt to have the town of Binscarth, Man., change its name to Seekaywye (CKY), has extended the proposal to the ski resort of La Riviere, 110 miles southwest of Winnipeg. Binscarth residents refused the offer by 7 votes. Under the Seekaywye plan, CKY would undertake a permanent promotion campaign to develop tourism in the community in exchange for the official change of the town's name.

Pretty pick ■ Ann Minert, 20, has been chosen to represent the WMT Stations and the Iowa Electric Light & Power Co. at leading midwest farm events during the coming year. Miss Minert, of Jewel, earned the title of "Iowa's Favorite Farmer's Daughter," in a competi-



tion that drew nearly 300 nominees representing 72 Iowa counties. In addition to various merchandise awards, she earned a trip for two to Washington next month. Miss Minert (left) is shown being congratulated by Rosalie Bowman, whom she succeeds. WMT Stations include WMT-AM-TV Cedar Rapids and KWMT Fort Dodge, both Iowa.

Civic praise ■ As a radio month tribute, the May issue of *St. Louis Commerce* carried an eight-page salute to area radio stations, including brief comments by executives of each station.

School support ■ KGO-TV San Francisco sponsored a one-week campaign, June 7-14, to encourage young people to finish their schooling and to urge employers to give them summer jobs. In the campaign KGO-TV ran its first local color telecast. The station featured seven special programs pertaining to the problems of the "dropouts" and to summer employment as well as job appeals by students from schools in the Bay Area.

Stationary display ■ Seven Arts Associated Corp., New York, is using a lighted display in Grand Central Station to promote the firm's 100 five-minute *Out of the Inkwell* color cartoons. Seven Arts said the display is designed to attract "commuting media buyers."

Everyone in the act ■ The Kentucky Association of Broadcasters will sponsor its third annual state talent contest in conjunction with the Kentucky State Fair. Twenty radio stations, which will furnish the talent for the Sept. 15 program, will broadcast it live for the first time from the fairgrounds.

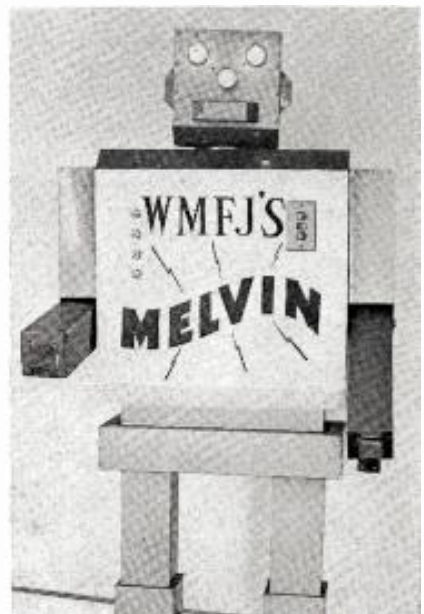
New award ■ Crosley Broadcasting Corp., Cincinnati, has established the James D. Shouse Recognition Award at six universities in honor of Crosley's retiring chairman of the board. The awards will consist of an inscribed plaque and cash prizes to be presented to the schools and to the outstanding students in the arts of radio-TV at: the University of Cincinnati, Cincinnati;

Miami University, Oxford, Ohio; University of Dayton, Dayton, Ohio; Ohio State University, Columbus; Indiana University, Bloomington, and the University of Kentucky, Lexington.

Frey winners ■ Cliff Kirtland, vice president of Cox Broadcasting Co., Atlanta and Tom McAvity, NBC, New York, were the top winners at the annual Frey-Day tournament. Event was held at the Baltusrol Golf Club, Springfield, N. J., by the National Association of Reluctant Advertising Titans and Eager Sportsmen. More than 75 advertising and broadcasting executives from all parts of the country gathered at the one-day affair honoring George Frey, ex-NBC and Sullivan, Stauffer, Colwell & Bayles executive. Mr. Kirtland won the Robert Dunville Trophy while Mr. McAvity garnered the NBC golf cup. The SSC&B Trophy was won by Ernie Zobian, Vicks Co., and Al Schrott, WJAC-TV Johnstown, Pa. won the new Fred Horton Memorial Trophy.

In the groove ■ A promotional LP record typifying the quality music-news-public affairs programming of WFIL Philadelphia is being distributed to advertising agencies. By answering correctly five questions pertaining to material on the record, participants can win prizes ranging from an Admiral AM-FM console stereo hi-fi to a man's two-suitcase.

Pitchman ■ WMFJ Daytona Beach, Fla., has a new staff member, "Melvin," who would put his heart into sales promotional work if he had one. Instead, being a mechanical man, he relies on a tape recorder and motors



controlling his arms and head when WMFJ assigns him to various stores in the area to promote station sponsors' products.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Anthony



Mr. Blend

Alfred A. Anthony, formerly senior VP and special creative assistant to Lou Maxon of Maxon Inc., New York, joins Mogul Williams & Saylor, that city, as VP and creative director. Previously, he was principal and creative director of Adams & Keyes. **Robert Blend** named VP-art, top administrative post in agency's art department. Mr. Blend, who had been serving as VP-executive art director, joined MW&S in 1955 from Norman, Craig & Kummel. **Alfred Berger** and **John Begley**, MW&S VP's, named to newly created posts of associate creative directors. In other shifts during expansion of MW&S's creative department, **Donald Eldridge** has been named executive art director, and **Lester Friedman** becomes art director. **Regina Ovesey**, president of her own New York agency for past 11 years, joins MW&S as senior VP.

Dr. Robert C. Sorensen, VP and director of research of D'Arcy Advertising, New York, assumes added responsibilities of assistant to board chairman of agency, newly created post.

Stuart M. Newmark, account supervisor and PR director of Foote, Cone & Belding, Los Angeles, elected VP.

Michael G. McDonald elected VP of J. M. Mathes, New York. He was also named senior account executive on Canada Dry.

Joseph A. Hannan, **Eben W. Keyes II** and **Alan O. Pando** elected VP's of Benton & Bowles, New York. All are account supervisors, Mr. Hannan on Texaco; Mr. Keyes on Crest and Prell concentrates, and Mr. Pando on Instant Maxwell House.

Conant Sawyer, media director, and **John Steeves**, agency office manager, elected VP's of Ted Bates, New York.

Five staff members of Wade Advertising have been elected VP's. They are **Mary Afflick**, senior creative supervision on Toni account; **Grover Allen**, director of TV production; **Harvey Andersen**, director of marketing and research; **Dave Nelson**, account executive on Miles' Chocks and Nervine; and **Weldon Yocum**, executive on Berry Refining Co., Fannie May Candies, Herrud Packing Co. and Waterfill and Frazier Dis-

tillery Co. accounts. **Laddie Franci** was elected secretary in addition to position of treasurer, and **Wayne Schott**, assistant treasurer, assumes added duties as assistant secretary.

Gary G. Gresham, for past year account executive at Burdon Advertising, Peoria, Ill., elected VP. Previously he was promotion manager of WTVH(TV) Peoria. **Brian Wakefield** joins Burdon agency as copywriter.

Hillman Yowell, 30-year veteran with California Date Growers Association, promoted to marketing services manager. He succeeds **Howard Benn**, who resigned because of ill health.

Richard Bergh, central division manager of NBC-TV Spot Sales, Chicago, moves to division's New York office as eastern sales manager. **Jack Treacy**, member of NBC-TV Spot Sales office in Chicago, succeeds Mr. Bergh as central division manager. Both joined NBC as pages. Mr. Bergh in 1949 and Mr. Treacy in 1929.

Bill Thompson, formerly of NBC-TV Spot Sales staff in Chicago, moves to network's eastern division spot sales staff in New York. **Robert Walsh**, formerly of Westinghouse Broadcasting Co., joins staff of NBC-TV Spot Sales in Chicago. **Walter Davison** moves July 1 from NBC-TV Spot Sales' New York office to San Francisco branch.



Mr. Stern

Dick Stern, former VP and Atlanta branch manager of Fletcher Richards, Calkins & Holden before agency's merger into The Interpublic Group of Companies, joins management staff of Leber Katz Paccione Inc., New York advertising agency. Mr. Stern will operate on corporate level in account management and planning and will develop broadcast activities of agency, reporting directly to Stanley H. Katz, president.

George Allen, formerly on sales staff of KWIZ-AM-FM Santa Ana, Calif., named sales director of KRHM(FM) Los Angeles.

Paul Byrne joins domestic toiletries division of Shulton Inc., New York, as marketing director. He was formerly group product manager at Colgate-Palmolive Co., that city.

Lee Marts appointed sales manager of KCMO-TV Kansas City, Mo. **R. L. Turner** named KCMO retail sales manager.

John D. Hamilton, formerly account executive at KCBQ San Diego, Calif.,

named sales manager of KPAT-AM-FM Berkeley, Calif.

Marvin Sloves joins Papert, Koenig, Lois Inc., New York, as executive on Xerox Corp. account. He was formerly account executive at Ted Bates, that city, for Boyle-Midway's Griffin shoe polishes.

Fred Johnson joins Bomar Lowrance & Associates, St. Louis, regional representative of NBC-owned stations. He was formerly with Edward Petry, that city.



Mr. Eskridge



Mr. Garbanati

Robert L. Eskridge elected VP in charge of marketing, and **H. A. (Bill) Garbanati** as VP in charge of sales for Van Camp Sea Food Co., Long Beach, Calif. Mr. Eskridge, currently director of product management and advertising for grocery products division of Ralston Purina Co., St. Louis, will assume his new post July 1. Mr. Garbanati is presently national sales manager of Van Camp Sea Food, which became division of Ralston Purina in 1963.

John Rothschild and **Barry Lewin** join Cunningham & Walsh, New York, as account executive and PR copywriter, respectively. Mr. Rothschild, most recently assistant advertising manager of Reichhold Chemicals, previously was director of PR at Richard & Gunther, New York. Mr. Lewin joins C&W from Olsen Publishing Co., New York, where he was associate editor.

Richard Kothe, previously director of radio at Harper Advertising, St. Paul, joins WDG Minneapolis-St. Paul as account executive.

Thomas W. Downer Jr. joins West Coast division of Campbell-Ewald Co. to work in radio-TV programing department in Los Angeles. Mr. Downer joins agency from CBS where he was in charge of continuity and practices of good taste for all programs and commercials.

Lewis Lanyi, formerly account executive at Charles W. Hoyt Co., New York, joins Co-Ordinated Marketing Agency, that city, as account executive and assistant to president.

James Sefert, of Peters, Griffin, Woodward Inc., elected president of Detroit chapter of Station Representa-

tives Association for 1964-65. Other officers elected are **Richard Freeman**, of Adam Young Inc., VP, and **Arthur O'Connor**, of Avery-Knodel, secretary.

Richard Burns, formerly VP-general manager of Jubilance Advertising Agency, Oakland, Calif., named advertising manager of De Luxe Reading Corp. (toymaker), Elizabeth, N. J.

William G. Lee appointed commercial manager of WABJ Adrian, Mich.



Mr. Brennan

Thomas G. Brennan appointed director of TV production for MacManus, John & Adams, New York. In addition to commercial TV production duties for entire agency operation, he will also be New York broadcast director, giving him specific responsibility on New York-based accounts. Prior to joining MJ&A nine months ago, Mr. Brennan was with Foote, Cone & Belding, New York.

Tal Johns, creative director of Reach, McClintock & Co., Los Angeles, named advertising PR supervisor for Mincom division of Minnesota Mining & Manufacturing Co., Camarillo, California.

Edwin J. Gottfried, formerly with bureau of business research of Ohio State University, Columbus, joins Pittsburgh offices of Fuller & Smith & Ross as research associate.

Jerry Birdwell, formerly executive assistant to general sales manager of KTLA(TV) Los Angeles, appointed head of sales promotion for station.

Rush Hughes, formerly with sales staff of WGTO Cypress Gardens, Fla., named sales manager of KWXY Palm Springs, Calif.

Howard Sosbee, formerly account executive with Doyle Dane Bernbach, Los Angeles, joins Great Western Savings and Loan Association, that city, as advertising manager.

Norman R. Berkness, previously merchandising manager for Friskies Pet Foods division of Carnation Co., Los Angeles, promoted to canned products manager of division. **Dale G. Casto**, who has been operational assistant in grocery products division in Chicago, appointed product manager for Friskies dry products division.

Jack Beck joins Rust Corp. of America, Boston, as head of eastern sales staff. He was previously transmitter engineer at WPIX(TV) New York and transmitter supervisor of WGBH-FM-TV Boston.

Dean M. Murdock, account executive at CKLW Windsor-Detroit, named local sales manager, effective July 1. He has been with station for 13 years.

Bob Chenault, formerly VP in charge of production of Don Fedderson Productions, joins Gerald Schnitzer Productions, Hollywood, as producer. He will also develop new director-camera-man teams for Schnitzer organization, whose work is primarily in TV commercial field.

Ronald H. Wayland appointed account executive at Kettell-Carter Inc., Boston sales representative firm. He formerly was with WBZ and WHDH, both Boston.

J. Peter Hahn, formerly of Ogilvy, Benson & Mather, joins C. J. LaRoche & Co., New York, as account executive.

Roslyn Levenstein named copy supervisor at Young & Rubicam, New York. She joined agency in 1962 as copywriter.

Renee Gruman, for past five years media buyer at J. Walter Thompson Co. on Ford Dealers Association of Southern California, joins Carson/Roberts, Los Angeles as broadcast traffic manager.

Andrew Halmay and **Alfred Wegener** join Cunningham & Walsh, New York, as copy supervisors.

John Pansuti, **Alan Yoblon**, **George Huelser**, **Seymour Goldis** and **Howard Gerber** appointed to newly created posts

of associate media directors at Doyle Dane Bernbach, New York.

James L. Streicher, formerly with KPHO Phoenix and PR director of American Heritage Wax Museum in Scottsdale, Ariz., joins WTOL Toledo, Ohio, as account executive.

Robert Dickenson joins Peters, Griffin, Woodward, Los Angeles, TV staff. He was formerly account executive at Metropolitan Broadcasting Sales, Chicago.

James J. Kilian, formerly of WTTG (TV) Washington, joins sales staff of WCBM-AM-FM Baltimore. Stations are owned by Metromedia Inc.

Elizabeth Smith, librarian of Campbell-Ewald Co., Detroit, elected 1964-65 chairman of advertising division of Special Libraries Association, St. Louis. Other officers elected are **Betty E. Dumbauld**, librarian of Needham, Louis & Brorby, Chicago, vice chairman; **Bernadette A. Becker**, assistant librarian of Campbell-Mithun Co., Minneapolis, secretary, and **Louise Stoops**, head librarian of U. S. Steel Corp., New York, treasurer.

Owen D. Lee, formerly program operations manager of WJRT(TV) Flint, Mich., moves to station's sales department as account executive. **Bruce Ruh-**

PRECISION TIMING A PROBLEM?

HERE'S HELP...

New, complete catalog describes full line of Standard precision timers. Various models have scale divisions from 1/1000 sec. to 1/5 sec., totalize from .360 sec. to 60 min., are available in accuracy range from $\pm .0002$ sec. to $\pm .1$ sec.



REQUEST Catalog No. 257



THE ONE TIMER WITH ALL THE FEATURES

THE STANDARD ELECTRIC TIME COMPANY

89 LOGAN STREET • SPRINGFIELD, MASSACHUSETTS

len, staff director, promoted to production supervisor, assuming majority of duties formerly handled by Mr. Lee.

Robert Erickson, 11-year veteran of General Electric Co.'s industrial advertising operations, joins Donald L. Arends Inc., Hinsdale, Ill., advertising agency, as account executive.



Mr. Harris

Leslie A. Harris announces formation of Leslie A. Harris Co., broadcasting service organization for agencies and advertisers. Mr. Harris, most recently VP, radio-TV director and partner of Harris Breitner Advertising Corp., New York, was associated for several years with ABC and NBC, that city. New firm is located at 441 Lexington Avenue, New York.

Sam S. Lowry, formerly with *This Week*, newspaper Sunday supplement, named manager of advertising and sales promotion of Cable TV of Santa Barbara, Calif., community TV antenna system acquired early this year by Golden West Broadcasters (BROADCASTING, Jan. 6).

Arthur J. Wander joins Robert E. Eastman Co., New York, as radio programming executive. His past associations in programming and administrative capacities include McLendon Corp., WBAL Baltimore and WAKR Akron, Ohio.

John Papas joins radio sales staff of Edward Petry & Co., Chicago. He was formerly account executive at Spot Time Sales, that city.



Mr. Gelzer

Jack Gelzer, national sales manager, promoted to general sales manager of WGR-AM-FM Buffalo, N. Y.

John P. Scholl, formerly VP and account manager at Buchen Inc., New York, joins service department of N. W. Ayer & Son, Chicago. **Theodore K. Schulte**, formerly of MacFarland, Aveyard & Co., also joins Ayer's Chicago office in commercial production department. **Barbara Lee Benning** joins Ayer in Philadelphia in copy department. She previously was in radio-TV department of Aitkin-Kynett Co., that city.

Don Belding, retired founder of Foote, Cone & Belding, New York, accepts chairmanship of national fund-raising campaign of The Arthritis and Rheumatism Foundation, New York.

Thomas W. Downer Jr., formerly with CBS-Hollywood in charge of continuity

Doss is GAB president



Mr. Doss

Charles Doss, president and general manager of WROM Rome, elected president of 300-member Georgia Association of Broadcasters for coming year at GAB meeting last week. Mr. Doss succeeds **Raymond E. Carow**, WALB-TV Albany, who remains member of GAB board.

Other officers elected: **Don McCougald**, WWNS Statesboro, VP for radio; **Ridley Bell**, WRBL-TV Columbus, VP for television; **Esther Pruett**, WTOG Savannah, treasurer (re-elected). Continuing as executive secretary is **Jack Williams**.

and practices of good taste for all programs and commercials, joins radio-TV programming staff of Campbell-Ewald Co., Los Angeles.



Mr. Armsby

Edward (Ned) Armsby, freelance journalist for past two years in The Netherlands, joins radio-TV division of Triangle Publications, Philadelphia, as assistant director of advertising and promotion. Previously, Mr. Armsby was director of promotion, presentations and production for Television Bureau of Advertising and account executive at Ketchum, MacLeod & Grove, both New York.

John Lauer, head of his own art studio for several years, joins Earle Ludgin & Co., Chicago, as art director.

Ronald Condon joins Clinton E. Frank Inc., Chicago, as art director. He formerly had been with Young & Rubicam and Leo Burnett Co. there.

Don James, formerly representative in Phoenix for McCann-Erickson, joins Charles Bowes Advertising, Los Angeles, as account executive.

Sirje Helder joins J. M. Mathes Inc., New York, as art director. She was formerly at McCann-Marschalk, that city.

Jim McDonald, formerly an account executive with Smith & Garrick, Beverly Hills, Calif., PR firm, joins Carson/Roberts, Los Angeles, in PR capacity.

John B. Cogan, director of capital investment activities for Litton Industries, Los Angeles, named treasurer.

THE MEDIA

T. Ballard Morton Jr., since 1959 general partner in J. J. B. Hilliard & Son, Louisville, member of New York Stock Exchange, elected VP in charge of finance of WAVE Inc., licensee of WAVE-AM-TV Louisville; WFIE-TV Louisville; WFRV-TV Green Bay, Wis. Mr. Morton, who will assume his WAVE post July 20, is son of U. S. Senator and Mrs. Thurston B. Morton of Kentucky, and nephew of Mrs. Jane Morton Norton, newly elected president of WAVE Inc., (BROADCASTING, June 1).



Mr. Morton



Mr. Smith

E. Berry Smith, for past two years VP and general manager of WLKY-TV Louisville, Ky., joins Polaris Broadcasting, Chicago, as station manager of WTVW-TV Evansville, Ind. Previously he had served as VP and general manager of WFRV-TV Green Bay, Wis., and WFIE-TV Evansville. Immediately prior to joining WLKY (TV), Mr. Smith served in broadcast executive function with Marine Capital Corp., small-business investment firm in Milwaukee.

Arnold S. Friedman, formerly on sales staff of WIOD Miami, joins WIII Homestead, Fla., as executive VP and general manager.

David J. Shurtleff, VP of WJAR-TV Providence, R. I., appointed VP of WJAR-AM-TV. **Robert J. Crohan** named WJAR station manager. Mr. Shurtleff joined WJAR in 1951 as account executive, became WJAR-TV station manager in 1960 and VP in 1963. Mr. Crohan joined stations in 1960, has served as WJAR-TV local sales manager since 1962.



Mr. Shurtleff



Mr. Schwartz

Irv Schwartz resigns as VP and general manager of KUDL Kansas City, Mo., to establish his own broadcast operation, Kenton County Broadcasters, licensee of WCLU Covington, Ky. Mr. Schwartz, 21-year veteran of broadcast industry, has directed operation of KUDL since 1954.

Dean R. Dietrich, member of sales staff of WTMJ Milwaukee for past three years, appointed administrative assistant of WTMJ-AM-FM-TV.

Hershel Cary, national sales manager of KTNT-TV Tacoma, appointed general manager of KOL Seattle. **Dan Smith**, promotion manager at KTNT, also moves to KOL in Same capacity.

Earl Morgenroth, since March 1963 operating director of KGVO Missoula, Mont., and with station since 1959, promoted to manager.



Mr. Greene

William D. Greene, assistant general attorney of CBS Inc. since Aug. 1, 1960, promoted to director of administrative operations for CBS Radio. He replaces **Andrew Subbiondo**, who was named controller of CBS Radio in March.

James R. Swedenburg, Baptist minister in Birmingham, elected president of Alabama Educational Television Commission. He succeeds **Maynard Layman**, Decatur newspaperman.

PROGRAMING

Francis J. Purcell, New York attorney and former regional administrator of Securities & Exchange Commission, elected to board of Subscription Television Inc., succeeding late **Matthew M. Fox**. Mr. Purcell is also director of Tolvision of America and Tolvision International and is serving as legal counsel for Mr. Fox's estate.

Gerry Corwin rejoins National Telefilm Associates as midwestern sales manager, with headquarters in Minneapolis. He was formerly member of NTA sales force, has recently been with Westhampton Films, also syndication firm.

Jacquelin Babbin, producer-writer-editor at Talent Associates-Paramount Ltd., New York, joins CBS-TV network as executive producer of dramatic programs. In newly created position, Miss Babbin will be responsible for general supervision of all of network's dramatic presentations, both series and specials, originating in New York.

Herbert I. Rosenthal, former president of MCA Artists Ltd. and VP of MCA Inc., New York, elected board chairman of Creative Management Associates Ltd., talent agency, that city. Mr. Rosenthal was VP of MCA for 23 years and became president of MCA Artists Ltd. in 1958. He will function in various areas of CMA activities, including television and talent and operational functions.

Joe Scully, for past two years producer of *Repertoire Workshop* on KNXT (TV) Los Angeles, joins NBC-TV in Hollywood as casting director. He will divide his time between NBC-Burbank, where he will handle variety of assign-

ments, and Desilu Studios in Culver City, Calif., where he will cast new *Kentucky Jones* series.

William Doty, production director of WQMR Washington-WGAY(FM) Silver Spring, Md., elected VP of stations.

Tony Allen, formerly program operations manager of ABC-owned WABC-TV New York, joins ABC-TV program operations department in Hollywood as assistant to Norma Olsen, director of TV program operations, network and local.

Fred Brogger, formerly director of programing for Needham, Louis & Brorby, Los Angeles, has become program consultant to International Productions Inc., that city. He is also establishing creative TV program development company, Qualis Productions. For IPI Mr. Brogger will develop four television series: *Monterey* with writer **Ben Masselink**, *Tally Ho*, *Scramble* and *Green Beret*.

Milton Hoffman, formerly producer of syndicated *Steve Allen Show*, will produce new taped TV show at Universal City Studios, announced as first use of tape on major studio lot. **Bill Leyden** will host series, now in its final preproduction stage, with taping to start next month.

Morton P. Beebe, formerly executive producer and director of Globecombers Ltd., international photo and art service for advertising industry, elected executive vice president of Independent Producers Associated, San Francisco.

George Stump, program director of KCMO Kansas City, Mo., appointed director of programing for KCMO-FM. as well as assuming duties as salesman. Replacing Mr. Stump as KCMO program director is **Bill McReynolds**, radio sales manager.

Lloyd Rosamond appointed associate producer on 20th Century-Fox Television's *Peyton Place* series. Under system devised by Richard Goldstone, producer of series which will start on ABC-

TV this fall in two evening prime time half-hours per week, Mr. Rosamond will work with writing team while William Hole, also associate producer, guides production team.

John Guedel, executive producer at John Guedel Productions, elected president of Hollywood chapter of National Academy of Television Arts and Sciences for 1964-65 season. He succeeds **Richard Berg**.

Richard L. Chalmers joins Community Club Awards Publications Inc., New York, as general sales development manager. Mr. Chalmers was national director-member development for Radio Advertising Bureau from 1962-64. Prior to joining RAB he was president of Planned Broadcast Service Inc., Stamford, Conn.

Laddie Polanek, formerly of Bill Walker Musical Productions Inc., Chicago, joins Northwestern Inc., producer of custom jingles, radio-TV spots and motion pictures, Portland, Ore., as musical director.

Gertrude Rosenstein, since 1958 associate director of NBC-TV's daytime game show *Concentration*, promoted to director, effective July 24. She replaces **Ted Nathanson**, NBC staff director, who will work on NBC sports programs.

George Marshall, veteran motion picture-TV director, who directed pilots of two new 20th Century-Fox TV series, *Valentine's Day* and *Daniel Boone*, assigned to multiple directing contract for *Valentine's Day*, which debuts Sept. 18 on ABC-TV as Friday 9-9:30 p.m. series.

James R. McQuade, account executive at WCBS-AM-FM New York, promoted to program director. He joined CBS in 1953 and WCBS in 1961.

John Willis, longtime newscaster at KHJ-TV Los Angeles and recently news director of KSL-TV Salt Lake City, joins Rick Spalla Video Productions, Hollywood, to explore new TV properties. He continues to narrate *RSVP Holly-*



wood *Newsreel* and has been retained in advisory capacity by KSL-TV.

Don Clark, formerly with WCOP Boston, joins WCCM Lawrence, Mass., as program director.

Merian C. Cooper, motion picture writer-producer-director, has been signed to develop *The Boilermakers*, hour-long adventure series planned by CBS-TV for 1965-66 season. Mr. Cooper's credits include "King Kong," "This is Cinema" and "The Searchers."

Bruce Lansbury named director of programs at CBS-TV's Studio Center, Hollywood. He joined CBS-TV there as assistant director-program development in November 1959.

Dick Goldberg, staff producer at WBBM-TV Chicago, joins WBKB(TV), that city, in same capacity.

Arie Landrum Jr., formerly operations manager of WCCA-TV Columbia, S. C., appointed production manager of WJXT (TV) Jacksonville, Fla.

David Rose, formerly with NBC-TV on West Coast, joins KCET(TV) (educational ch. 28) Los Angeles as art director. **Elliot Schick**, most recently of Wolper Productions and 20th Century-Fox, joins KCET as staff producer. Also joining KCET as producer is **Michael Vidor**, previously of Revue Studios, Hollywood.

Ted Nathanson joins NBC sports department as producer-director. Mr. Nathanson has produced several NBC sports programs including *National Open Golf Championship* and major league baseball games. Prior to joining NBC in 1953, he was with ABC and CBS.

Stuart Rosenberg, Emmy-award winning TV director, will direct several *Bob Hope-Chrysler Theatre* programs at Universal City Studios during coming season. He handled three programs of this hour-long NBC-TV series last season.

Sy Salkowitz and **Don Balluck**, TV writers, have been signed by Screen Gems-Vince Edwards Productions to develop new TV properties. Mr. Salkowitz, whose credits include programs of *Naked City*, *Dr. Kildare*, *Arrest and Trial*, *The Lieutenant* and other series, is leaving for round-the-world trip for research and development of one-hour series for 1965-66 season. Mr. Balluck, who has written for *Dr. Kildare*, will also aim his new projects for 1965-66.

Vic Mizzy, composer of such song hits as *My Dreams are Getting Better All the Time*, *I'm Gonna Live 'til I Die* and *The Jones Boy*, has been signed as composer and musical director of *Kentucky Jones*, TV series which starts on NBC-TV this fall.

Devery Freeman joins Universal City (Calif.) Studios as producer of "Harris Against the World," one of three half-hour series in *90 Bristol Court* this fall on NBC-TV.

Bob Thompson, previously program director of WTID Newport News, Va., joins WGRD Grand Rapids, Mich., in same capacity.

Steve Mills, production manager of KABC-TV Los Angeles, promoted to executive producer. He replaces **James B. Patterson**, who has resigned to form own production unit.

NEWS



Mr. Parcher

Donald W. Parcher, for past three years director of news and special events of WYTV (TV) Youngstown, Ohio, joins WLUK-TV Green Bay, Wis., in same capacity.

Joel R. Albert, assistant director of news at WFIL-AM-FM-TV Philadelphia, elected president of Pennsylvania News Broadcasters Association. Other officers elected are **Mike Ross**, WTPA-FM-TV Harrisburg, VP; **Marlowe Froke**, director of broadcasting at Pennsylvania State University, secretary, and **W. LeRoy Schneck**, WNAE and WRRN(FM) both Warren, treasurer.

Tom Hooper, newscaster for past six years at WKOW-TV Madison, Wis., and program director and operations manager of WKOW, joins news staff of WITI-TV Milwaukee.

John G. Mayne Jr., formerly of *San Francisco News Call Bulletin*, appointed news and public affairs director of KPAT-AM-FM Berkeley, Calif.

Arthur S. Baron joins CBS News, New York, as producer. He was formerly director of creative programs at Metropolitan Broadcasting Co., that city.

Richard Spangler, formerly journalism major at San Fernando Valley State College, joins news staff of KFVB Los Angeles.

Mel Kampmann, writer-producer at NBC News, Burbank, Calif., and formerly news director of KFRE-TV Fresno, Calif., joins KRON-TV San Francisco as assignment editor. **David A. Zarkin**, also of NBC News-Burbank, joins KRON-TV as news writer.

Bob Liddle, with KIXI Seattle since October 1961, promoted to news director.

Howard S. Williams, formerly director of communications for Los Angeles

County Medical Association, named to research, compile and write editorials for KNXT(TV) Los Angeles. **Dick Shoemaker**, formerly reporter for *Newsweek* magazine in San Francisco and Los Angeles, joins KNXT(TV) newswriting staff.

Joe Dominey, Midland area newsman for KMID-TV Midland-Odessa, Tex., promoted to news director. **Jack Herrington** appointed news editor.

Brander (Bud) Pettway, formerly administrator-newswriter with NBC News in New York, appointed to news division's Washington bureau as supervisor of film operations.

EQUIPMENT & ENGINEERING



Mr. Davis



Mr. Cowan

A. D. Davis, head of Allied Radio Corp. (distributor of electronic components), Chicago, since 1932, elected board chairman and chief executive officer. Succeeding him as president is **William E. Cowan**, Allied's operations VP. **Arthur E. Davis**, executive VP, elected vice chairman of board. Under Mr. Davis, Allied's annual sales volume has increased from approximately \$350,000 in 1932 to high of \$62 million in last fiscal year.

John H. Adams appointed general manager of parts and accessories division of Zenith Sales Corp., Chicago, effective immediately, replacing **Robert F. Miller**, who is retiring on Jan. 1, 1965.

Bart Swift rejoins Teleprompter Corp., New York, after four years as director of sales development for Theatre Network Television. Mr. Swift was named to newly created post of director of sales in Teleprompter's new group communications division. Newly formed division is concerned with live staging, closed circuit television and film production for industrial meetings and special events.



Mr. Swift

Frank Maser appointed chief engineer of KDKA-TV Pittsburgh. Mr. Maser has been with KDKA-TV engineering department since 1955 when Westinghouse Broadcasting Co. purchased station from DuMont.

Dr. Raymond M. Warner Jr. appointed director of engineering for semi-conductor products division of Motorola Inc., Phoenix. Dr. Warner had been manager of device and materials research for division since joining Motorola in 1959.



Mr. Page

Esterly C. Page, founder and former president of Page Communications Engineers, Washington, and authority in radio communications, elect-board chairman and chief executive officer of Telcom Inc., Arlington, Va., communications technology firm. Mr. Page resigned several months ago from Department of Defense as technical director of national military command system to re-enter private industry.

James R. McNitt elected president of American Cable & Radio Corp. and named group general manager of International Telephone & Telegraph's International communications operations, New York. He was previously in charge of ITT's international communications in Latin America. Mr. McNitt succeeds as president of AC&R, **John W. Guilfoyle**, recently elected VP of ITT and head of defense/space group.

Granville Klink appointed chief engineer of WTOP-AM-FM Washington, in charge of all technical matters, personnel, and operations for stations. Mr. Klink, most recently chief engineer under Clyde Hunt, VP-engineering for Post-Newsweek Stations (WTOP-AM-FM-TV and WJXT-TV Jacksonville, Fla.), will report to Lloyd W. Dennis Jr., VP and general manager of WTOP-AM-FM.



Mr. James

Robert James, chief engineer of Filton Steel Ltd., Oakville, Ont., joins Stainless Inc., manufacturer of broadcast and communications towers, North Wales, Pa., as manager of microwave division. He will direct sales, estimating, contract administration, standardization and other activities associated with microwave sales and contracting.

Dr. Gerhard E. Weibel, for 10 years with General Telephone and Electronics Laboratories, Bayside, N. Y., joins Zenith Radio Corp., Chicago, as assistant director of research.

C. Phil Frame, for past 13 years in various marketing positions with Champion Spark Plug Co., appointed director of marketing for J. Herbert Orr

Pioneers laud Hedges

William S. Hedges, former NBC VP, received distinguished service award last week from New York chapter of Broadcast Pioneers. Newly elected officers for 1964-65: **Robert Coe**, vice president of ABC-TV station relations, re-elected president; **Geraldine Zorbaugh**, CBS general attorney, vice president; **Donald Mercer**, director station relations, NBC, vice president; **Geraldine McKenna**, continuity acceptance supervisor, Westinghouse Broadcasting, secretary; and **Robert J. Higgins**, treasurer, Broadcast Music Inc., re-elected treasurer.

Enterprises Inc., Opelika, Ala., manufacturer of tape cartridge equipment, recorders and background music systems.

Howard H. Hadley appointed manager of production control for Kin Tel division of Cohu Electronics, San Diego.

INTERNATIONAL



Mr. Bradsher



Mr. Grover

Henry S. Bradsher, formerly chief of Associated Press' India bureau at New Delhi, named chief of AP's Moscow bureau, replacing **Preston Grover**, who will be reassigned to U. S.

J. Berkeley Smith appointed program controller of Southern Television Ltd., London. Mr. Smith joined BBC in 1946 and left to become head of outside broadcasts with Southern when company started operating in 1958.

Pat Skilling appointed associate director of Young & Rubicam Ltd., London. Mr. Skilling joined Y & R as account executive in 1960, was promoted to account supervisor in 1963. **Alan Taylor** appointed art department manager of Y&R Ltd. Mr. Taylor joined agency in 1956 as art director, was appointed art supervisor in 1960.

Alan J. Freeman joins Childs-Greene Associates Ltd., London, as media director. For past six years he has been media manager of Napper, Stinton, Woolley Ltd., London.

Joseph Bech elected chairman of Ra-

dio Luxembourg, which includes Luxembourg TV. Mr. Bech is former minister of Grand Duchy. He replaces **Emile Reuter**, who has been elected honorary chairman.

Louis Hepp appointed manager of NBC News' Paris bureau, replacing **Paul Archinard**, retired. Mr. Hepp, with NBC News for past 10 years, was formerly assigned to division's bureau in Nairobi, Africa.

John Senecal named manager of Montreal office of Hardy Radio and TV Ltd., Toronto station representative firm.

Dave Shaw, engineer at CHUM Toronto, joins sales staff of CFOS Owen Sound, Ont.

FANFARE

Joe Cook joins RKO General Broadcasting, New York, as promotion manager. Mr. Cook was formerly at WCBS New York as program director and before that as station's director of public information. He has also written, directed and produced several network TV and radio programs.

Richard Gershman, formerly partner in William, Karl & Bruce Associates, PR consultants, New York, and with CBS-TV press information department, elected VP of The Public Relations Board Inc., New York.

Herman Lewis resigns from NBC press department in Hollywood, effective July 3.

Timothy F. Moore, VP and general manager of KISN Portland, named chairman of broadcast committee of Oregon Welcome Inc., in charge of developing new radio-TV spots. Program will emphasize welcome to all out-of-state visitors, encouraging them to "Stay and Play an extra day."

Paul Kagan, CBS Radio network publicist, named assistant manager of press information.

Nelson (Bud) Ruddy, for past 1½ years regional promotion representative in Cincinnati for *TV Guide* magazine, appointed promotion director of WTVW (TV) Evansville, Ind.

DEATHS

John C. Ianiri, 37, VP and account supervisor at Leo Burnett Co., Chicago, died June 16 at Lake Forest hospital after short illness. Earlier he had been with Grey Advertising, New York.

Charles F. Coffman, 78, VP and editor of *Fond du Lac (Wis.) Commonwealth Reporter* and VP of KFIZ Fond du Lac, died June 13 there.

Elmer E. Bucher, 78, retired general sales manager of RCA and VP of RCA

Photophone Co., died June 13 at his home in Wayne, N. J.



Mr. Grubb

Gayle Vincent Grubb, 68, special West Coast representative of Storer Broadcasting Co., died June 16 at home in San Francisco of cancer after six-month illness. Veteran of 40 years in broadcasting, Mr. Grubb entered field as "Gloomy Gus," personality at KFAB Lincoln, Neb., in 1924. Five years later he was named manager of WKY Oklahoma City, position he held until 1945 when he moved to San Francisco as general manager of KGO and, later of KGO-TV, which he put on air in 1949 when he was made ABC VP. In 1952 Mr. Grubb joined Storer as VP and general manager of WJBK-AM-TV Detroit and in 1955 he returned to San Francisco as special West Coast representative for Storer. His son, Gene Grubb, is general manager of

KOA Denver, Colo.

Robert Cannon, 54, animation director and producer at Playhouse Pictures, Hollywood, died June 9 of heart attack at Northridge (Calif.) Community hospital. He also was instructor at San Fernando Valley State College. As VP of UPA in 1945, Mr. Cannon directed *Gerald McBoing Boing* and *Madeline* cartoon series which he produced for CBS-TV in 1955 and 1956.



Mr. Dall'Acqua

William J. McCauley Jr., 38, manager of production operations at Videotape Center, New York, died June 14 in Mid-Island General hospital, Masse-

pequa, New York, after long illness. Prior to joining Videotape in 1960 as account executive, Mr. McCauley had been with NBC-TV Telesales, Chicago and New York.

Milt Samuel, 63, PR director of Young & Rubicam, Hollywood, died of heart attack June 15 in San Francisco, where he was vacationing with his wife, Marie. Native of San Francisco, Mr. Samuel had been publicity manager for KGO and for NBC in that city before transferring to Hollywood in 1938 to head Blue Network (now ABC) publicity department, which he left in 1945 to join Y&R.



Mr. Samuel

William E. Drips, 73, host of Saturday morning program on KOIN-TV Portland, Ore., and from 1934 until 1953 news director for farm programs of NBC in Chicago, died June 13 in Waterloo, Iowa.

INTERNATIONAL

BBC-2 audience small, so far

Agency survey shows new service has only 90,000 homes watching

BBC's second television channel, BBC-2, has a regular audience of only 90,000 homes out of a potential half million, says a report issued by the London Press Exchange Ltd, a major advertising agency.

The report is based on a survey which covered a sample of 976 householders in the area in which BBC-2 can be received. It is the first detailed analysis of BBC-2's impact.

Not only has BBC-2 failed to win over viewers from BBC-1 or the commercial network, it has been unsuccessful in persuading people to buy new sets to pick up the new channel which broadcasts on UHF.

The report says that only about 4% intend changing to a BBC-2 receiver in the near future. This is the normal replacement rate for the past few years and indicates that BBC-2 programs are not stimulating purchase or renting of new sets in advance of regular requirements.

The survey showed that out of the whole area covered by the new chan-

nel fewer than 500,000 homes have installed sets able to pick it up. Only one in five who could watch BBC-2 saw it regularly. Of these, 80% thought the programs either about the same or not so good as BBC-1 and 74% thought they were about the same or below the commercial network standard.

Kenneth Adam, director of BBC-TV, has denied that BBC was worried about small audiences for BBC-2 but he admitted that fewer people were able to receive the new channel than had been originally estimated.

He said that the potential audience was at present 850,000. BBC would not publish any audience figures for BBC-2 until they were considered reliable.

British commercial TV grabs bigger ratings

Following the 3% rise in the commercial network's share of Britain's TV audience for April, Television Audience Measurement Ltd. reports a further increase of 1% in the network's share to 65% for May, the highest for nearly three years. BBC's share of viewing fell to 35%.

The trend in network audience share over the past four months has been:

	Commercial network	BBC
February	62%	38%
March	61	39
April	64	36
May	65	35

The last time the commercial network share was as high was in September 1961, when it was 68%.

TAM also says that the three-way share of audiences between the channels in the London UHF area among those able to receive BBC-2 in May was: commercial network 53%, BBC-1 37%, BBC-2 10%.

BBG authorizes new Canadian stations

One new television station, two new AM's and two FM's have been authorized by the Canadian Board of Broadcast Governors.

The BBG approved a new TV station for the CBC at Deer Lake, Newfoundland. The new station will be on channel 12 with 246 w video and 123 w audio and an antenna height of 425 feet. It will carry mainly CBC network programs.

Seven new low-power TV rebroadcasting stations have been approved across Canada. Theodore S. Soskin has been recommended for a new radio station on 810 kc with 10 kw at Calgary, Alta. William R. Jeffcott is to operate a new AM station at Duncan, B. C., on 1500 kc with 1 kw.

Gordon E. Spackman has been recommended for an FM station at Red Deer, Alta., with 1.33 kw on 98.9 mc. CKCL Truro, N. S., has been sanctioned to operate an FM station with 360 w on 100.9 mc. The CBC was

recommended for 10 new 40 w radio relay transmitters in various parts of Canada.

Changes in power of a number of stations have been recommended, including CKEY Toronto, which will go from 5 kw to 10 kw daytime on 590 kc, retaining 5 kw at night. CJAV Port Alberni, B. C., goes from 250 w to 1 kw day and 250 w night on 1240 kc.

White calls for a world broadcasting union

John F. White, president of National Educational Television, New York, has called for support of a "world broadcasting union."

Mr. White warned that "for lack of a North American union of broadcasters—and hence a world union—we are allowing the Europeans to assume world leadership in a field which they entered long after we did."

A union of broadcasters in this hemisphere, he said, is unlikely in the near future. Noting that major foreign broadcasting unions have grown out of nationally operated broadcasting services as in Europe, Asia and Africa, he acknowledged the difficulty of forming such an association in this hemisphere.

In concluding remarks, delivered to a seminar on international educational broadcasting at Fordham University Law School, Mr. White said "the time may soon come when the channels of international communication through television will be open to American broadcasters only by invitation."

Abroad in brief . . .

Adventures in Canada ■ Embassy Pictures announced that it has reached an agreement with Independent Film Distributors of Toronto for Canadian distribution of *Sons of Hercules*, a series made up of 13 color features. Following their initial presentation, each of the pictures will be reshowed as two-part programs.

Contract extended ■ The Royal Shakespeare Theater Company and British Broadcasting Corp. have extended for three years the contract agreed to two years ago for TV plays staged by the company. Under the new contract BBC-TV will transmit seven Royal Shakespeare productions. These will be drawn from the company's Shakespeare reper-

BROADCASTING, June 22, 1964

UN communications yearbook is updated

The United Nations Educational, Scientific and Cultural Organization has issued a revision of *World Communications*, the fourth since its initial publication in 1950.

World Communications remains one of the more comprehensive reference works on the subject. This edition is 380 pages and contains detailed statistical information on literacy, radio, television, film and news facilities in 201 countries and territories. Also included are brief discussions of regional patterns of technical development and competence in the various communications media.

Among its observations:

■ The "phenomenal ratio of 100 [radio] sets per 100 persons" in the United States.

■ "Some 2,000 million persons, living in more than 100 countries and representing 70% of the world population . . . have less than the bare [yardstick] minimum of 10 copies of daily newspapers, five radio receivers and two cinema seats per 100 people. . . ."

■ For the first time since the development of television, the U. S. does not have over 50% of the world's receivers.

■ "Pigeons have come back as carriers of newsfilm items across metropolitan areas. Pigeons are not worried, as dispatch riders can be, by traffic jams."

World Communications is available from the UNESCO Publications Center, 317 East 34th Street, New York 10016.

toire at Stratford-upon-Avon and its London repertoire of modern and classical plays.

British licenses ■ The number of combined radio and TV licenses in Britain and Northern Ireland went up by 58,465 in April bringing the total to 12,943,796.

Program buyer ■ Charles Michelson Inc., New York, has been appointed U. S. program buying representative for Radio Manx, a station that began operating on the Isle of Man, situated in the Irish Sea, on June 8.

Three British companies to co-produce TV series

A co-production agreement has been signed by Independent Television Corp.,

Associated Television in England and MCA (England) TV Ltd. for the production of a new one-hour dramatic series, *Court-Martial*, it was announced last Thursday (June 18) by Michael Nidorf, ITC president.

The series, which is to be made available on a worldwide basis in 1965, will deal with the investigative work of the U. S. Army Judge Advocate General's office, both in combat zones and behind the lines during World War II. Production is scheduled to start this summer in England and in various other European locales.

ITC is the distribution subsidiary of ATV, which is a program contractor and producer in the United Kingdom. MCA (England) TV Ltd. is a subsidiary of MCA Inc., New York.

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

- 52 weekly issues \$8.50 104 weekly issues \$14.00 Payment attached
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name _____ title/position* _____

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city _____ state _____ zip code _____

company name _____

Occupation Required

Canada to consider color TV in November

Color television will once more be discussed by the Canadian Board of Broadcast Governors at a meeting at Ottawa, Ont., Nov. 3. The BBG has announced that it will be interested in receiving the views of broadcasters, manufacturers and others for this public hearing, the first on color TV since that of January 1963. The BBG ruled then that Canada was not ready for color TV. Briefs are to be in the hands of the BBG at Ottawa no later than Oct. 23.

Most Canadian TV broadcasters and the government's Canadian Broadcasting Corp. are not in favor of an early start on color TV in Canada. Manufacturers are already building color receivers in Canada for sale in areas close to the United States border where color telecasts can be seen.

Commercial TV gets green light from Swiss

The Swiss government has decided to permit television advertising beginning in 1965. Programming and commercials will be kept separate.

Advertisers will have a choice of one of three stations, each broadcasting in a different language—German, French, Italian—or may use all three in this multi-language country.

Total advertising time will be 12

minutes a day. It will be increased to 15 minutes in 1966. Commercials will appear in four segments between 7 p.m. and 8:30 p.m.

Alcoholic drinks, tobacco, medicines and goods sold on the installment plan are banned. Rates have not yet been fixed but will probably be about \$1,400 a minute.

Advertising will be supervised by a new company, 40% of which will be owned by the Societe Suisse de Radiodiffusion et de Television, 40% by the Association for the Development of Television, and 5% each by the Swiss Federation of Trade and Industry, the Swiss Union of Arts and Crafts, the Swiss Farmers' Union and the Swiss Press Association.

U.S. TV shows scheduled for Canadian networks

Three new series that begin on CBS-TV next fall have been sold to Canadian networks, CBS Films has announced.

Sold to the Canadian Broadcasting Corp. was the *Mr. Broadway* series, while *The Cara Williams Show* and *The Baileys of Balboa* were sold to the CTV Network. Sponsors of the latter two programs in Canada will be General Foods and Procter & Gamble, and American Home Products and Procter & Gamble, respectively.

CBS Films also announced renewal sales of *The Defenders*, *Perry Mason* and *The Beverly Hillbillies* to the entire CBC network; *Candid Camera* to CBC's owned-and-operated stations plus other

selected affiliates, and *Petticoat Junction* on a spot basis to about 40 Canadian TV stations. American Home Products, through Young & Rubicam, bought the *Petticoat Junction* series for placement in Canadian markets.

Other new U. S. comedy shows to be telecast on the CTV Network include *Bewitched* and *Flipper*. A new Canadian show, produced by CFCF-TV Montreal, is *It's Your Move*, which will be on both afternoon and evening CTV schedules.

Canadian-produced shows returning to CTV for the fall season, include *Telepoll* and *Platform*. Other shows returning to the network are the *Jack Paar Show*, *Mr. Novak*, *Dr. Kildare*, *Let's Sing Out*, *Walt Disney Presents*, *The Hourglass*, *Take A Chance*, *To Tell The Truth*, *The Andy Griffith Show*, *McHale's Navy*, *The Wide World of Sports* and mid-week hockey games.

Compton in Scandinavia

Compton Advertising, New York, Garland-Compton, London, and Monterossis Bureau a/s, Copenhagen, have announced the formation of a joint organization which already represents, in Scandinavia, Alberto-Culver and Rowntree & Co., an English confectionery company.

The new firm, to be called Garland-Compton a/s, is headquartered in Copenhagen under the direction of Max Hendriksen, managing director of Monterossis Bureau a/s. Compton's international operation also has members in Frankfurt, Brussels, Manila, Melbourne, Sydney and Tokyo.

Skull and crossbones is emblem of this station

British pop singer Screaming Lord Sutch has set up his own offshore radio station on an unused anti-aircraft gun tower about 5 miles off the Essex coast in the Thames estuary.

The army department claims the World War II defense installation is its property and says it intends to evict trespassers. Screaming Lord Sutch, brandishing a pirate flag, has said he would repel all attempts by officials to get into the derelict fort.

Radio Sutch, as the station is called, was originally going to be located in a 60-foot trawler but this plan was abandoned because of difficulty insuring the vessel.

Policy of the station is no commercials. Programing consists mainly of tape recordings of amateur and little-known singers. Cost so far,

says the 22-year-old singer, has been \$11,200. He has underwritten the first month's operation with a further \$3,360. He hopes to get donations from singers and other supporters to keep the station running.

According to news reports the station has only a few miles range.

Other Developments ■ Radio Caroline, Britain's first offshore radio station, has sold more than \$168,000 worth of time according to a station spokesman.

Tests are being carried out to increase the floating station's power from 10 kw to 20 kw. Air time is going up from 12 to 16 hours. Programs will close down at 10 p.m. instead of 6 p.m.

Leslie Parish, general manager of Radio Atlanta's London office reports several national advertisers

buying time on Britain's second offshore radio station.

He said that transmissions were being picked up from a far wider area than originally anticipated. The station was about to commission the first of a series of depth studies of its audience. Research would be carried out by Attwood Statistics Ltd.

Radio experts from 17 countries have called for a ban on all commercial radio stations operating from boats or aircraft outside territorial waters or airspace. They urged that time purchases on such stations be made illegal.

These views were in a recommendation to the committee of ministers of the Council of Europe. This committee will consider whether to ask member governments to act on the recommendations.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 11 through June 17, and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unli.—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

■ Commission granted applications by Sterling Information Services Ltd. for two 100-watt UHF-TV transmitters to broadcast on channels 70 and 73, respectively, New York City, programs from closed-circuit TV facilities operated by applicant and RCA at New York World's Fair. Antennas will be installed atop of Pierre hotel, New York City. One station will colorcast programs carried by World's Fair wired-TV system; other will broadcast information about fair provided by applicant. To permit this service during two years of fair's duration, commission waived 701(a), 702(c) and 731(a) and (b) of Part 74 of its rules since operation concerns broadcast of programs from closed-circuit system rather than rebroadcast of programs of TV station. Grants are conditioned to grantee reporting to commission on results of grantee's promised study of high channel UHF propagation involved. One or both operations would cease if regular TV service began on particular channels in New Jersey and Connecticut. Commissioner Cox dissented in part. Action June 17.

APPLICATIONS

Rochester, Minn.—Cable Inc. UHF channel 55 (716-722 mc); ERP 1 kw vis., 1 kw aur. Ant. height above average terrain 510 feet; above ground 444 feet. P.O. address c/o Frank P. Thompson, 117 East Center Street, Rochester. Estimated construction cost \$239,500; first year operating cost \$166,500; revenue \$176,500. Studio location Rochester; trans. location Olmstead county, Minnesota. Geographic coordinates 44° 03' 22" north latitude, 92° 24' 47" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-30J. Legal counsel: Smith & Pepper, Washington; consulting engineer: Lohnes and Culver, Washington. Principals: Frank P. Thompson (9.71%), Richard Grewe (9.71%), Northwest Industries Inc. (40.29%) and Petroleum Properties Inc. (40.29%). Messrs. Thompson and Grewe are officers of Cable Inc., which operates CATV system in Brainerd and Rochester, both Minnesota. Ann. June 17.

*Allentown, Pa.—Lehigh Valley Educational Television Corp. VHF channel 39 (620-626 mc); ERP 465 kw vis., 91.9 kw aur. Ant. height above average terrain 969 feet; above ground 549 feet. P.O. address c/o Dr. Glenn J. Christensen, Alumni Building, Lehigh University, Bethlehem, Pa. Estimated construction cost \$875,001; first year operating cost \$139,800. Studio and trans. location both Northampton county, Pa. Geographic coordinate 40° 35' 54" north latitude, 75° 22' 53" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-30J. Legal counsel: Peter Hearn; consulting engineer: George C. Davis, Washington. Principal: board of trustees. Ann. June 15.

Existing TV stations

CALL LETTERS ASSIGNED

■ WCIX-TV South Miami, Fla.—Coral Television Corp.

New AM stations

ACTION BY FCC

Centerville, Ala.—Voice of Mid-South. Granted CP for new AM on 1590 kc, 1 kw.

BROADCASTING, June 22, 1964

P.O. address Box 1662, Birmingham, Ala. Estimated construction cost \$11,765, first year operating cost \$18,500, revenue \$23,000. Principals are W. D. Frink and Fred H. Davis, equal partners. Mr. Frink deals in used cars, was formerly 50% owner of WFKH Pell City, Ala. Mr. Davis is in motel business. Action June 10.

Existing AM stations

ACTIONS BY FCC

WBYY Wood River, Ill.—Granted change on 590 kc from day to unli. time operation with 1 kw-N, DA-2, continued daytime operation with 500 w; conditions include no pre-sunrise operation with daytime facilities pending final decision in Docket 14419. Action June 17.

WEMD Easton, Md.—Granted renewal of license. Action June 17.

CALL LETTERS ASSIGNED

■ KDOT Scottsdale, Ariz.—Scottsdale Broadcasting Co. Changed from KWBV.
 ■ WCOF Immokalee, Fla.—Carl R. Buckner.
 ■ WTCFA Plymouth, Ind.—Community Service Broadcasters. Changed from WKWB.
 ■ WCLU Covington, Ky.—Kenton County Broadcasters.
 ■ WMCK McKeesport, Pa.—Mon-Yough Broadcasting Co. Changed from WFQR.
 ■ WHHL Holly Hill, S. C.—Palmetto Communications Corp. Changed from WBEI.
 ■ WANV Waynesboro, Va.—Music Productions. Changed from WBVA.

New FM stations

ACTIONS BY FCC

Muscle Shoals, Ala.—Slatton-Quick Inc. Granted CP for new FM on 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 230, Sheffield, Ala. Estimated construction cost \$12,495; first year operating cost \$12,000; revenue \$20,000. Applicant is licensee of WLAY Muscle Shoals. Action June 11.

*Sacramento, Calif.—Sacramento State College. Granted CP for new FM on 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. Action June 17.

Belle Glade, Fla.—Seminole Broadcasting Co. Granted CP for new FM on 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 252 feet. P.O. address c/o E. D. Rivers Jr., Box 217, Miami. Estimated construction cost \$13,625; first year operating cost \$11,100; revenue \$15,000. Applicant is licensee of WSWN Belle Glade. Action June 17.

Burgaw, N. C.—Pender Broadcasting Inc. Granted CP for new FM on 99.9 mc, channel 260, 28.4 kw. Ant. height above average terrain 149 feet. P.O. address c/o Raymond W. Fields, Box 246, Burgaw. Estimated construction cost \$18,671; first year operating cost \$7,000; revenue \$8,000. Applicant is licensee of WPGF Burgaw. Action June 11.

Huntington, W. Va.—Connie B. Gay Broadcasting Corp. Granted CP for new FM on 103.3 mc, channel 277, 50 kw. Ant. height above average terrain 500 feet. P.O. address Box 2031, Huntington, c/o Naseeb Tweel. Estimated construction cost \$71,600; first year operating cost \$20,000; revenue \$12,000. Applicant is licensee of WQMR Silver Spring, Md., WGAY(FM) Washington and WTCR Ashland, Ky. Action June 17.

*Milwaukee, Wis.—University of Wisconsin-Milwaukee. Granted CP for new FM on 89.7 mc, channel 209, 250 w. Ant. height above average terrain 378.9 feet. P.O. address c/o Professor Ruane B. Hill, Milwaukee. Estimated construction cost \$11,340; first year operating cost \$14,000. Principals: Regents of University of Wisconsin. Action June 17.

APPLICATIONS

Selma, Ala.—Robert J. Martin tr/as WGWC. 100.1 mc, channel 261A, ERP 2.64 kw, unli. Ant. height above average terrain 129.2 feet. P.O. address Box 868, Selma. Estimated construction cost \$9,742; first year operating cost and revenue not listed. Principal: Robert J. Martin (100%). Mr. Martin owns WGWC Selma. Ann. June 11.

Salinas, Calif.—Roy A. Eaton. 103.9 mc, channel 280A, ERP 3 kw, unli. Ant. height above average terrain minus 15 feet. P.O. address Box 1812, Salinas. Estimated construction cost \$12,800; first year operating cost \$19,200; revenue \$18,500. Principal: Roy A. Eaton (100%). Mr. Eaton is local tradesman. Ann. June 11.

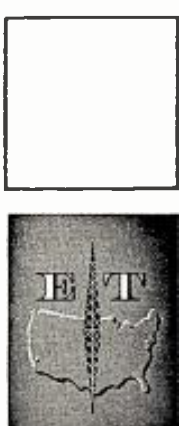
Crestview, Fla.—Everett M. McCrary. 104.9 mc, channel 285, ERP 3 kw, unli. Ant. height above average terrain 276 feet. P.O. address Box 267, Crestview. Estimated construction cost \$8,735; first year operating cost \$10,500; revenue \$12,000. Principal: Everett M. McCrary (100%). Mr. McCrary owns WJSB Crestview. Ann. June 16.

Fort Wayne, Ind.—WKJG Inc. 97.3 mc, channel 247, ERP 50 kw, unli. Ant. height above average terrain 500 feet. P.O. address 2633 West State Boulevard, Fort Wayne. Estimated construction cost \$36,000; first year operating cost \$15,000; revenue \$7,500. Applicant is licensee of WKJG-AM-TV Fort Wayne. Ann. June 17.

Kosciusko, Miss.—H. Mims Boswell Jr. 105.1 mc, channel 286, ERP 28.3 kw, unli. Ant. height above average terrain 181 feet. P.O. address Box 392, Kosciusko. Estimated construction cost \$23,390; first year operating cost \$6,500; revenue \$7,000. Principal: H. Mims Boswell Jr. (100%). Mr. Boswell owns WKOZ Kosciusko. Ann. June 16.

Springfield, Mo.—KCOD Broadcasting Corp. 97.3 mc, channel 247, ERP 100 kw, unli. Ant. height above average terrain 273 feet. P.O. address Box 801, Springfield, Mo. 65801. Estimated construction cost \$37,390; first year operating cost \$33,000; revenue \$40,000. Principals: Billy Wolfe (40%) and Lula Ann Wolfe (30%), and Charles Miller (30%). Wolfes are officers of Billy Wolfe Revival Crusade Inc.; Mr. Miller has local business interests. Ann. June 17.

Knoxville, Tenn.—Harry J. Morgan tr/as Morgan Broadcasting Co. 107.7 mc, channel



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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

299, ERP 40.2 kw, unli. Ant. height above average terrain: 160 feet. P.O. address Box 9030, Knoxville. Estimated construction cost \$14,320; first year operating cost \$24,000; revenue \$27,000. Principal: Harry J. Morgan (100%). Mr. Morgan owns WSKT Colonial Village, Tenn. Ann. June 12.

Existing FM stations

*WFMU(FM) East Orange, N. J.—Waived note to sec. 1.573 of rules and granted increased power on channel 216 (91.1 mc) from 10 watts to 1.55 kw; ant. height 360 feet; remote control permitted. Action June 10.

CALL LETTERS ASSIGNED

- KMET(FM) Denver—KDEN Broadcasting Co. Changed from KDEN-FM.
- *KNWS-FM Waterloo, Iowa—Northwestern College.
- WBNE-FM Fitchburg, Mass. — Music Service Corp. of Worcester County. Changed from WFGM-FM.
- KFBD(FM) Waynesville, Mo. — Fred Briesacher Jr.
- *WUAG(FM) Greensboro, N. C.—University of North Carolina.
- WJSM(FM) Martinsburg, Pa.—Beacon Broadcasting Concern.
- WJM-FM Philadelphia—WJM Broadcasting Corp.
- KWKC-FM Abilene, Kan. — Citizens Broadcasting Co.
- *KTCU-FM Fort Worth—Texas Christian University.
- KHOK-FM Hoquiam, Wash.—Twin Cities Broadcasting Co.
- WEAU-FM Eau Claire, Wis. — Post Broadcasting Corp.
- WVLR(FM) Sauk City, Wis. — Sauk-Prairie Radio Inc.

Ownership changes

ACTIONS BY FCC

KMBY Monterey, Calif.—Granted assignment of license from John Burroughs Inc., owned by John L. and Muriel L. Burroughs (each 50%), to Johnston Broadcasting Co., owned by Stoddard P. (60%) and Patricia Kelly Johnston (40%). Consideration \$325,000. Mrs. Johnston is housewife; Mr. Johnston is vice president of Kenco Enterprises Inc., former licensee of KRGV-AM-TV Weslaco, Tex. Action June 16.

WENG Englewood, Fla.—Granted transfer of control of permittee corporation, Sarasota-Charlotte Broadcasting Corp., from Dorcas P. Monroe (34.3% before, 11.17% after) to Edward J. Ewing Jr. and Geraldine D. Ewing (80.14% jointly). Consideration \$18,000. Mr. Ewing is account executive for WJR Detroit. Action June 12.

WCRY Macon, Ga.—Granted transfer of negative control of licensee corporation, Middle Georgia Broadcasting Co., from Peachtree Development Corp. and Zack D. Cravey Jr. (50%) to Charles F. Adams (50%). Consideration \$15,000 and assumption of debt. Mr. Adams is attorney. Action June 10.

WMPL Hancock, Mich.—Granted acquisition of positive control of licensee corporation, Copper Country Broadcasting Co., by Francis S. Locatelli (45.9% before, 68.7% after) through purchase of stock by corporation from Clifford Paulson (33.3% before, none after). Remaining ownership of Copper Country Broadcasting would be Sam Locatelli (7.6% before, 11.3% after), Reino O. Suojanen (6.6% before, 10% after), Francis Stetter (5% before, 7.5% after) and Bishop Noa (in trust for Laymen's Retreat Association 1.6% before, 2.5% after). Consideration \$13,338. Action June 15.

WSEL Pontotoc, Miss.—Granted assignment of license from Lee H. Thompson tr/as Pontotoc Broadcasting Co. to Lee H. Thompson (55%) and William S. Bridges (45%) d/b as Pontotoc Broadcasting Co. Consideration \$6,000. Mr. Bridges is manager of WSEL and has 8% interest in WDAL Meridian, Miss. Action June 15.

KTVI(TV) St. Louis—Granted transfer of control of licensee corporation, Signal Hill Telecasting Corp., from Paul E. Peltason (34.10%), Harry Tenenbaum (34.10%), Herman O. Wilkat (voting 26% for Newhouse Broadcasting Corp.) and others to Newhouse Broadcasting Corp., owned by Samuel I. Newhouse and family (100%). Consideration \$7,576,778. Mr. Newhouse has interest in newspaper publishing companies through Advance Publications Inc. of which he is sole owner. Mr. Newhouse also owns the following: WSYR-AM-FM-TV Syracuse, N. Y.; WSYE-TV Elmira, N. Y.; WAPI-AM-

FM-TV Birmingham, Ala.; WTPA-FM and WTPA(TV) Harrisburg, Pa.; and 50% of KOIN-AM-FM-TV Portland, Ore. Action June 10.

WAYN Rockingham, N. C.—Granted assignment of license from Radio Station WAYN Inc., owned by Wayne M. Nelson, to WAYN Inc., owned by William F. Futterer (52%), and others. Consideration \$175,000 and agreement not to compete for 10 years within 25 miles of WAYN. Mr. Futterer is manager of WAYN. Action June 10.

KFLY Corvallis, Ore.—Granted relinquishment of negative control of licensee corporation, Radio Broadcasters Inc., by James L. and C. C. Hutchens (each 50% before sale, 41.33% after) through sale of stock to Donald M. Heinen (17.34% after). Consideration \$5,200. Mr. Heinen is station manager of KFLY, holder of CP for new FM in Corvallis. Action June 12.

KLEN-AM-FM Killeen, Tex.—Granted acquisition of positive control of licensee corporation, Highlite Broadcasting Co., by A. W. (98%) and Lizzie Dae (2%) Stewart through sale of stock by Frank T. (49%) and Margaret G. (1%) Wilson to licensee corporation. Consideration \$110,000. Action June 16.

WBOF and WYFI-FM Virginia Beach, Va.—Granted assignment of license from Metro-WBOF Inc., owned by Temple W. and Elizabeth S. Seay (100% jointly) to Roy Marsh, receiver. Action June 12.

KZAM(FM) Seattle—Granted assignment of license from Foremost Broadcasting Inc., owned by Monte L. Strohl (61.7%) and others, to Samuel J. Steiner, receiver. No financial consideration involved. Mr. Steiner is attorney, Seattle. Action June 12.

KVOC Casper, Wyo.—Granted assignment of license from KVOC Broadcasting Co., owned by William F. Shuts and Duane W. Simons (each 50%) to KVOC Inc. owned by Harry Bubeck and Roder H. Bubeck (each 50%). Consideration \$120,000. Mr. Harry Bubeck is program manager station relations with D'Arcy Advertising Co., Chicago. Mr. Roder Bubeck is station representative with Jack Masla & Co., New York. Action June 12.

APPLICATIONS

KVON Napa, Calif.—Seeks acquisition of positive control of licensee corporation, Jan-Lar Inc., by Janice Lynn (100% after), through purchase of stock from Lawrence B. Scheer (50%). Consideration cancellation of \$45,000 indebtedness. Ann. June 9.

KQCY Quincy, Calif.—Seeks assignment of license from Pioneer Broadcasters Inc., owned by John H. Boyd, Timothy E. Armstrong and Richard G. Anderson, to John H. Boyd (100%). Consideration \$2,520. Ann. June 5.

WJBR Wilmington, Del.—Seeks assignment of license from John B. Reynolds (100%) to John B. Reynolds and John B. Reynolds Jr. (each 50%), d/b as Radio Station WJBR. No financial consideration involved. Mr. Reynolds Sr. also owns WRBS (FM) Baltimore. Ann. June 17.

WSCM Panama City Beach, Fla.—Seeks assignment of license from WSCM Broadcasting Inc., owned by Theodore M. Nelson (100%), to Fargay Broadcasting Inc., owned by Charles M. Gaylor (51%), and Christine R. (1%) and William H. Farris Jr. (48%). Consideration \$95,000. Messrs. Gaylor and Farris are partners in East Carolina Broadcasting Co., licensee of WIAM-AM-FM Williamston, N. C. Ann. June 11.

KART Jerome, Idaho—Seeks assignment of license from K. and Marion Clark to Allen D. Lee (100%). Consideration \$25,000 less assumption of accounts payable at time of transfer. Mr. Lee is employe of KBAR Burley, Idaho. Ann. June 17.

WYSI Ypsilanti, Mich.—Seeks transfer of control of licensee corporation, Ypsilanti Broadcasting Co., from Craig E. Davids (50.8% before) to Metrocast Corp. (50.8% after), owned by Raymond Seguin, John Bologna, Silvano and Tullio Marrocco, Hyman Simon, Joseph E. Mihelich and Robert P. Dank (each 16%). Consideration \$30,500. Other Ypsilanti stockholders are Kenneth Neubrecht (20%), Roy W. McLean (14.17%), A. P. Berg (11.7%), David Hicks (3.3%) and Sam Schmid (0.3%). Messrs. Mihelich and Dank are attorneys, other Metrocast principals are local businessmen. Ann. June 12.

WICN-TV Minneapolis—Seeks transfer of control of licensee corporation, TLB Inc., from Time-Life Broadcast Inc. (100%) to WTCN Television Inc., owned by Chris-Craft Industries Inc. (100%). Consideration \$3,900,000 and provision for adjustment at closing. Chris-Craft also owns KCOP(TV)

Los Angeles and KPITV(TV) Portland, Ore. Ann. June 11.

WJQS Jackson, Miss.—Seeks assignment of license from Dumas Milner Broadcasting Co., owned by R. E. Dumas Milner (70%), Howard Cohoon (10%), Frank Morr (10%), C. I. Morrow (5%) and Max Rogel (5%), to Thomas G. and Vicky Cutrer, and Oren V. and Ann Zimmerman (each 25%), d/b as Radio Station WJQS. Consideration \$175,000 and assumption of \$9,100 liability. Mr. Cutrer is employe of WSM Inc., Nashville, Tenn. Ann. June 16.

KMIS Portageville, Mo.—Seeks assignment of license from J. Shelby McCallum, Smith J. Dunn and Jewel P. White (each 33.3%), d/b as New Madrid County Broadcasting Co., to Smith J. Dunn (86.3%) and J. Shelby McCallum (33.3%), d/b as company of same name. Consideration \$15,000. Ann. June 17.

KFUN Las Vegas, N. M.—Seeks assignment of license from Southwest Broadcasters Inc., owned by Dorothy G. Thwaites, administratrix of estate of E. N. Thwaites, deceased, (99.4%), Dorothy G. Thwaites (5%), Robert Armijo and Helen L. Strubhar (each .05%), to Thunderbird Broadcasting Co., owned by Merle H. (98.2%) and Mida H. Tucker (9%), and V. F. Diggs (9%). Consideration \$135,000. Tuckers have interest in KGAK Gallup, N. M. Ann. June 16.

KBOM Bismarck-Mandan, N. D.—Seeks involuntary transfer of negative control of licensee corporation, Capital Broadcasting Inc., from F. E. Fitzsimonds, individually and as petitioner in summary administration (50%), to F. E. Fitzsimonds, individually (50%). Other stock is owned by Mr. and Mrs. C. J. Culver, as a family group (50%). No financial consideration involved. Ann. June 12.

KGRL Bend, Ore.—Seeks transfer of control of licensee corporation, KGRL Inc., from John H. McAlpine (100%) to Juniper Broadcasting Inc. (100% after), owned by B. D. Fancher, Dagmar Fancher, R. W. and Nancy Chandler (each 16.3%) and Glenn Cushman (33.3%). Consideration \$110,500. Chandlers have interest in Bend Bulletin, Bend, and LaGrand Observer LaGrand, both Oregon; Mr. Fancher is attorney; Mrs. Fancher and Mr. Cushman have local business interests. Ann. June 12.

KZIP Amarillo, Tex.—Seeks assignment of license from David P. Pinkston, Ray Winkler and Leroy Elmore (each 33.3%), d/b as Panhandle Broadcasting Co., to David P. Pinkston (66.3%) and Ray Winkler (33.3%), d/b as company of same name. Consideration: Mr. Pinkston is paying \$350,000 for Mr. Elmore's interest in both Panhandle and Western Broadcasting Companies. (See KPIK, below.) Ann. June 11.

KPIK Colorado Springs, KDAV Lubbock, Tex. and KPEP San Angelo, Tex.—Seek assignment of license from David P. Pinkston and Leroy Elmore (each 50%), d/b as Western Broadcasting Co., to David P. Pinkston (100%). Consideration \$350,000. Also see KZIP Amarillo, Tex. Ann. June 11.

Hearing cases

OTHER ACTIONS

■ Commission invited comments on proposed rule making, based on various petitions, to amend FM table of assignments as follows:

Reassign either channel 233 or 271, or both, from Minneapolis to St. Paul, or make either or both channels available to these cities on hyphenated basis.

Add 225 to Dubuque, Iowa, substitute 237A for 225 at Muscatine, and substitute 243 for 238 at Cedar Rapids.

Add 221A to Jacksonville, N. C., and substitute 249A for 221A at Beaufort. Action June 17.

■ By report and order in Doc. 15452, Commission substituted FM channel 266 for 245 in Columbus, Neb., and modified CP of KJSK Inc. to specify operation of KJSK-FM on channel 266 in lieu of 245 in that city; conditions: also substituted 294 (instead of 245 as proposed) for 266 at Norfolk, Neb. Commissioner Cox dissented. Action June 17.

■ By notice of proposed rule making, commission invited comments to alternate proposals by (1) Alvin O'Konski, permittee of WAEQ-TV Hurley, Wis., on channel 12 assigned Ironwood, Mich., to shift that channel to Rhinelander, Wis., and (2) M&M Broadcasting Co., licensee of WLUC-TV on co-channel 11 at Green Bay, to assign channel 4 to Rhinelander and leave channel 12 undisturbed. Commissioner Cox dissented.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 17

	Lic.	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS
						for new stations
AM	3,904		70		76	329
FM	1,144		31		201	259
TV	522 ¹		61		80	151

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 17

	VHF	UHF	TV
Commercial	513 ²	156	669
Noncommercial	56	50	106

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,895	1,136	521 ¹
CP's on air (new stations)	67	29	62
CP's not on air (new stations)	85	176	79
Total authorized stations	4,047	1,341	662
Applications for new stations (not in hearing)	202	218	71
Applications for new stations (in hearing)	93	34	58
Total applications for new stations	295	252	129
Applications for major changes (not in hearing)	193	50	41
Applications for major changes (in hearing)	43	4	11
Total applications for major changes	236	54	52
Licenses deleted	0	2	0
CP's deleted	0	2	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

Canadian concurrence would be required on either proposal. Commission deferred action on Mr. O'Konski's request for order to show cause why permit for WAEO-TV should not be modified to specify location at Rhineland instead of Hurley. Action June 17.

By memorandum opinion and order, commission denied petition by Boone Biblical College, licensee of KFGQ-FM on channel 257A in Boone, Iowa, to substitute channel 281 for 257A in that city and substitute 257 for 281 in Ames. Commission pointed out that KFGQ-FM could improve its coverage on its present assignment by increase in its power without depriving Ames of its sole Class C assignment. Action June 17.

Commission gives notice that April 27 initial decision which looked toward granting application of Middlesex Broadcasting Co. to increase power of WCNX Middletown, Conn., on 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, became effective June 16 pursuant to Section 1.276 of rules. Action June 17.

By order, commission (1) granted application by Hudson Valley Broadcasting Corp. for review of March 9 decision of Review Board which denied its application to relocate trans. site of WEOK Poughkeepsie, N. Y., and to continue from new site (a) its present daytime directionalized operation on 1390 kc with 5 kw and (b) to operate nighttime directionalized, with 1 kw; (2) afforded parties time to file briefs by July 17 and replies by Aug. 5, and (3) scheduled oral argument before commission en banc on Oct. 1. Action June 17.

By memorandum opinion and order, Commission denied petitions for reconsideration of March 11 grant of assignment of license of WBOY-TV (ch. 12), Clarksburg, W. Va., from Rust Craft Broadcasting Co. to Northern West Virginia Television Broadcasting Co., subsidiary of Fortnightly Corp. which owns CATV systems in Clarksburg and Fairmont, W. Va., with condition against simultaneous duplication of programs of WBOY-TV and WJPB-TV (ch. 4, Weston) on either cable. Petitions were by some subscribers of two CATV systems and Clarksburg Publishing Co. Commissioners Bartley and Ford concurred in result; Com-

missioner Loevinger dissented. Action June 15.

Commission announced its decision in Orlando, Fla., channel 9 remand proceeding which affirmed, with modifications, June 7, 1957 decision and reinstated grant of new TV (WFTV) to Mid-Florida Television Corp. and denied competing application of WORZ Inc.; also, granted application of Mid-Florida for license for regular three-year term. Action June 12.

By order, commission granted petition by KFAB Broadcasting Co. (KFAB), Omaha, Neb., for limited intervention, without prejudice to other appropriate relief, in June 19 oral hearing on five applications each for interim authority to operate facilities of Eleven Ten Broadcasting Corp. (KRLA), Pasadena, Calif. By separate order, scheduled order for presentation of parties and their allotted time and permitted each party to address itself to any of pleadings filed in this proceeding. Action June 12.

First state-wide educational translator system employing matching federal funds for construction was authorized by commission in granting applications by University of Utah for 18 new UHF translator stations to rebroadcast programs of its educational TV station KUED (ch. 7), Salt Lake City. Grants cover translator channel operation and service as follows: Three stations on channel 70 to serve, respectively: Torrey; Circleville, Kingston and Junction; Washington and rural Washington county; Two stations on channel 71 to serve, respectively: Milford and rural Beaver county; Escalante; Three stations on channel 72 to serve, respectively: Richfield and Monroe; Monticello and Blanding; Myton; One on channel 75 to serve Eskdale, Gandy and rural Millard county; Two on channel 76 to serve, respectively: Enoch and rural Iron county; rural Wayne county; Two on channel 80 to serve, respectively: rural Iron, Kane, Garfield and Washington counties; Orangeville and rural Emery county; One on channel 81 to serve Beaver City; One on channel 82 to serve rural Juab and San Pete counties; Three on channel 83 to serve, respectively: Columbia and rural Duchesne, Carbon and Emery counties; Virgin; Marysvale. On April 23 Department of Health, Education, and Welfare granted University of Utah \$239,322 to assist in con-

struction of noncommercial educational TV facilities. Action June 10.

By Order, commission denied application by Peachbowl Broadcasters Inc. (KUBA), Yuba City, Calif., for review of Dec. 6, 1963 decision of Review Board which granted application of International Radio Inc., to increase power of KGST Fresno, Calif., from 1 kw to 5 kw, continued operation on 1600 kc, D subject to no-presunrise operation with daytime facilities pending decision in Docket 14419. Action June 10.

By letter, commission directed Debs Memorial Radio Fund Inc. to refrain from further operation of WEVD New York beyond 6 p.m. until sunset, pending submission of agreement with WPOW Inc. (WPOW), also New York City, with which it shares time on 1330 kc. Action June 10.

By memorandum opinion and order, commission (1) designated for oral argument before Review Board protest by Southern Minnesota Supply Co. (KYSM), Mankato, Minn., to Aug. 14, 1963 assignment of call letters KISM to Progress Valley Broadcasters Co. for latter's new AM in Shakopee, Minn., to determine whether Progress Valley should be required to relinquish its call letters because of alleged confusion with KYSM; (2) made latter party to proceeding; and (3) withheld further action on Progress Valley application for license covering operation of KISM on 1530 kc, 500 w, D, pending outcome of oral argument. Commissioner Ford dissented. Action June 10.

Routine roundup

ACTIONS BY REVIEW BOARD

By memorandum opinion and order in AM proceeding in Dockets 14510 et al., (1) granted joint petition by Rockland Broadcasters Inc. and Rockland Radio Corp., Spring Valley, N. Y., for approval of agreement whereby Rockland Radio would reimburse Rockland Broadcasters for partial expenses incurred in prosecution of its application in return for latter's withdrawal; and (2) dismissed, but with prejudice, Rockland Broadcasters application. Member Nelson not participating. Action June 16.

By memorandum opinion and order denied petition by KPDQ Inc. (KPDQ), Portland, Ore., to enlarge issues in proceeding on its AM application. Action June 16.

By memorandum opinion and order in proceeding on applications of Paul Dean Ford and J. T. Winchester, London, Charles H. Chamberlain and Brown Publishing Co., both Urbana, all Ohio, for new FM's, held in abeyance further consideration of Chamberlain and Brown joint petition for approval of agreement whereby Chamberlain's application would be dismissed in return for payment by Brown for out-of-pocket expenses, pending receipt within 30 days, affidavits filed in compliance with requirements of this opinion and Sec. 1.525 (c) of rules concerning considerations paid or promised other than that reflected in agreement. Action June 15.

By order in proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind., dismissed motion by Broadcast Bureau to reopen record, without prejudice to refile same at some future date in event such action is warranted. Action June 12.

By memorandum opinion and order denied petition by Broadcast Bureau to dismiss for failure to prosecute application of Progress Broadcasting Corp. to change directional ant. system of WHOM New York.

Scheduled oral argument for July 14 in proceeding on AM application of Eastside Broadcasting Co., Phoenix. Action June 11.

Postponed June 16 oral argument pending further order in proceeding on AM applications of Prattville Broadcasting Co. and Billy Walker, both Prattville, Ala. Action June 12.

By memorandum opinion and order in proceeding on AM applications of Northwestern Indiana Radio Co., Valparaiso, Ind., Valley Broadcasting Kankakee, and Livingston County Broadcasting Co., Pontiac, both Illinois, in Doc. 8218 et al., denied motion by respondent WIBC Inc. (WIBC), Indianapolis, to enlarge interference issues with respect to Valley's proposed operation. Action June 11.

Granted petition by Broadcast Bureau to extend time to June 17 to file comments to joint petition by Valparaiso Broadcasting Co., and Porter County Broadcasting Co.

for action on their applications for new AM stations in Valparaiso, Ind. Action June 11.

■ Granted petition by Broadcast Bureau and scheduled oral argument for July 14 in proceeding on AM application of Brainerd Broadcasting Co., Brainerd, Minn. Action June 11.

■ Scheduled oral argument for July 9 in following AM proceedings: WGUN Inc. (WGUN), Decatur, Ga.; James S. Rivers Inc. (WJAZ), Albany, Ga.; and Coastal Broadcasters Inc., Colchester Broadcasting Corp., Herndon, and Prince William Broadcasting Corp. (WPRW), Manassas, all Virginia. Action June 9.

ACTIONS ON MOTIONS

By Commission

■ Granted joint petition by The Broadcasting Co. of the South and other TV licensees to extend time for filing comments from June 19 to July 15 and for replies from July 20 to Aug. 15 in matter of acquisition of community antenna television systems by TV licensees. Action June 11.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Norbertine Fathers to dismiss without prejudice application for new FM in Appleton, Wis. Action June 15.

■ Granted petition by Holton D. Turnbough and George J. Sliman, d/b as South Mississippi Broadcasting Co., to extent of dismissing, but with prejudice, application for new AM in Mississippi City, Miss., and terminated proceeding. Action June 15.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued June 15 prehearing conference to June 22 in proceeding on applications of Roswell Television and Taylor Broadcasting Co. for new TV stations to operate on channel 10 in Roswell, N. M. Action June 10.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Central Broadcasting Corp. and WCRB Inc. for new FM's in Ware and Springfield, respectively, both Massachusetts, in Doc. 15419-20, granted their joint motion to continue certain procedural dates and reschedule July 7 hearing for Sept. 14. Action June 16.

By Hearing Examiner Millard F. French

■ On own motion, rescheduled time of June 17 prehearing conference from 10 a.m. to 9 a.m., in proceeding on applications of Dirigo Broadcasting Inc., and Downeast Television Inc., for new TV stations to operate on channel 7 in Bangor, Me. Action June 9.

By Hearing Examiner Walther W. Guenther

■ At oral request of Charles A. Seaman, unopposed by other parties, continued June 19 prehearing conference to June 25 with understanding that counsel for all parties will meet during morning of June 25 to formalize stipulations to be presented at afternoon conference. Action June 17.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Springfield Telecasting Co. and Midwest Television Inc. for new TV's on channel 26 in Springfield, Ill., granted request of Broadcast Bureau to continue certain procedural dates, and reschedule July 21 hearing for July 28. Action June 12.

By Hearing Examiner H. Gifford Irton

■ Continued July 7 hearing to Sept. 22 in proceeding on applications of Skylark Corp., and Kingston Broadcasters Inc., for new FM stations in Kingston, N. Y. Action June 11.

By Hearing Examiner David I. Kraushaar

■ Approved agreements and understandings reached at June 16 prehearing conference in proceeding on application of Triangle Publications Inc. for new VHF TV translator at Johnstown, Pa. and, among other things, ordered hearing to commence, as scheduled, July 16. Action June 16.

■ In proceeding on AM applications of Marietta Broadcasting Inc. (WBIE), and Cobb County Broadcasting Co., both Marietta, Ga., in Doc. 15319-20, pending ruling on joint request for approval of dismissal agreement and dismissal of Cobb's application, rescheduled June 18 hearing for July 16. Action June 15.

■ In Paterson, N. J., UHF TV proceeding, granted petition by Bartell Broadcasters Inc. for leave to amend application so as to submit financial amendment; and by sep-

arate order, granted Bartell's request to extend time from June 12 to June 17 for exchange of direct written cases. Action June 15.

By Hearing Examiner Jay A. Kyle

■ Pursuant to June 17 prehearing conference in proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia and New Philadelphia, respectively, both Ohio, in Doc. 15429-30, scheduled certain procedural dates and continued July 20 hearing to date to be herein after determined. Action June 17.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized by order certain agreements reached and rulings made at June 11 prehearing conference in proceeding on applications of Symphony Network Association Inc., and Chapman Radio & Television Co., for new TV stations to operate on channel 54 in Fairfield and Homewood, respectively, both Alabama, in Doc. 15460-1, scheduled certain procedural dates and continued July 15 hearing to July 27. Action June 11.

By Hearing Examiner Sol Schildhouse

■ Granted petition by Ottawa Broadcasting Corp. (WJBL), Holland, Mich., for leave to amend its AM application to update its programing proposal and record certain changes in station personnel. Action June 10.

By Hearing Examiner Elizabeth C. Smith

■ Granted request of Grayson Enterprises Inc. to continue without date June 15

ETV fund grant

■ Following grant for educational television has been announced by Department of Health, Education and Welfare: Charlotte-Mecklenburg, N. C.—Charlotte-Mecklenburg Board of Education; funds to activate WTVI (TV) channel 42; total project cost \$284,657.

further prehearing conference in proceeding on application to increase power, change trans. site, and make other changes in facilities of KWAB-TV (formerly KEDY-TV), Big Spring, Tex. Action June 12.

■ Pursuant to agreement reached at June 10 prehearing conference in proceeding on applications of United Audio Corp., and Northland Broadcasting Corp., for new FM stations in Rochester, Minn., continued June 23 hearing to date to be fixed at further session of prehearing conference. Action June 10.

By Office of Opinions and Review

■ Granted petition by Broadcast Bureau to extend time to July 1 to reply to exceptions to initial decision in Salem, Ore., TV channel 3 proceeding. Action June 15.

■ In proceeding on AM applications of WNOW Inc. (WNOV), York, Pa., and Radio Associates Inc. (WBER), Warrenton, Va., in Doc. 14402-3, granted Radio Associates' petition to extend time to July 23 to file reply briefs. Action June 15.

BROADCAST ACTIONS by Broadcast Bureau

Actions of June 16

KSHE Crestwood Broadcasting Corp., Apollo Radio Corp., St. Louis—Designated for consolidated hearing applications of Crestwood Broadcasting Corp. to change frequency for KSHE (FM) from channel 234 (94.7 mc) to channel 299 (107.7 mc), with 25.5 kw, ant. height 240 feet; and Apollo Radio Corp. for new FM on channel 299 (107.7 mc), 81.6 kw, ant. height 382 feet.

WRYT-FM Pittsburgh, Pa.—Waived Section 73.210(a) (2) of rules to extent of permitting establishment of main studio beyond corporate limits of Pittsburgh at Wilkensburg, Pa., and granted CP to decrease ERP to 15.5 kw, and increase ant. height to 800 feet.

WGBS-FM Miami—Granted CP to change trans. location and remote control point to West Hollywood (WGBS site), install new trans. and new ant., and increase ERP to 100 kw, and ant. height to 285 feet; conditions.

■ Granted renewal of licenses for follow-

ing: KPLC Lake Charles, La.; KZOT Marianna, Ark.; WBMA Beaufort, N. C.; WESB Bradford, Pa.; WHEY Montgomery, Ala.; WNGA Nashville, Ga.; WWGO and auxiliary, Erie, Pa.

WBLT Bedford, Va.—Granted license covering installation of new trans.

WOKY Milwaukee—Granted mod. of licenses to change studio location.

WTVH(TV) Peoria, Ill.; WTVP(TV) Decatur, Ill.—Granted mod. of licenses to reduce aural ERP to 18.6 kw (main trans. and ant.); and to reduce aural ERP to 20 kw (main trans. and ant.).

KCMT(TV) Alexandria, Minn.; KNMT(TV) Walker, Minn.—Granted mod. of license to reduce aural ERP to 100 kw for KCMT; and CP to reduce aural ERP to 10 kw for KNMT.

*WMVT(TV) Milwaukee—Granted CP to change ERP to 228 kw (DA) visual, and 96 kw (DA) aural; change type trans., and make changes in equipment.

KTWO-TV Casper, Wyo.—Granted CP to replace expired permit to make changes (main trans. and ant.) for TV.

KTRG Honolulu—Granted CP to change auxiliary trans. location.

WFAF Farrell, Pa.—Granted CP to install auxiliary trans. at main trans. site, with DA-N.

KEYS Corpus Christi, Tex.—Granted CP to install auxiliary trans. at main trans. site.

KENM Portales, N. M.—Granted CP to change ant.-trans. and studio location to 1.1 miles northeast of Portales.

KBKX Elk City, Okla.—Granted CP to change ant.-trans. location to 2 miles west of Elk City, and change studio location, install new trans., and make changes in ground system.

WIFE Indianapolis—Granted CP to change ant.-trans. location, and make changes in ground and ant. systems (2 tower array).

WBFJ Bedford, Pa.—Granted CP to install new ground system.

K10EF, K11FR, Moffat County, Powder Wash, and Hiawatha, Colo.—Granted CPs to change orientation of transmitting ant. for VHF TV translator; and to include Hiawatha rural area in principal community, change type trans., and make changes in ant. systems for K11FR.

WBBR Travelers Rest, S. C.—Granted mod. of CP to change ant.-trans. and studio location.

Actions of June 15

WEZY Inc., Cocoa, Fla.—Revised order designating for consolidated hearing applications for new FM's to operate on channel 257 (99.3 mc); ERP 3 kw; ant. height 300 feet. Supersedes May 14 designation order.

K08CT, K10DE, K12DL Duchesne City and Strawberry River Area, Utah—Granted assignment of licenses of VHF TV translators to Duchesne County.

*WKAR-FM East Lansing, Mich.—Granted mod. of CP to install new ant.

Actions of June 12

WNBE-TV New Bern, N. C.—Granted license for TV.

Spartan Radiocasting Co., Brevard, N. C.—Granted CP for new VHF TV translator on channel 2, to rebroadcast programs of WSFA-TV (ch. 7) Spartanburg, S. C.

WFLB Fayetteville, N. C.—Granted license covering increase in daytime power.

WHPB Belton, S. C.—Granted license covering increase in power; redescribe main studio and trans. locations.

KHOS Tucson, Ariz.—Granted license for AM; specify main studio location; redescribe trans. location.

WTK Durham, N. C.—Granted license covering increase in power, installation of two new main trans. (main daytime and main nighttime), and changes in ant. system.

WSMA Smyrna, Ga.—Granted license covering changes in ant. system (increase height).

WPPA Pottsville, Pa.—Granted license covering installation of auxiliary daytime and alternate main nighttime trans.

WJAX Jacksonville, Fla.—Granted license covering installation of auxiliary trans. at main trans. site, while using non-DA.

KSLO Opelousas, La.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

*WIPR-FM San Juan, P. R.—Granted license covering changes in frequency, ERP, and ant. height, and installation of new trans. and new ant.; correct geographic coordinates.

KACE-FM Riverside, Calif.—Granted li-

Continued on page 87

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

• SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
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APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. *BROADCASTING* expressly repudiates any liability or responsibility for their custody or return.

RADIO—Help Wanted

Management

Ohio daytimer wants station manager with first ticket fully experienced in full operation including sales, news, copy, announcing, programing, technical. Box F-208, BROADCASTING.

Illinois. Opportunity for salesman announcer to manage branch studio. Box F-233, BROADCASTING.

Wanted: Assistant manager for medium market station. \$110 a week. Will do some air work. Send tape. Box F-242, BROADCASTING.

Excellent management opportunity in group operation with all stations located north-eastern United States. The opening is medium market, good volume, good operation showing profit. Need hard-working, emphasis on sales, with management background or qualifications. Box F-262, BROADCASTING.

Manager, strong on sales, midwest small market, staff of 5. Complete story, references, first letter. Write Box F-271, BROADCASTING.

Vice pres. for group of radio stations in substantially same area. Must be strong on sales. Excellent position for family man. Colleges and university close by. Box F-276, BROADCASTING.

Immediate need for general manager in single station West Texas Market. No high salary artists wanted. If you can run this station and produce you will be paid well because you will earn it. Present manager leaving only because I am helping him to buy into another station we have purchased. Send complete resume to: Box F-280, BROADCASTING.

Manager with eye toward ownership. Mid-west medium market. Excellent salary plus commission. Must have proven track record. Send full particulars. Box F-287, BROADCASTING.

Station manager, with strong emphasis on sales. You will join the most talked about, talented station in the intermountain west. If you can do the job, look forward to acquiring stock ownership in an expanding corporation. If you're looking for a 'Stepping stone' this isn't it. . . . If you're looking for a future, this is it. Complete resume to: Dan Libeg, KSNM radio, Pocatello, Idaho. Can you handle a daytimer with twelve employees?

Wanted manager for radio station in sunny Florida with previous experience in all phases of broadcasting and sales. 35 or over. Must stand inspection on previous record as this position will develop as the business grows. Many fringe benefits. Prefer licensed man. In replying give all details. WQXT, Box 2631, Palm Beach, Fla.

Manager for well established small market station. Prefer man with background in management, sales and programing. Write full details to general manager, Fort Angeles, (Washington) Evening News.

Sales

Baltimore. Experienced top salesman, capable of management. Good salary plus with top station, multiple chain. Please write fully. Box B-262, BROADCASTING.

Salesman with management potential. Must have successful Top 40 track record. One of country's best pop music stations located in first ten markets. On East Coast. Send resume, references and late picture. Box F-28, BROADCASTING.

Sales—(Cont'd)

Florida—Wanted—an aggressive experienced radio salesman who will have the opportunity to earn any amount he desires in a beautiful south Florida community. Salary plus commission. Send complete resume with references to: Box F-163, BROADCASTING.

Sales manager for northeast respected country-western operation. Well-rated and established in major market. We want aggressive worker with ideas. Send all details first letter. We'll reply in kind. Box F-219, BROADCASTING.

Illinois-Iowa group has openings for salesman and salesman announcer combo. Box F-232, BROADCASTING.

Sales manager position open one of our stations. Midwest. Experience in sales essential. Good guarantee plus incentive, retirement plan. Box F-277, BROADCASTING.

Work and play in colorful Colorado, vacation-land of booming Rocky Mountain empire. Opportunity for a salesman. Salary and commission. Write KCOL, Fort Collins, Colorado.

Dominant coastal station seeks ambitious salesman. Initiative more important than long experience. Salary plus commission. Send resume, references, photo to KGMI, Box 943, Bellingham, Washington.

Salesman wanted immediately for progressive 1000 watt station. Attractive compensation for right man. Permanent. Complete details 1st letter. Bob Cavanaugh, KSMN, Mason City, Iowa.

Virginia station seeks sales manager with announcing background and experience. Excellent opportunity for an individual to grow with one of the state's best known medium sized market stations. Salary plus commission arrangement. Apply with resume and if possible, with photograph to: J. W. Poole, Manager, WFLS, Fredericksburg, Va.

Immediated opening for radio salesman with desire and potential to advance to management position. Top income for man experienced in sports sales. Call collect or send resume to: Manager, WJOB, Hammond, Indiana.

Sales manager moving up, need thoroughly experienced, mature salesman capable of earning better than \$8,000 annually. Guarantee plus commission. Highly productive account list. Prefer minimum of 5-years radio sales background. No "pitchmen" need apply. Send replies to: Robert L. Whitaker, Vice President, WMIX, Mt. Vernon, Illinois.

Announcers

Need versatile announcer. Strong news, sports. Capable DJ. Northeast. Box E-322, BROADCASTING.

Announcer with experience in gathering, writing and handling local news. Send sample tape recording, snapshot and resume to Box F-36, BROADCASTING.

Mid-west 5,000 watter looking for top flight announcer with first phone. An opportunity worth investigating. Send complete resume, tape and minimum required salary to: Box F-199, BROADCASTING.

East coast near Baltimore first phone announcer. Send tape and resume. No drifters. Box F-212, BROADCASTING.

Announcers—(Cont'd)

Announcer-Mature, bright swinging dj for #1 station, New York state, top 40 experience. Send tape and resume to: Box F-223, BROADCASTING.

Can't anyone do a big top 40 job anymore without sounding stupid? Immediate opening—big city modern format station. Send tape and details. Box F-238, BROADCASTING.

Eastern daytimer needs announcer with 1st phone license. Opportunity to sell if desired. Box F-243, BROADCASTING.

Immediate opening for experienced versatile announcer for AM-FM-TV network station in east. Send tape, photo and resume to: Box F-244, BROADCASTING.

Expanding east coast adult music station has opening for two mature "pros." Skilled board ability essential for morning personality and house wife segment. Send complete resume including salary requirements plus tape to: Box F-249, BROADCASTING.

Announcer with 1st ticket. Michigan daytime station. Salary open-dependent on experience and ability. Opportunity for advancement. Send resume, photo, tape. Box F-263, BROADCASTING.

Fastgrowing regional station in Illinois, not Chicago, wants to add to its staff a young announcer who also write news. Fine opportunity to get ahead in a highly successful radio-newspaper group which needs alert, resourceful young men. Prosperous, progressive community, best working conditions, liberal salary, bonus, extra benefits. Send full details, audition to: Box F-270, BROADCASTING.

Opening. Deep south, well rated, net station for experienced good music, air personality must be stable. Able to express himself. No "top 40's". Salary commensurate with ability. Send air check resume, photo. Box F-279, BROADCASTING.

Need good southeastern announcer for top morning spot in medium market. . . . Prefer at least 5 years experience and would like permanent man who can advance in sales. Do you have morning personality sound? No collect calls—205-546-8115 or write, Box F-281, BROADCASTING with all particulars and tape. This may be advancement you've worked for.

Our 1st job opening in 3 years. Top 40 personality. Major market, excellent salary. Send aircheck to: Box F-291, BROADCASTING.

Lively one for medium metro swinger, sharp production, happy sound, midwest vacation land. Box F-292, BROADCASTING.

Morning announcer for suburban New York daytime programing better music. Excellent opportunity. Send resume quickly. Box F-310, BROADCASTING.

Adding one staff announcer middle of road music policy. Send tape and resume to KABI Box 455, Abilene, Kansas.

Immediate opening 1st phone announcer for 5000 ABC'r. KMON, 560 kc, Great Falls, Montana. Liberal middle road. 75,000 city population.

A man that can handle production, office routine and run a board shift two days a week. Please send tape and background information in first letter. Radio station KSOX, Raymondville, Texas.

Immediate opening for night man, 3rd phone, some experience. WVOS, Liberty, N. Y.

Announcers—(Cont'd)

Experienced announcer wanted to settle down in small town of 14,000 and become part of a stable community oriented operation. Preferably married and at least 25 years old. We have 17 staff members, well equipped with such things as Ampexes, five cartridge units, 4 mobile news cruisers etc., all housed in one of the most beautiful buildings in the nation. We offer security, stability, respect in the community, and good working conditions. Salary open but at least \$500 a month to start. Jim Lipsey, KWIX RADIO, Moberly, Missouri.

Immediate opening for two experienced announcers. Permanent position. Send photo, air check, resume and salary requirements. To Hamilton Masters, WAJF, Decatur, Alabama.

Immediate opening for experienced announcer with first phone. Send tape, resume, photo and salary requirements to WBCK, 390 Golden Avenue, Battle, Creek, Michigan.

Announcer with third class license to work with good commercial radio staff. Opportunity for young announcer to gain experience with growing organization. Position is fulltime. Contact Dale Adkins, WDQN, DuQuoin, Illinois.

Opportunity for announcer with sports and production experience at top station serving Chicago and the Calumet area. Call or send resume to: PD, WJOB, Hammond, Indiana.

Announcer, mid-morning, afternoon shift. 1-year old daytime station, New equipment, studio. 3rd class license needed. Send tape and resume to WMBT, P. O. Box 1530, Shenandoah, Penna.

Announcer with 1st class license wanted to start first of July on good music station, WQTE Whittier Hotel, Detroit, Michigan, 48214. Emphasis on announcing. Send full resume with first reply.

Immediate opening medium market sea shore resort. Announcer, first phone preferred. Larry Keene WSLT, 957 Asbury Ave., Ocean City, N. J. 399-1555.

Versatile announcer for middle road format. Air Mail resume, tape, salary requirements to WSTR, Sturgis, Michigan.

Morning announcer or copywriter with first phone for central Illinois kilowatt. No maintenance. Send resume, photo and tape. WTIM, Taylorville, Illinois.

Wanted immediately: Announcer-engineer with 1st phone for 5 kw daytimer station. Emphasis on announcing. Phone Mr. Oyster MO 4-8555 daytimes or 664-8293 evenings, Lapeer, Mich.

"Interpretive Announcing" will teach you what 95% of announcers will never learn by trial and error "Interpretive Announcing," the nationally recognized, copyrighted voice training system, available now in lecture series on tape. \$14.95 complete with commercial script. Broadcast Guild of America, Inc., 975 North 35th St., Milwaukee 8, Wisconsin.

Technical

Excellent opportunity for young combo man in upper midwest. Must be good maintenance man with some announcing. Permanent position. Send resume, tape and picture. Box F-179, BROADCASTING.

Chief engineer-announcer opening in August at mid-south station, stable operation. Basic duties as engineer. Announcing duties will average three hours daily. Interview necessary. Box F-197, BROADCASTING.

Chief engineer for suburban New York city daytimer. No other duties. Fine working conditions. Send information. Box F-311, BROADCASTING.

Chief engineer-announcer with sales experience. Salary plus commission. Send tape, resume. Gordon R. Rockett, KUSH, Cushing, Okla.

Immediate opening 1st class engineer-announcer. WHZN, Hadleton, Pa. Send resume and audition tape or call 455-5048.

Technical—(Cont'd)

Needed chief engineer for Illinois daytime station going FM. Some announcing, but emphasis on engineering. For full details contact Jack Hallstrom, WIZZ, Streator, Illinois.

Chief engineer for full-time, non-directional operation, experienced in production plus equipment and cartridge machine maintenance. Send complete resume to: Manager, WJOB, Hammond, Indiana.

Chief engineer opening—since 1950 WMIK has had three engineers. All worked full time—attended college part time. Results: one with Westinghouse, one at Oak Ridge, third going with engineering consulting firm. If you have desires to further your professional career with a college degree, we may have situation. Send your resume, career ambitions, and picture—Maurice K. Henry, General Manager, WMIK, Middlesboro, Kentucky.

First class who can maintain FM stereo station. Light announcing. Send resume to G. W. Smith, 801 N. Bush, Santa Ana, Calif.

Production—Programming, Others

Program-news director. Willing to work. Good pay for right man. Middle Atlantic. Box E-323, BROADCASTING.

Top-rated, format station in one of New York State's largest markets seeks newsmen with first class ticket. Rush tape, resume, and picture to Box F-101, BROADCASTING.

Program director for medium-modern pop format operation for station located in beautiful Great Lakes city in Mid-Atlantic region. Prefer organizer who will pull short air shift and direct entire program operation. Write stating full background and experience, including salary requirement to Box F-155, BROADCASTING.

Nationwide group operator seeks Admin. Asst. preferably with previous experience in programming, marketing research and publicity. Good future with diversified company. Complete resume to: Box F-202, BROADCASTING.

Management opportunity with expanding group operation for program manager. If you are college grad., approximately 28-32 with 5 years announcing or production experience, can produce award winning public affairs programming, direct operations, control music policy, supervise aggressive news operation, prepare editorials and are eager to do the job better than required so you'll get more responsibility you are our man! Salary open. Write, Box F-293, BROADCASTING.

News Director announcer. Prefer college graduate. Contact Don Uker, KDSN, Denison, Iowa.

RADIO—Situations Wanted

Management

Outstanding executive with wide experience in radio and television management. Presently employed as Vice President of firm outside broadcast field. Seeking top flight management or sales management position in radio and/or TV. Highly successful broadcast record. College graduate, married, family man, dependable, hard working, effective. Available on short notice. Will consider promising opportunity anywhere. Box F-165, BROADCASTING.

No fancy phrases, just 14 years sales, programming, management experience. Ready to work for you. \$14,000 minimum. Box F-174, BROADCASTING.

Proven record, manager . . . administrator. Age, 34, college, large family, 13 years experience, 8 management. Desires medium-large market. Would consider sales manager large market. Only top flight owner or organization need write. Excellent references will prove my abilities and readiness to advance. Box F-188, BROADCASTING.

Management—(Cont'd)

Billing down? Do you want it up or do you enjoy starving? 3 man management team on the air and in the street working for you. We have proven records of success with fresh unique approach. No rockers. Sponsors will fight to get on your station. Any market—you solve your billing blues. Combined total 33 years experience. Box F-189, BROADCASTING.

Manager available soon. 14 years experience all phases broadcasting. Age 40, reliable, conscientious. Box F-192, BROADCASTING.

General manager or sales manager—15 years experience in small and large markets. Have know-how to increase sales. Top management experience in metro market. California only. Presently employed. Compensation, \$12,500-\$15,000.00 range. Box F-239, BROADCASTING.

General manager—radio and newspaper background. Top sales and program leadership. Northwest preferred. Box F-250, BROADCASTING.

Twelve years experience—all phases. Presently selling . . . programming . . . announcing—plus managing. Five years present station. Seeking permanency. Box F-264, BROADCASTING.

Manager: Proven ability, experienced all phases. Now managing station I built. Friction among non-radio board of directors make me want out. Radio pioneer, network, independent background. Present station first year \$50,000 in town under 3,000. If you need "take charge" man, good moral and social standing, and will let me do the managing, I'm available on long term basis only. Salary and commission or bonus. Present earnings \$7,200.00 plus bonus. Prefer small to medium community. Write, Box F-262, BROADCASTING.

General manager—sales manager—sales—that offers minimum 1000 per month—4 profit making years G.M. radio small market—3 years sales manager radio big market—5 years radio-TV program director—sales manager medium market—former college prof.—best references. Box F-289, BROADCASTING.

Sales

Top notch salesman, first change in 7 years, exp. in TV and radio—want major market east or west. Box F-138, BROADCASTING.

Competent radio salesman looking for employment in north eastern location. No market to tough. Can sell under any condition. Can do good announcing job if needed. Box F-301, BROADCASTING.

California Station owners. Station having sales troubles? Contact KELLY BOYS, 1230 Maple, Yuba City, California. Telephone 742-1273. Flat fee and bonus. Success guaranteed or no bonus.

Announcers

Experienced top 40 announcer on the way up. Also good production techniques and news delivery. Box F-148, BROADCASTING.

C&W dj family man, third phone, w/endorsement, will sell, prefer California or southwest. Box F-176, BROADCASTING.

Top morning personality in three station market. Warm, adult provocative. Proven mail pull. First ticket. No hurry, want solid deal. Box F-201, BROADCASTING.

Are you looking for a tight, bright, top 40 dj with plenty of goods & ideas? 6 & a half years experience, key man at the present location just shy of 2 years. For tape & resume write, Box F-237, BROADCASTING. Better hurry though. Willing to relocate anywhere, prefer midwest or south.

Announcer 18 years interested Carolina's. Box F-240, BROADCASTING.

Announcer. Negro. Light experience. Exciting. Sparkling. Hip. Personality. Tape available. Box F-241, BROADCASTING.

Announcers—(Cont'd)

Specialist in classical music, comprehensive knowledge all recorded music—Some announcing. Box F-247, BROADCASTING.

Good music personality, experienced, hard working 3rd, college—southern California, prefer within 150 miles of L. A. Will consider others. Box F-252, BROADCASTING.

Not great; but good; major experience, want good pay, security. Box F-255, BROADCASTING.

Available October 1st. Six years broadcasting experience, Versatile, productive announcer. Box F-257, BROADCASTING.

Announcer/Copywriter. Good commercial and news voice. Quality copy. Straight staff. Box F-266, BROADCASTING.

Attention Florida . . . announcer, engineer seeks position, preferably top forty. Box F-272, BROADCASTING.

10 yr. Radio pro, adult personality. Married major markets only. Box F-278, BROADCASTING.

Experienced announcer dj. Family, personable, tight board, sales, authoritative newscaster. Box F-286, BROADCASTING.

Announcer, Negro. Light experience. Exciting. Sparking, hip personality. Tape available. Box F-288, BROADCASTING.

DJ, Gospel or rock-n-roll, like to establish self with new, growing station. Excellent news. Box F-300, BROADCASTING.

1st phone dj no maintenance. 4 years radio experience. 4 years theatre. Good pop music only. 29 years old, single, thoroughly professional in warm informal manner. Will go anywhere. Preferable Calif.-coastal area or near N. Y. also interesting in TV work. Box F-302, BROADCASTING.

Negro announcer dj bright personality. Authoritative newscaster. Family man, not a floater or prima donna. Box F-305, BROADCASTING.

Experienced dj combination man. Copy writer, news editor, age 24, will work anywhere in the U.S.A. Box F-306, BROADCASTING.

Stop here! Modern, bright, seasoned air performer-program-production man with strong number one ratings in metro markets ready to tackle new challenge! Single, reliable, experienced over ten years, good references, ambition unlimited. Will deliver highly professional air work, programming and production. Prefer east . . . particularly New York state . . . but will consider others. For particulars write Box F-309, BROADCASTING.

Gal dj-announcer—sales—news—clerkal—writer—responsible—please write, 134 Benefit Street, Apt. 6, Providence 3, R. I.

College, age 24, family, adaptable to any operation. Minimum experience. Tape upon request. Phone 717-232-7679 or write Robert W. Foor, Jr., 226 Woodbine St., Harrisburg, Penna. 17110.

First phone announcer interested in relocating in Kentucky or bordering state. 10 years experience from staff announcing to management. Family man. Energetic. Available immediately. Phone Williamsburg, Kentucky 6617.

Announcing opportunity. College degree (English), commercial ticket, some board, references. Will Smith, 1003 Bluegrass, Louisville, Ky.

Negro songwriter seeks line up of stations for his new program format, popular personality prerecorded programs. 3 times weekly \$25.00. William "Bebop" Lewis, Box 3684, San Diego, Calif.

I have developed a new concept in adult appeal programming! Entire show is sold out in half blocks. Top ratings in this five station market. Currently on the air live all seven days. Will do likewise for your evening time slot. Complete audition package including documentary proof of sales and listener response plus an actual evenings music list. Six years experience. PD experience. 24, married, family. Jack Du Long, 202 South 39th Street. Billings, Montana.

Announcers—(Cont'd)

Female dj, 18, 1st phone, no experience. Dying to do top-40, like to learn engineering. Calif. only. Cathi Murry, 805-483-4065.

Immediately available experienced announcer-dj with a preceptive knowledge of broadcasting, for middle of the road or top 40 sound. Can fill your need for creative local production. Experienced in local news coverage. Last position in five station market. Now looking for permanent situation where I may become part of an active station in a small to medium market. College grad. with B.S. degree in broadcasting. PD experience, award winner in news field. Hard working and dependable. Write Box 576 San Leandro, Calif. tape and resume or call 415-357-7425.

Girl—radio/TV — announcing — clerical — sales — responsible — trustworthy — please telephone, 401-421-7349; Write Apt. 6, 134 Benefit St., Providence 3, R. I.

Attention tiger radio-center ringmaster available June 27. 28 years old college grad with seven years experience management, promotion, programming, news, announcing, continuity, production. Consider all good offers, prefer medium market; PD Ratings, recommendations, resume, tape on request. WRITE G. E. F., 1538 Ninth, Des Moines, Iowa.

Canadian with 12 years experience desires position in American radio. Programming, production, morning dj. Call 705-726-8772. Tape and resume available now.

Announcer, third phone element 9. Radio school graduate. Phone 622-2100, Pottsville, Pa.

Experienced announcer desires position in northeastern Pennsylvania station. Tight board, good production and promotion, third class license. Further information on request. Write 549 James Street, Hazleton, Pennsylvania.

1st phone announcer, available immediately, no maintenance. Strong news delivery, good commercials, tight board. Veteran, limited experience, locate anywhere. William Ferrone, 32 Taylor St., Waterbury, Conn. 753-7880.

Announcer 1st phone. 8 months experience, good voice, \$115/wk. Call 201-SO-8510.

Technical

Chief engineer—announcer, major market experience. Minimum \$125. Available now. . . . Write, Box F-258, BROADCASTING or phone 305-743-5814.

Studio and transmitter engineer looking for residency in southwest only. Preferably Arizona or New Mexico. Minimum \$450.00. Box F-283, BROADCASTING.

Experienced first-phone engineer with college degree and a little announcing experience. Presently in Ohio, but will relocate. Box F-297, BROADCASTING.

Well qualified engineer desires position AM-FM station or will contract maintenance of two or more stations. Will relocate. Presently chief engineer AFRTS AM-TV Thule, Greenland. Available 15 July. Write L. Hammack, 828 North Lincoln Avenue, Pittsburgh 12, Penna.

Production—Programing, Others

Experienced sports director play-by-play all sports. Strong on news and special events. Box F-56, BROADCASTING.

Experienced and enthusiastic PR man with broadcasting background. Single. Free to travel. Presently employed. Box F-172, BROADCASTING.

Award winning news and special events man. Can write and produce low cost prestige shows. Can do all aspects of news. Presently top 40 market station. College graduate. Administrative ability. Married. Excellent record, references, appearance. Six years in radio. Box F-187, BROADCASTING.

Production—Programing, Others

Continued

News reporter-writer, 100,000 circulation newspaper, seeks radio-TV news job, age 27, family. Box F-211, BROADCASTING.

Seven years experience—3 on camera TV—strong on air sales—can swing any shift—very strong production-programing-good news—can write copy—am salesman—made station manager in 6 years by hard work and ability. Station sold—I'm out. Available August 1st—\$185.00 minimum. Box F-253, BROADCASTING.

Experienced Negro newsman. College. Writer, editor. Mobile unit news coverage. Live and beeper phone interviews. Six years experience in nation's number one market. (eastern) Polished, authoritative delivery. No regional accent. Only interested in station that strives to supersede any competitor. I thrive on competition with tremendous team spirit and cooperation. I am definitely not a "rip and read" newscaster. Desire opportunity to break into television. Prefer personal interview. Box F-261, BROADCASTING.

Production, program or operations manager. Ten years experience includes major markets. Available for major markets only. Box F-267, BROADCASTING.

Experienced sportscaster with strong commercial delivery desires active sports station. Family man, 30, best of references. Box F-275, BROADCASTING.

Program Director—15 years radio & TV experience. Good music only. Now employed. Air work optional. Strong on News. Box F-284, BROADCASTING.

Newsman — Announcer/salesman prefers news position in Minnesota or surrounding area. College age 28, top references. Box F-286, BROADCASTING.

Football free lance. Want fall free lance play-by-play weekends. 15 years radio TV experience includes major colleges. Tape and brochure on request. Box F-295, BROADCASTING.

News editor. Over eight years experience in major markets. Accurate, efficient under pressure for hourly deadlines. College degree. Box F-303, BROADCASTING.

Serious radio newsman looking for station where news is important. Experienced in gathering, writing, and airing. College and announcing school graduate, first phone. Box F-307, BROADCASTING.

Attractive female with past (10 years broadcasting) seeks handsome job with future (\$600 to start). Box F-308, BROADCASTING.

Young woman who writes continuity, does commercial and comedy production with originality and flair. Experienced continuity director, announcer. Resume, sample copy and tape, Box F-312, BROADCASTING.

Experienced sports director, radio-TV, now in top 10 market. Highest ratings references top men in Broadcasting & sports. Phone 314-FO 1-8300, ext. 218 or Box F-314, BROADCASTING.

Summer replacement. Try sound dependable older man. Vast newspaper experience; twenty years radio, top stations. Ten years television. Also have own programs. Handle anything except technical in station. Robin Flynn, 473 West End Avenue, New York 24.

TELEVISION—Help Wanted

Technical

TV video tape supervisor, 1st phone. Heavy on maintenance of Ampex VTR. Good salary and excellent working conditions. Also studio lighting technician should have experience on remote, lighting and maintenance of equipment. Send qualifications and references. to: Box F-259, BROADCASTING.

TELEVISION—Help Wanted

Technical—(Cont'd)

NBC affiliate has immediate opening for TV technician experienced in studio maintenance and operation. Must be ambitious, dependable and have 1st phone license. Replies held in confidence. Send qualifications, references to Chief engineer, KTAL-TV, Shreveport, Louisiana.

Experienced studio maintenance technician, permanent position, first phone, CBS affiliate, large market, progressive and stable management, well equipped, RCA cameras, Ampex videotape, technical development encouraged, initiative and originality recognized, good fringe benefits, salary open. Send qualifications, references, and recent photograph to Chief engineer, WLAC-TV, Nashville, Tennessee.

Production—Programing, Others

TV commercial continuity writer in top hundred station located in midwest. Include full details with wage required in original application. Box F-191, BROADCASTING.

Newsman for combined radio-television operation in midwest. Group station building quality, aggressive news department. Send resume, photo, audio tape, and salary requirements to: Box F-245, BROADCASTING.

Film Editor—News, features, documentary, with knowledge of double system editing. Complete resume with first letter to Film Director WJAR-TV, Providence, R. I.

Reporter for vacancy on aggressive, five-man television news staff. Journalism graduate with some broadcasting experience, capable of gathering, writing, editing and broadcasting news. Write Personnel Manager, WDBJ-TV, Roanoke, Virginia.

Program director—leading VHF has opening for pd. with proven administrative ability or who is ready to move up to such a position. The man we are seeking must be well grounded in all phases of TV program operation and capable of handling certain important performing assignments, including either a daily news or weather show. Send complete information, photo, SOF, or VTR to WSAV-TV, Savannah, Georgia. All replies confidential.

TELEVISION—Situations Wanted

Management

Program director thoroughly experienced both AM & TV programing, 12 years experience. College background includes BA, MS, creative, proven record. Currently employed top market. Box F-248, BROADCASTING.

Announcers

Triple Threat man—Children's entertainer, producer, salesman. Experienced, network quality. Box F-224, BROADCASTING.

Polished announcer. Good appearance. Flexible. Twelve years experience. Television and/or radio. Box F-269, BROADCASTING.

Technical

First phone engineer. Experienced UHF-VHF. Box 2361, El Cajon, California.

Production—Programing, Others

Do you need a man with more than a decade of television experience with a leading group operation in a top ten market? A man who is responsible, creative, and industrious? A man with AAA management potential and production know-how, a proven ability in public affairs, news, promotion, sports specials, and documentaries. . . Then look no further. Write, Box F-169, BROADCASTING.

Newsman—University of Missouri TV Journalism—63 graduate completes service July 24th—Experience on-camera, news writing and editing at Missouri. Box F-175, BROADCASTING.

Ten years experience seven in AM, three in FM, two in TV. Looking for position with responsibility in TV. Box F-299, BROADCASTING.

Production—Programing, Others

Continued

Desire network quality in local TV news? With voice and air presence second to none, you'll never take a back seat with this reporter! 13 years experience, radio and television. Degree in English and speech. Now producing and airing high rated TV news feature program. 3 years with current employer, this family man is looking for a news or documentary slot with future and salary more commensurate with abilities. Primarily interested in air work, but exceptionally competent in writing, filming and editing. Highly recommended by past and present employers. Will travel for personal interview if you're willing to pay for quality and hard work. VTR and complete resume available. Box F-254, BROADCASTING.

Producer-director offers ten years heavy, live/VTR production experience in commercial/educational in exchange for production manager's position. Will consider producer-director with advancement opportunity. Presently employed, family, university degree. Box F-256, BROADCASTING.

Scrub floors—move cameras—produce or direct—play talent B.S. degree plus PD radio Sw. Box F-274, BROADCASTING.

Director-announcer-writer able. Creative. Believable 8 years experience \$125 minimum. Dave Davis 319-652-3144.

WANTED TO BUY

Equipment

Turn unwanted broadcast equipment into cash! Send list, description, price. Broadcast Equipment, Box 3141, Bristol, Tennessee.

Need 25 kw high-band television aural amplifier. Would prefer RCA type TT-25AH or BH. Write stating location, price and condition. Box F-228, BROADCASTING.

Used . . . twelve inch turntables in fair to good condition, complete with arms. Send your offer to Dan Libeg, KSNM, Pocatello, Idaho.

AM transmitter in good operation condition for use as standby on 1330 KC. Either 250 Watt or 1 kw. Prefer Collins 300 G. Contact E. M. Tink, VP Eng., Black Hawk Broadcasting Company, Waterloo, Iowa.

Wanted: Gates M5633-A sub carrier generator. Box F-290 or phone 703-536-9400.

5 kw FM transmitter and associated equipment. State age, condition, model, price, etc. Contact Chief engineer, WPGF Radio, Box 696, Burgaw, N. Carolina.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofund, 440 Columbus Ave., N.Y.C.

Everything in used broadcast equipment. Check with us first. Broadcast Equipment, Box 3141, Bristol, Tennessee.

1500 feet 3/4" UHF transmission line MI #19089 available Sept. Contact Morris Barton, KSLA-TV, Shreveport, La.

For Sale: General radio 731-B modulation monitor in excellent condition. First check for \$250.00 to Jimmy Richardson, P. O. B. 649, Palestine, Texas.

Complete Schafer 1200-C Automation, consists of master control, one MU-1, four PB-2, one AT-2500 audio clock with two PB-2 units, two S-200 spotters, one M4 memory record unit, three M6 memory playback units. Very good condition. M. N. Barwick, 767—41st Street—Miami Beach, Fla.

4 Bay Andrews antenna Gray equalizers, Ampex 600 1/2 track 2000 cs G.E. 10 watt microwave transmitter and receiver. Box F-260, BROADCASTING.

For sale: Virtually new two Model A 314X Crown playbacks \$450.00 each, one model 802 record playback \$750.00. Best offer accepted. Box F-268, BROADCASTING.

FOR SALE—(Cont'd)

Tripods Houston-Fearless all metal TV camera tripods with heads. New in original package. \$725.00 value for \$325.00 each plus shipping. Only six left. Steven Welsh, 6240 North Tripp Ave., Chicago 46, Ill.

Parabolic antennas, six foot dia., new, solid surface with hardware, dipole, etc. \$100.00 each. S-W Electric Cable Company, Wilow & Twenty-Fourth Streets, Oakland California. 832-3527.

Like new 93-2A late production Concertone. 4 heads. \$750.00. Photo and full information on request. Box F-285, BROADCASTING.

Helix cable, latest type Andrews H8, less than 2 years service. Perfect condition. On spool ready to ship, cost \$2,300.00, will sell for \$1,000.00 cash FOG San Antonio. Ed Shook, Chief Engineer, KEEZ, San Antonio, Texas. 512-CA 6-7001.

1—Ampex model PR 10-1 recorder 7 1/2-15 ft. without case—New condition—\$849.00. Contact Mr. Cook, Shrader Sound, Inc., 2803 M St. N. W. Washington, D. C. 202-965-1300.

Mobile unit, Red Nash metro, lettered, Motorola 2-way, excellent condition, priced right, Jay Russell, WHUT, Anderson, Indiana.

Raytheon KTR-1000A one watt complete microwave, cameras, terminal radio and TV equipment. Box F-313, BROADCASTING, 212-EN 2-5680.

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.

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

Hollywood highlights—fifty 15 second voice reports by Lee Gordon, with personal identifications as "KKKK's Hollywood Correspondent." Profitably aired by stations from coast to coast. Box F-80, BROADCASTING.

Religious Sponsor list. Names and addresses of over 900 religious time buyers. Individuals, organizations and agencies interested in radio time. This mailing list compiled from national advertising in religious periodicals. \$600 buys this list, exclusive in your market. \$250 buys this list on a non-exclusive basis. Box F-37, BROADCASTING.

Audio News—your choice of 28 or 40 daily actualities and voice reports from San Francisco, Washington, New York and other key news centers. Personalized identification of your call letters and exclusive market guarantee. Special delivery eliminates phone cost. Write Box F-75, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295.- private rooms \$10 per week, job placement free. Classes begin June 30,-Aug. 4,-Sept. 8,-Oct. 13.-Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

We suspect that our mail has been returned to the sender because of an error made by the Post Office. If this has happened to you please contact us again. Radio Engineering Inst., 1336, Main St., Sarasota, Florida.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

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. Not a Q and A course. Get your license and a working knowledge of electronics. This is space City's Texas-sized opportunity. Next class June 29th. Houston Institute of Electronics, 904 M and M Bldg., Houston, Texas.

Our graduates are working in top jobs all over the northwest. 1st phone—6 weeks home study—6 weeks residence—announcing, programing, newscasting, sports casting, taught by pro's. Next class starts July 6th, 1964—Call or write Pacific Northwest Electronics Workshop, 409 S. W. 13th Ave., Portland, Oregon—228-8376.

Management

MANAGER WANTED

Illinois Full Timer in Medium Sized Market. Needs to be successful and strong on sales and on handling of administrative functions and personnel. Excellent chance of advancement for right man. State salary requirements and previous experience. Send photo. All inquiries held in strict confidence.

Box F-186, BROADCASTING

Production—Programing, Others

WANTED PROGRAM MANAGER

Who can be the market's outstanding DJ personality, get top performance from his staff and originate excellent station and advertiser production. This is a 5000 Watt Network operation in one of the top 25 markets, with DJ personalities playing middle-of-the-road pop music. Salary not less than \$12,000 per year.

Box F-236, BROADCASTING

Production—Programing, Others Continued

CONTINUITY DIRECTOR

Experienced, creative radio commercial copywriter. Strong emphasis on creativity and production. Production aids available. Company paid benefits. Salary open. Send complete resume and references. WICC, 2190 Post Road, Fairfield, Connecticut.

Situations Wanted—Management

IF YOU ARE SEEKING A STATION MANAGER OR KEY BUSINESS EXECUTIVE

An alert, experienced manager is available. Capabilities include more than 15 years total experience in a key network position and general manager of a prime-market station. Ability to work with people and get the job done; a keen appreciation of finances and the ability to set policy and procedure on a profitable as well as promotional basis. Good references, stable personality, not afraid of responsibility.

Box F-288, BROADCASTING

Production—Programing, Others

SPORTSCASTER/DIRECTOR

9 years play-by-play Basketball, Football, and Baseball.

If you're looking for a professional sports announcer who takes pride in doing a good job and who can accurately and colorfully describe action in such a manner that the listener knows exactly what's happening at all times, call or contact:

Ray Goss, 1330 Water St.
Indiana, Pa. 15701; 413-465-2276

NEWS & PUBLIC AFFAIRS SPECIALIST

Excellent - reporter - writer - cinematographer-producer. 12 years radio & TV news. Many awards for news direction and public affairs programs. Frequent network appearances—finest industry references. Working knowledge of Spanish language. Now heading 15 man Washington, D. C., bureau of international news organization. Want challenging, rewarding assignment.

Box F-198, BROADCASTING

TELEVISION—Help Wanted—Sales

CENTRAL PENNSYLVANIA TV STATION

desires top notch salesman. Excellent opportunity—Security—Company benefits—Complete details first letter to:

Box F-294, BROADCASTING

Announcers

Wanted Yesterday KID PERSONALITY

to take over established daily program in top 50 market. Good salary plus talent. Some booth work. VTR or recent Kini will be requested. Send resume, pix, proof of performance and honest salary requirement.

Box F-104, BROADCASTING

Situations Wanted—Management

TELEVISION PROGRAM MANAGER

Twelve years of diversified TV experience in Programing, Production, Film Buying & Scheduling, TV & Live Commercial Production, Promotion & Publicity, News & Public Affairs, Talent & Personnel, Sales & Sales Service, and Complete Administration of Daily Operations. Available late July or August. Prefer Medium or Large VHF in Southwest, Midwest, or Far West. For Complete resume & References, write or wire:

Box F-273, BROADCASTING

Production—Programing, Others

TV NEWSMAN WHO CAN DELIVER OR KEEP NUMBER ONE RATINGS

Got 53.1 in New Orleans! Average highest ever (14.9) in highly-competitive Los Angeles! The best credentials! Six years Foreign Correspondent; Korean War for MBS; South America for NBC; Former INS Bureau Chief; Author of over 300 nationally-published magazine articles. Winner of George Washington Career Memorial Award, 1962; TV Emmy Nomination for news, 1961. A news-wise on the air personality who can deliver for agencies and you. Authoritative, imaginative, (and if you want, controversial). A man who's never lacked for sponsors, influence or network cut-ins.

Now looking for happy home in pretty town where kids can be well-educated, life can be pleasant. Americanism means something and hard work is appreciated.

Write:

Box F-246, Broadcasting
Phone Area Code 213-784-1307

EMPLOYMENT SERVICE

COME WHERE THE FUTURE IS!

Texas needs all types

BROADCAST PERSONNEL NOW!

For free listing and/or information, write Texas Association of Broadcasters, 1004 International Life Building, Austin 2, Texas.

WANTED TO BUY—Equipment

WANTED

Completely Equipped Television Remote Unit preferably with truck

Need at least three camera chains with full compliment of long range lens; also need one or two video-tape recorders for any or all of above.

Box F-265, BROADCASTING

WANTED TO BUY—Stations

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

FOR SALE

Stations

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

FOR SALE—Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

NETWORK TV

Highly profitable absentee owned TV in three station Mid-West market. \$800,000 cash plus assumption of liabilities.
Box F-235, BROADCASTING

Licensee of 1 Kilowatt daytimer in Osceola County, Florida wishes to sell its interest to a qualified Broadcaster for small monthly payment for amount we have in it. We are not legally obligated to buy or lease the equipment and real estate formerly used by this station. This can be bought or leased from another party or built from start. Call 304-498-2002 for details.

EMERGENCY SALE! Illness

*Major Market (top 13) *Excellent Potential *\$160,000 (29% down)
No principal payments for 2 years.
Box F-251, BROADCASTING

FLORIDA MAJOR-MARKET FM AVAILABLE

More than 1,000,000 population in service area. Audience ratings rising rapidly, now bigger than many AM's. Sales volume also rising rapidly... Now running 55% above previous year. Important tax loss advantages. A delightful area for living. Available at cost because of disagreement among partners.
B. J. Jordan—Phone MU 7-5428
141 E. 44th St. Room 805
New York, N. Y.

N. H.	single	daytime	\$100M	terms
N. C.	small	regional	90M	29%
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

STATIONS FOR SALE

- | | |
|---|--|
| 1. WEST SOUTH CENTRAL. Metro market. \$20,000 down. | 3. SOUTHEAST. Metro market. \$30,000 down. |
| 2. PACIFIC NORTHWEST. Medium market. \$25,000 down. | 4. SOUTHWEST. Exclusive. Daytime. \$75,-000. 29% down. |

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 81

cence covering changes in ant. system, and installation of new trans.

WAVQ(FM) Atlanta, Ga.—Granted license covering installation of new ant.

KTCS Fort Smith, Ark.—Granted CP to change ant.-trans. and studio locations.

KDNT Denton, Tex.—Granted CP to change ant.-trans. location to 4 miles southeast of center of Denton.

WHSB(FM) Alpena, Mich.—Granted mod. of CP to change name to Huron Shore Broadcasters Corp.

WWCO-FM Waterbury, Conn.—Granted request to cancel CP for new FM. Call letters deleted.

WVTS(FM) Terre Haute, Ind.—Granted request to cancel SCA on sub-carrier frequency of 67 kc.

WENG Englewood, Fla.—Granted extension of completion date to Dec. 1.

■ Granted licenses for following: WDJK (FM) Smyrna, Ga.; KEVE-FM Golden Valley, Minn., and change licensee's name to Minneapolis-St. Paul Radio Broadcasters; WLYN-FM Lynn, Mass., and specify type trans., and ant. height as 175 feet.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: WFPA Fort Payne, Ala., and redesign main studio and trans. location; WSHB Raeford, N. C., redesign trans. location same as main studio location and correct geographic coordinates; KXAR Hope, Ark.; WSSO Starkville, Miss., and specify type trans.

■ Granted licenses covering increase in power and installation of new trans. for following: WKEE Huntington, W. Va.; KAH1 Auburn, Calif.; KBLE Seattle, and change station ant.-trans. and studio locations; conditions.

Actions of June 11

WTAG Worcester, Mass.—Granted mod. of license to change name to Worcester Telegram & Gazette Inc.

WOLF Dothan, Ala.—Granted mod. of license to change name to Agnes W. (Dowling) Simpson, trustee of WOLF trust.

WHAK Rogers City, Mich.—Granted mod. of license to change name to Huron Shore Broadcasters Corp.

*WBUR(FM) Boston—Granted mod. of license to change name to Boston University, School of Public Communication, Division of Broadcasting and Film.

Columbia Broadcasting System, Inc., New York—Granted CP and license to add 16 Comrex A207 with C207 amplifiers, and emission for low power auxiliary station; conditions.

KEEZ(FM) San Antonio, Tex.—Granted CP to increase ERP to 81 kw.

KSDO-FM San Diego—Granted mod. of CP to decrease ERP to 36 kw (horizontal), and 20 kw (vertical); increase ant. height 580 feet (both horizontal and vertical); move ant.-trans. location to La Mesa, Calif., change type ant. and type trans., and specify studio location.

WIZZ-FM Streator, Ill.—Granted mod. of CP to change type ant., increase ERP to 2.95 kw, and decrease ant. height to 140 feet.

WDBL-FM Springfield, Tenn.—Granted mod. of CP to change type trans. and type ant.

■ Following were granted extensions of completion dates as shown: WERX Wyoming, Mich., to Aug. 25; WETU Wetumpka, Ala., to Oct. 15; WMTL Leitchfield, Ky., to Aug. 1; KUDY Spokane, Wash., to July 29; WXYC Fort Myers, Fla., to Aug. 14; WFPG (auxiliary trans.) Atlantic City, N. J., to Aug. 1; KPOL-FM Los Angeles, to Aug. 1; WRSJ-FM Bayamon, P. R., to Aug. 1; WCEN-FM Mt. Pleasant, Mich., to Sept. 15; WWOL-FM Buffalo, N. Y., to Aug. 24; WHPL-FM Winchester, Va., to Nov. 15; WCTA-FM Andalusia, Ala., to Aug. 1; WRLM(FM) North Attleboro, Mass., to Nov. 14.

Actions of June 10

KDKA-TV Pittsburgh—Granted mod. of license to change aural ERP to 10 kw (main trans. and ant.); ant. height 990 feet.

KOLO-TV Reno—Granted mod. of license

to reduce aural ERP to 15.5 kw (DA); ant. height 2,930 feet.

KYW-TV Cleveland—Granted CP to reduce aural ERP to 10 kw, and change type aural trans. (main trans. and ant.).

WOR-TV New York—Granted CP to reduce aural ERP to 20.63 kw.

*WCWP(FM) Brookville, N. Y.—Granted CP to replace expired permit for new non-commercial educational FM.

WMAL-FM Washington—Granted CP to install new ant.; increase ERP to 24.5 kw (both horizontal and vertical); and decrease ant. height to 410 feet (both horizontal and vertical).

KFRE-FM Fresno, Calif.—Granted CP to install new trans. and new ant., increase ant. height to 1,950 feet, and change ant.-trans. location (no change in site description).

WFMG(FM) Gallatin, Tenn.—Granted CP to install auxiliary ant. (auxiliary trans.)

WKFM(FM) Chicago—Granted CP to install new ant.

WMAL-FM Washington—Granted mod. of SCA to delete operation with subcarrier frequency of 65 kc and add operation with subcarrier frequency of 67 kc (also continue using subcarrier frequency of 26 kc).

KIMO Hilo, Hawaii—Granted authority to operate with sign-off at 6 p.m., daily, for period ending Sept. 1.

KFNF Shenandoah, Iowa—Granted extension of authority to operate with sign-off at 7:15 p.m., Monday through Saturday, and 7:30 p.m., Sunday, except for special events, for period ending Aug. 16.

KGUC Gunnison, Colo.—Granted extension of authority to operate from 7 a.m. to 7 p.m., Monday through Saturday, for period ending Sept. 1.

■ Following were granted extensions of completion dates as shown: WVEC (auxiliary) Hampton, Va., to Aug. 1; KLOU Lake Charles, La., to Aug. 1; WVCB Shalotte, N. C., to Aug. 1; WIVI Christiansted, V. I., to July 25; KYOK Houston, to Nov. 17; KEEN San Jose, Calif., to Aug. 1; WPVL Painesville, Ohio, to Oct. 13; *WVTS(FM) Terre Haute, Ind., to Sept. 28; WAWR-FM Bowling Green, Ohio, to Sept. 30; KSJO-FM San Jose, Calif., to Sept. 1; WHTG-FM Eatontown, N. J., to Oct. 29; WINF-FM Manchester, Conn., to Oct. 20; WIAC-FM San Juan, P. R., to Aug. 10; KTAL-FM (auxiliary trans.) Shreveport, La.-Texarkana, Tex., to Nov. 12.

Action of June 9

WBJA-TV Inc., Conklin, Dickinson and Southside, Binghamton, N. Y.—Granted CP for new UHF TV translator on channel 70, to rebroadcast programs of WBJA-TV (ch. 34), Binghamton, N. Y.

Actions of June 8

Slater Butte Translator Co., Fort Goff, Happy Camp and North Indian Creek, Calif.—Granted CP's for new VHF TV translators on channels 11 and 13, to rebroadcast programs of KVIQ-TV (ch. 6), and KIEM-TV (ch. 3), both Eureka, Calif.

Chama Valley Television Service, Chama and vicinity, N. M.—Granted CP's for new UHF TV translators on channels 74 and 76, to rebroadcast programs of KOAT-TV (ch. 7), and KGGM-TV (ch. 13), both Albuquerque, N. M.

Fines

■ By memorandum opinion and order, commission ordered Tennessee Valley Radio and Television Corp. to forfeit \$500 for willful or repeated violations of rules by WMSL-TV (ch. 23) Decatur, Ala., for failure to comply with log-keeping requirements. Licensee's response gave no cogent reasons to warrant reduction of the penalty specified in April 1 notice of apparent liability. Licensee has 30 days to apply for mitigation or remission of forfeiture. This is first forfeiture ordered solely for such violation. Action June 10.

■ By memorandum opinion and order, commission ordered Seven League Productions, Inc., to forfeit \$500 for willful and repeated violations of rules by operating WIII (daytime only) Homestead, Fla., beyond hours specified in its authorization. After considering mitigatory factors advanced in licensee's response, as well as extent and seriousness of violations and actions, commission held that reduction of penalty specified in April 1 notice of apparent liability was unwarranted. Licensee has 30 days to apply for mitigation or remission of forfeiture. Action June 10.



“WHY DIDN'T WE CALL HIM DADDY SAM?”

In some nations he might have been called Daddy Sam. But not in America.

The people who wrote our Constitution decided that our Federal Government should not be a Great Father. They limited Uncle Sam's role rather strictly, to assure freedom and opportunity for individuals.

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WHEN Abe Mandell was a feature film distributor in the Far East shortly after the war, he decided to build a theater in Manila. One small problem: basic construction materials were not available in that war-shattered area.

"We built a theater by using GI corrugated sheets," Mr. Mandell recalls with a grin.

This episode tends to spotlight Mr. Mandell's ability to improvise and to adapt himself to changing circumstances. This quality apparently has been useful in a career that has included stints as an actor, soldier, motion picture theater operator, feature film distributor, TV program salesman and syndication company executive.

Mr. Mandell now is executive vice president of Independent Television Corp., a subsidiary of the British-owned Associated Television. In this capacity, he is charged with sales and administrative supervision of the worldwide distribution company.

The World Is a Stage ■ Mr. Mandell, a medium-sized, solid-built man of 44, recalled the other day that his boyhood ambition was to become an actor. At 13, he joined an amateur theatrical group in his native Cincinnati on a spur-of-the-moment decision: "I played the parts of the boy and the young man for the next four or five years. I became hopelessly stage-struck and decided to become an actor."

While attending the University of Cincinnati, he participated in each of 20 productions staged during his four years there. He spent the summers of 1939 and 1940 as an apprentice actor with a professional theatrical group near Plymouth, Mass.

He sharpened his acting skill at WLW Cincinnati for almost a year, performing all types of roles and appearing in straight drama as well as soap operas.

The advent of World War II cut short his career and deflected the course of his future life to the business side of the entertainment field. His sojourn in the U.S. Army took him throughout the Far East and finally to the Philippines. There he made the acquaintance of several persons who had been active in feature film distribution before the war.

"There had been only Japanese films during the war and the area was ripe for well-made U.S. programs," Mr. Mandell recounted. "Since I was returning to the United States, I was asked to see if I could round up some financing to bring American features back to the Philippines."

Mr. Mandell was released from service in late 1945. After a vigorous fund-raising spree in the United States, he returned to Manila with the needed funds to revive the flagging film industry there.

In Manila, Mr. Mandell and his as-

An actor's ingenuity pays off in business

sociates formed Frieder Films Inc., which initially distributed feature films produced by Republic Pictures and later performed a similar function for Allied Artists. The film distribution operation flourished. In the next 10 years Frieder set up branch offices in the Far East, including Hong Kong, Bangkok, Singapore, Indonesia, Formosa, Japan and Korea. A general manager of Frieder, Mr. Mandell was instrumental in importing French and Italian features to the Far East.

It was while functioning as a motion picture distributor that Mr. Mandell

used his ingenuity to build the Manila "movie tent" from corrugated sheets. Subsequently, as basic construction materials became available, Frieder built conventional theaters in the area. In time, Mr. Mandell supervised the operations of a string of theaters in the Far East.

Back on the Boards ■ Though deeply immersed in flourishing business enterprises in the Far East, Mr. Mandell found time to form a theatrical group in 1948; this evolved into the Manila Theater Guild, which is still operating. One of the fledgling actors in the group was Harry Reasoner, then a government employe and now a CBS News correspondent.

In 1956, after a decade in the Far East, Mr. Mandell felt the time had come to find roots for his growing family in America. He decided that his future lay in television, and, once in New York, he made the rounds. His background made a strong impression on Walter Kingsley, general sales manager of Ziv Television Programs (now United Artists Television), and his new career in television was launched.

Track Record ■ Mr. Mandell is in the enviable position at ITC of syndicating programs that already have had acceptance in the United Kingdom. As a subsidiary of ATV, which is a major program producer in the UK, ITC has access to series that already have had a test run in England and other Commonwealth nations.

Though English-produced programs in the past have had an in-and-out record in the United States, Mr. Mandell is pleased that ITC programs in the past four years have won warm acceptance by stations here. He noted that the company's *Espionage* series was on NBC-TV and that sales on its syndicated series, particularly *The Jo Stafford Show* and *The Saint*, have been proceeding briskly.

Another bright point at ITC is that the company has been operating profitably for the past four years and in 1963 net profits amounted to approximately \$600,000.

ITC's offerings for 1964 include *Man of the World*, *Mr. Piper*, *Champions in Action* (all first-run in the U.S.), *Espionage* (off-network) and second-year productions of *The Saint*, *The Jo Stafford Specials* and *Danger Man*.

ITC is optimistic about the prospects for first-run syndication, Mr. Mandell pointed out. With the growing scarcity of feature film product, he noted, there will be an ever-expanding need for quality syndicated series.

"We will go anywhere in the world to produce series," Mr. Mandell declared. "We have produced in Canada and Australia and we are prepared to produce in the United States."

WEEK'S PROFILE



Abraham Mandell—executive vice president, Independent Television Corp., New York; b. Cincinnati, Oct. 4, 1919; U. of Cincinnati, BA (English, drama, speech), 1941; actor with WLW Cincinnati, 1941-42; U. S. Army, 1942-45, 1st sgt.; gen. mgr. Frieder Films Inc., Manila, distributor of feature films in Far East, 1946-56; salesman, Ziv Television Programs, 1956-58; director of foreign operations, ITC, 1960; VP in charge of foreign operations, ITC, 1962; m., Bernice Gender, 1946; children—Judith Barbara, 14; Robert Philip, 12; Henry Keith, 7; member—Academy of Television Arts & Sciences; Mamaroneck (N. Y.) Cabana and Beach Club.

Looking ahead

EVENTS last week failed to clear up the complexity of problems confronting broadcasters in the swiftly emerging areas of CATV and pay TV. There was lots of advice, but no pat answers.

The NAB is confronted with tough policy problems and no unanimity on how to cope with these newest offshoots that threaten the economic health of television and indirectly, because of audience competition, of radio, too. A strong minority already has gone into CATV operations and most of those that have not are pondering whether and how they should enter the field.

CATV is a reality, here to stay. The public won't be denied television service by whatever means it may be procured. The success of pay TV is conjectural. Its future may be resolved in the outcome of the Subscription TV wire operations to begin in Los Angeles and San Francisco.

The most significant and meaningful warning out of last week's meetings came from Representative Walter Rogers (D-Tex.) whose subcommittee on communications in the House holds the legislative whip. He warned against seeking congressional protection because the repercussions could bring legislative and regulatory control of all business aspects of broadcasting. This is the basis—sound, we think—on which a minority has opposed legislative relief against pay TV by wire.

NAB's position vis-a-vis these new services won't be finally resolved for some weeks—probably not until after the current Congress adjourns.

The NAB boards at last week's meetings elected a strong slate to direct policy in the demanding year ahead. Willard Schroeder, of Time-Life's WOOD-AM-FM-TV Grand Rapids, Mich., has demonstrated leadership qualities. Rex G. Howell, KREX-AM-TV Grand Junction, Colo., new chairman of the radio board, knows the small station problems and the legislative front, as a Colorado state legislator. Mike Shapiro, WFAA-AM-FM-TV Dallas, the new television board chairman, has an impressive track record. In John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind., and Jack Lee, WPRO Providence, respective vice chairmen of the TV and radio boards, the association has two young men on their way.

Wonders never cease

WE never expected to see the day when newspapers would concede that the broadcast media are first in news. Yet that is what just happened.

Our contemporary, *Editor & Publisher*, yielded reluctantly but nonetheless positively in its issue of June 13. In commenting on the pooling of election returns through the creation of the Network Election Service in which both AP and UPI have joined, the trade journal said some newspapermen object to the wire services cooperating in any way with broadcasting in this project. In reproving the protestants, the journal said:

"They should realize that television is here to stay; newspapers cannot compete with television in getting figures to the public fast; the newspapers' forte is the completeness of their printed record. . . ."

A more discerning and scholarly appraisal came a few days earlier from Otis Chandler, publisher of the *Los Angeles Times*, the nation's leading newspaper in lineage and number three in circulation. In an address before the Washington professional chapter of Sigma Delta Chi, the society of journalists, he said:

"Television and radio, particularly television, not only have us beaten, timewise in spot news, but more and more

they can give the background and meaning for a story, almost as it is happening, with commentary, and then squirt in documentaries they pull from their news and photographic staffs all over the world and their huge film libraries."

Mr. Chandler didn't throw in the sponge. He urged newspapers to recognize their role "before it is too late."

It is gratifying to have confirmed by newspaper spokesmen what broadcasters have known for years. Television and radio happen to be faster methods of news dissemination today. Tomorrow will bring new methods through maser and laser transmission that will multiply available channels by the thousands and thereby present new opportunities. Through communications satellites it will be possible to transmit intelligence into homes throughout the world, thus giving life to the international newspaper.

Broadcasters can never rest on their oars. Nor can newspapers, the more foresighted of which got in on the ground floor of radio and television. Every new advance in mass communications is bound to be electronic. Electronic communications are the heritage of the broadcaster.

So what's new?

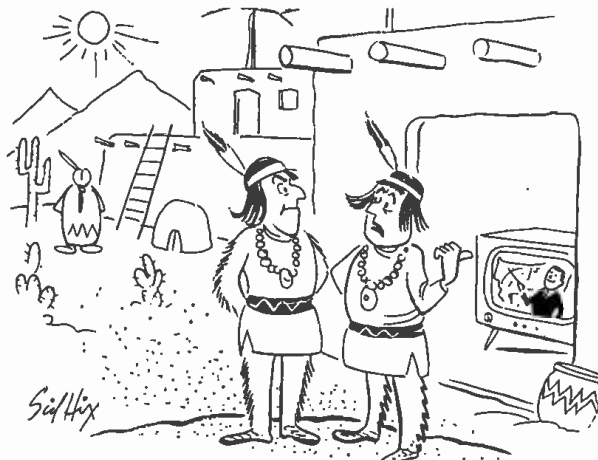
THIRTY years ago the FCC was born. It became the most controversial of the numerous independent agencies that inhabit Washington.

The Communications Act of 1934 which created the FCC was enacted on June 19 but became law on July 1, 1934. It succeeded the five-man Federal Radio Commission which, likewise, had been controversial throughout its seven tempestuous years. The FCC covered the whole broad field of radio, cable, telephone and other wire communications, whereas the FRC had been limited to those services which used the radio spectrum. The radio provisions were transplanted bodily into the new Communications Act.

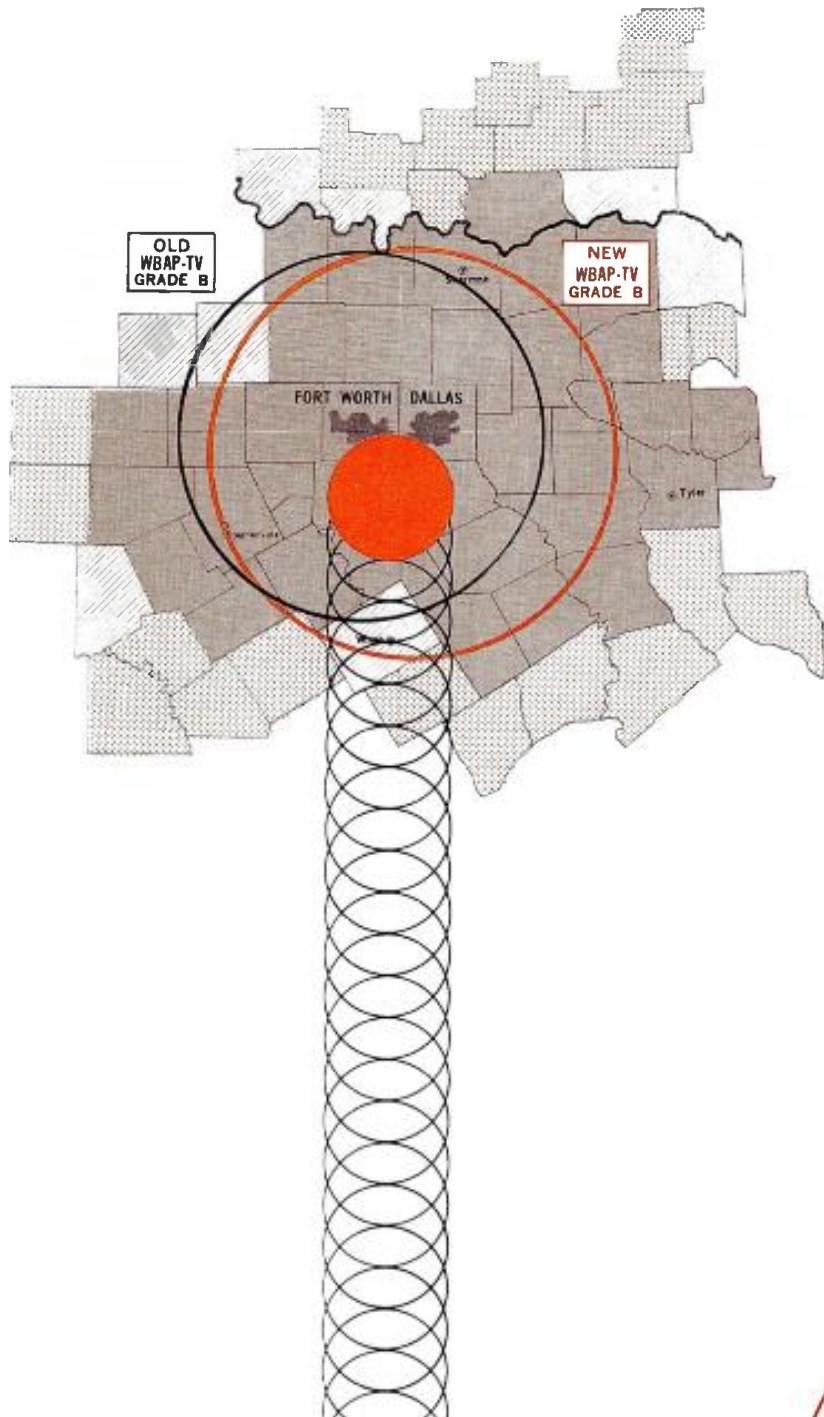
Franklin D. Roosevelt was serving the first of his four elected terms when the FCC came into being. At about the time the new commission assumed office, he said:

"Radio broadcasting should be maintained on an equality of freedom similar to that freedom which has been and is the keystone of the American press."

For those three decades broadcasters have waged an unrelenting battle to achieve parity with the press. So far, through both Republican and Democratic administrations, it has been a futile effort. There has been lip service from every administration, but no fulfillment. As long as there are fairness doctrines and program standards the Roosevelt mandate will be meaningless.



Drawn for BROADCASTING by Sid Hix
 "Sure his weather predictions are better, but I miss the rain dances!"

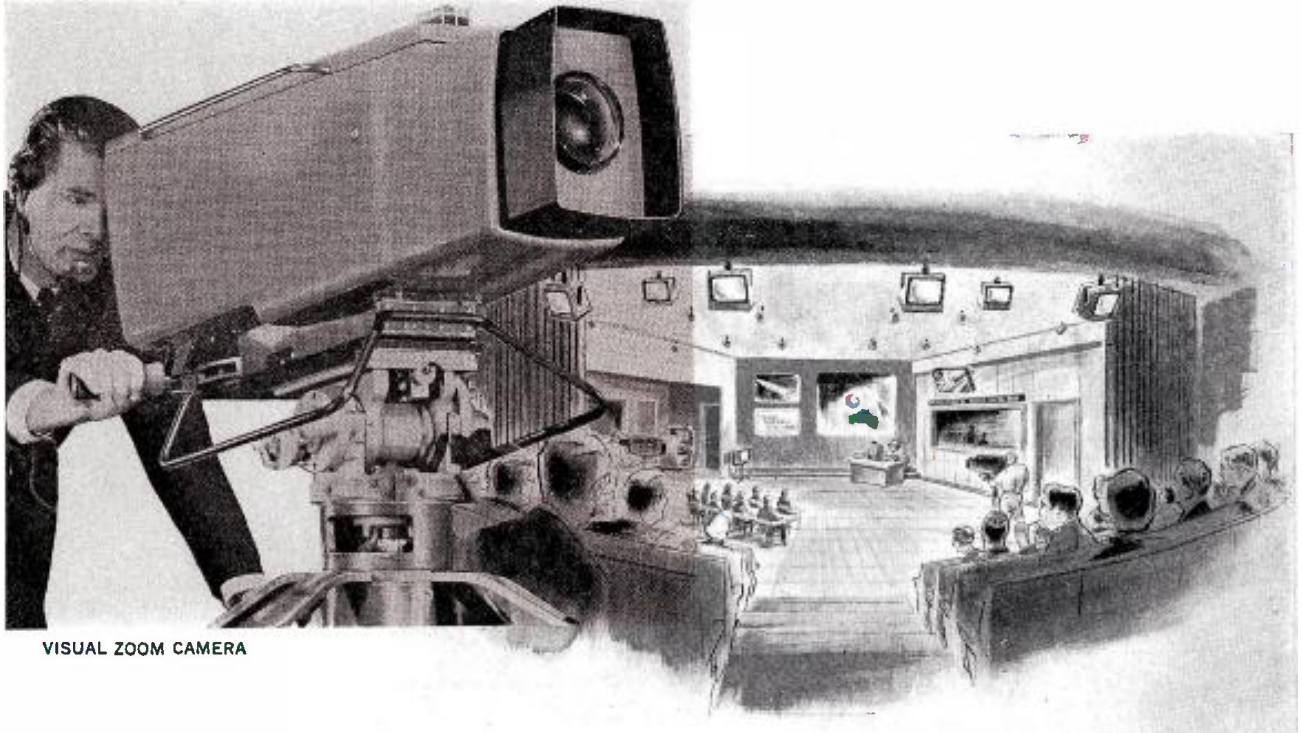


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