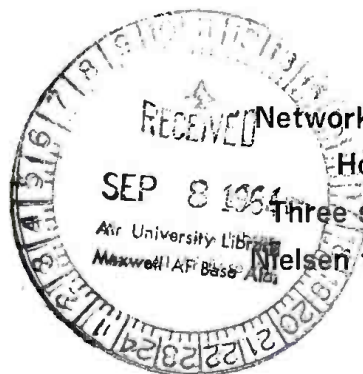




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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO



Networks urged to rotate '68 convention coverage. p35  
How TV clients are lined up for the networks. p38  
Three stations involved in multimillion dollar sales. p54  
Nielsen to use computers in picking future samples. p60

COMPLETE INDEX PAGE 7



Photo by Vivian Crozier

**The final touch  
that makes  
the difference**

Add Radio on the spot—and what a difference it makes! Wherever your customers go, whatever they do—count on Spot Radio to remind them of your product. Remember, Spot Radio is the finishing media touch that impels the action—and gets the sale!

RADIO DIVISION

**EDWARD PETRY & CO., INC.**

THE ORIGINAL STATION REPRESENTATIVE

- KOB ..... Albuquerque
- WSB ..... Atlanta
- WGR ..... Buffalo
- WGN ..... Chicago
- WLW ..... Cincinnati\*
- WDOK ..... Cleveland
- WFAA ..... Dallas-Ft. Worth
- KBTR ..... Denver
- KDAL ..... Duluth-Superior
- KPRC ..... Houston
- WDAF ..... Kansas City
- KARK ..... Little Rock
- WINZ ..... Miami
- KSTP ..... Minneapolis-St. Paul
- WTAR ..... Norfolk-Newport News
- KFAB ..... Omaha
- KPOJ ..... Portland
- WRNL ..... Richmond
- WROC ..... Rochester
- KCRA ..... Sacramento
- KALL ..... Salt Lake City
- WOAI ..... San Antonio
- KFMB ..... San Diego
- KYA ..... San Francisco
- KMA ..... Shenandoah
- WGTO ..... Tampa-Lakeland-Orlando
- KVOO ..... Tulsa
- Intermountain Network
- Radio New York Worldwide

\*West Coast only

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



### Radio to listen to radio by

WJR is the kind of radio people pay attention to.

WJR radio is foreground radio. With the kind of sports and fine arts and news and farm shows and homemaking tips and music that thrill, provoke, inform, amuse, excite, and charm.

WJR radio *does* things to people. All day, all night, year in, year out.

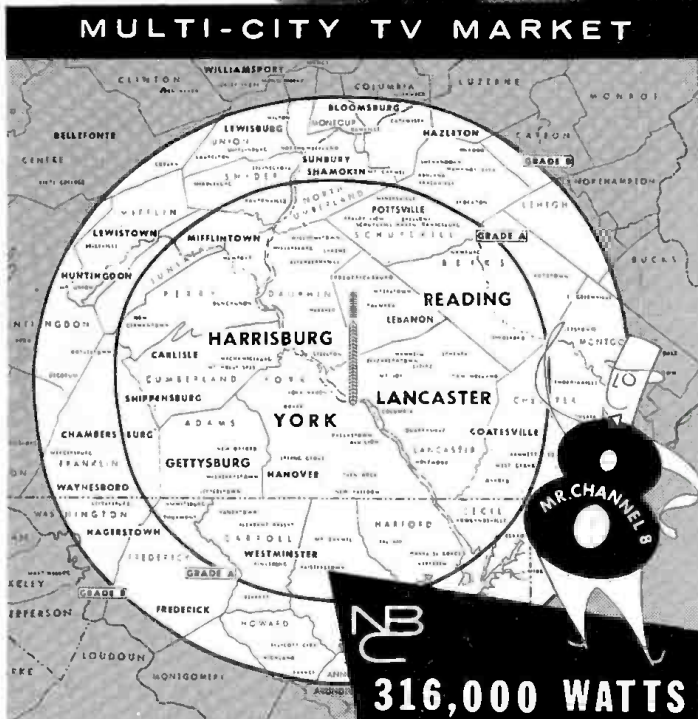
Naturally, this kind of radio does things for commercial messages, too. Namely, gets them heard and appreciated —in a 4-state, 112-county market with 15,312,700 inhabitants.

In short, WJR radio is radio for you to make money by. Call your Henry I. Christal Representative soon.

**WJR**  
760 KC 50,000 WATTS  
DETROIT



hidden treasure is buried in the **WGAL-TV** market



In the multi-city Channel 8 area—Lancaster, Harrisburg, York, and countless other communities—lies tremendous sales potential. Don't overlook it. Allocate sufficient funds to capture your full share. *WGAL-TV is the medium that can do the selling job for you.*

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

STEINMAN STATION • Clair McCollough, Pres.  
 Representative: The MEEKER Company, Inc.  
 New York • Chicago • Los Angeles • San Francisco

Compton Advertising, New York, has been quietly spreading word that adjacencies involving Procter & Gamble version of triple-spotting will not be acceptable for any P&G commercials. In part it's practically identical to warning Compton put out last December (BROADCASTING, Dec. 16) but it is not simple repetition. Point in December, as letters made plain, was that P&G would not accept adjacencies to piggybacks. Point now, according to agency sources, is that P&G does not go along with National Association of Broadcasters code authority's ruling that political announcements need not be counted under code commercial quotas. Sources say that if P&G commercial is next to two spots, one of which is political, situation involves triple-spotting and is unacceptable to P&G no matter how code regards it.

### Hidden gimmick?

Baseball executives are having trouble allaying suspicions of some network officials that pay-TV plans lurk behind current proposal for Monday night baseball broadcasts on national free-TV lineup (story page 68). Pay-TV question has been raised by two features of new baseball package: (1) Tom Gallery, onetime NBC sports chief but now vice president of California's Subscription Television Inc., has turned up as consultant to Major League Joint Television Committee. (2) Commercials would be prohibited at all times except when teams were changing position at half-inning intervals.

*Doubters among network officials reason that Mr. Gallery was planted on baseball committee by Walter O'Malley, owner of Los Angeles Dodgers, who is stockholder in California pay-TV system and who has kept most of his team's games off free TV in anticipation of pay-TV. Some doubters figure that as now constituted Monday night package could be picked up by pay-TV outlets. Since no commercials of any kind, not even video supers, could be carried while teams were in position, clean feed of all action would be available to pay-TV system which would need only to cut away at half-inning points to avoid transmitting advertising.*

### Conference on clearance

Clear-the-air luncheon was held last week in Washington by Richard A. R. Pinkham of Ted Bates & Co., New York, chairman of American Associa-

tion of Advertising Agencies' Broadcast Operations Committee, and Howard Bell, director of National Association of Broadcasters code authority, which has been frequent target of Mr. Pinkham's committee. Luncheon stemmed from suggestion by Lawrence H. Rogers II of Taft Broadcasting, member of TV code review board, that get-acquainted session might ease tensions and improve relations—and apparently it accomplished this purpose, so far as participants were concerned.

*Session dealt almost entirely with handling of commercial copy clearance, which has been and remains of deep concern to agencies generally. After Mr. Bell clarified code procedures and attitudes, Mr. Pinkham emerged reassured, apparently satisfied that code attitude would be thoughtful and helpful rather than militant and arbitrary. Success of meeting, held Thursday with Mr. Rogers also present, may be gauged by this: Afterward, Mr. Pinkham suggested Mr. Bell visit New York for similar discussion with full AAAA committee, which Mr. Bell accepted.*

### Rep looks at CATV

Katz Agency, New York station representation firm, has formed subsidiary company, Unicom Inc., to "study CATV business and explore its implications for television industry." Tod Moore, former director of sales development for Katz, will be chief executive officer of new concern. Rep firm official says main purpose of Unicom at present will be study of CATV field, but suggests possibility that venture might lead to future CATV acquisition.

### Affiliation write offs

That victory for broadcasters won by Corinthian in its fight to be allowed to amortize network affiliation contracts may not be as full-fledged as tax court decision would imply. There's indication behind scenes that Corinthian and Internal Revenue Service are discussing compromise—which would maintain principle of amortization but change rate. To maintain standing, IRS has filed notice of appeal in U. S. Circuit Court of Appeals in Chicago.

*In his decision, U. S. Tax Judge Howard A. Dawson Jr. held that broadcasters may take straight-line depreciation over 20-year period for*

*network affiliation contracts (BROADCASTING, March 16). Corinthian had bought WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne, Ind., in 1956 for \$10 million, allocating \$4,650,000 to CBS affiliations. When this was disallowed by IRS, tax court case followed.*

### John Bull's first

Britain's first commercial radio station is being planned quietly by important entities on Isle of Man. Pye Ltd., electronic manufacturer, has retained Jansky & Bailey, U. S. consulting engineers, for development of medium band (broadcast) commercial station and, according to reliable reports, prospects for authorization by British Post Office Department, which controls allocations, are bright. Although Britain has commercial TV service (ITA) competing with BBC-TV, radio service is exclusive non-commercial operation vested in BBC.

### ABC-TV compensation

There was a flap, followed by uncertainty, among ABC-TV affiliates last week over network's plan for compensating stations carrying American Football League games this fall. ABC officials said stations would be paid on basis of two class-C hours per game; some stations said they'd be glad to get that rate (CBS-TV pays for one C-hour on National Football League games), but that they had heard it differently. Word they got, they said, was that they'd be paid for nine network-sold announcements in each game and also would be given nine spots per game for local sale, latter subject to co-op fee of 30% of package price less agency commission.

*Investigation indicated both versions were right, at least sort of. ABC-TV intends to pro-rate payments according to sales, using two C-hours as maximum. If it sells all 18 announcements, for example, stations will be paid for two C-hours; if it sells nine announcements they'll get one C-hour—plus those nine other spots, which are assigned for local sale but with right of recapture by network. Meanwhile there appeared no confusion over compensation plan for new Les Crane Show, which starts Nov. 9 in 11:15 p.m.-to-1 a.m. EST period. Stations carrying it will do so on quid-pro-quo basis. According to present plan, network is to get six minutes for sale, affiliates get remaining 13.*



## **CAN YOU THINK OF AN EASIER WAY TO FIND A GOOD FISHING SPOT?**

In one summer Boston Store's weekly half-hour Fishing Show with Bill Hoeft on WTMJ-TV has shown thousands of Wisconsin people how and where to fish. On this all-color program Bill not only features color films from his own trips to the fishing spots in Wisconsin but also the best in fishing equipment and boats available at Boston Store. The Publicity Director for Boston Store writes, "Obviously, this has had a splendid effect on business. No other medium could have done this education job and our long-term sales can be attributed solely to television." This response is typical of the influence WTMJ-TV has on Milwaukee. Put your sales message on WTMJ-TV...see why it is still the number one station in Milwaukee for both adult viewers and advertisers.

**MILWAUKEE RESPONDS TO WTMJ-TV**  
CHANNEL 

THE MILWAUKEE JOURNAL STATION  
WTMJ-AM-FM  
NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York  
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

# WEEK IN BRIEF

Television coverage of political conventions may be in for shake-up. ABC affiliates' head wants coverage cut down; CBS and NBC counterparts interested in rotation plan if antitrust laws allow. See . . .

## TOO MUCH COVERAGE? . . . 35

Sold sponsorships of TV networks' fall nighttime schedules are 50% participations. Burst of sales nears end with totals about same as last year. Programs start new cycles later this month. See . . .

## NETWORK PARTICIPATIONS GROW . . . 38

NBC and Philco protest FCC decision to make network and Westinghouse reswap Philadelphia-Cleveland stations. NBC says its conduct was proper, Philco contends renewal shouldn't have been given with condition. See . . .

## NBC, PHILCO ATTACK DECISION . . . 56

Two TV's and AM-FM combination sold in separate deals. WIIC(TV) Pittsburgh goes to Cox for \$20.5 million, WFMY-TV sold along with two newspapers. Reeves buys WITH-AM-FM Baltimore for \$1 million plus. See . . .

## BANNER WEEK IN STATION SALES . . . 54

President Johnson's planned charity appeal on TV would be subject to equal-time demands, FCC rules. Pitch would have to be on news show. Some commissioners grumpy because networks forced ruling. See . . .

## NETWORKS, FCC TANGLE OVER 315 . . . 77

Nielsen's ratings practices with October report will undergo changes to increase accuracy. Continually changing samples will be picked by computer. "Completely new NSI service" will drop Recordimeters. See . . .

## COMPUTERS WILL PICK SAMPLES . . . 60

Broadcasting will absorb major part of record budgets for current presidential campaigns. Democrats and GOP have already committed almost \$1.5 million for network television alone, more to come. See . . .

## THE MOST COSTLY RACE . . . 46

Networks cool but sponsors warm for major leagues' proposed Monday night TV baseball package. Bids for games are due Sept. 15. Teams anxious to sell Fetzer-sparked package. CBS out of running. See . . .

## PLAN FACES FINAL HURDLES . . . 68

Representative Wright Patman lambastes 'Life Line' programs as violating Internal Revenue Service code's rules for tax-free foundations, asks for revocation. H. L. Hunt defends organization against subcommittee. See . . .

## 'LIFE LINE' TAX STATUS QUERIED . . . 72

National Association of Broadcasters firms up approach of programming clinics that start Sept. 18. Program ideas, music trends, news and editorials, commercial production, talk and drama will be featured. See . . .

## FINAL TOUCHES PUT ON CLINICS . . . 76

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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# LET'S TALK MOVIES!

## LAST YEAR WTIC-TV TELECAST

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

## NOT ONLY NEW, BUT FINE MOVIES, SUCH AS —

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

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

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

*For television leadership in movies, look to*

# WTIC-TV 3

HARTFORD, CONNECTICUT

REPRESENTED BY HARRINGTON,  
RIGHTER & PARSONS, INC.





## Piggyback issue taken up by C-P

**Advertiser's new policy:  
Use no stations that have  
premium piggyback charges**

Colgate-Palmolive has set torch to piggyback fire with disclosure to TV stations that any premium charge for such multiproduct spots—"even 1%"—will result in loss of all C-P business. Stand adopted by C-P week ago has already cost eight stations "several hundred thousand dollars" in canceled business.

Greg Lincoln, Colgate-Palmolive's manager of radio-TV operations, said Friday (Sept. 4) company would stick to position even if it meant being forced completely out of important market. He estimated 18 stations are now involved and that others might be added to that number. Nine of these—five in top 15 markets—are known to have premium policy on piggybacks, but have not yet charged C-P extra for them.

Colgate says that only when station or rep advises that there is piggyback surcharge will company reply with blanket cancellation of all business. In further explanation Mr. Lincoln said Corinthian stations, for example, are not accepting piggybacks, but since company at present has no piggybacks scheduled on their stations it will continue to use these outlets at this time.

In case of stations which give multiproduct announcements pre-emptible status, C-P said it would be willing to accept new position for displaced spots but, again, would cancel all business if piggybacks were dropped from station's schedule entirely or if they were retained and premiums charged for them.

## Three stations change hands in Southwest

Sale of KGBC Galveston, Tex., by Mrs. James W. Bradner Jr. to Harbor Broadcasting Co. for \$225,750, subject to FCC approval, was announced Friday (Sept. 4). Buying group is headed by E. B. Taylor. KGBC is fulltime on 1540 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates. Meanwhile FCC Broadcast Bureau

approved following sales, announced Friday:

▪ KASE Austin, Tex.: Sold by W. D. (Dub) Rogers to Southwest Republic Corp. for \$275,000. Southwest Republic is headed by John R. Kingsbery and is licensee of KHFI-FM-TV in Austin. KASE operates daytime only on 970 kc with 1 kw.

▪ KGRT Las Cruces, N. M.: Sold by William C. Taylor and associates to Chaparral Broadcasting Services for \$187,500. Chaparral is owned by Frank O. Papen Inc. and others. KGRT is daytime on 570 kc with 5 kw.

## College grid plans of STV snagged

Plan of Subscription Television Inc. to show home games of four West Coast universities (BROADCASTING, June 22) has fallen through for 1964 season. Presidents of schools of Athletic Association of Western Universities at meeting late Thursday (Sept. 3) decided to defer putting games on pay TV until they can give matter further study.

STV was negotiating with AAWU for games of University of California at Los Angeles; University of California, Berkeley; Stanford University, Palo Alto, Calif., and University of Southern California, Los Angeles. Showing of games on pay system would have been in line with provision in contract between NBC-TV and National Collegiate Athletic Association allowing experimental televising of games on pay TV.

## UCF needs a new star; nets back away from LBJ

Three TV networks will not carry special program featuring President Johnson in behalf of United Community Funds & Community Chests.

Networks made decision Friday (Sept. 4) following FCC ruling that special program would lay them open to equal-time demands from President's candidates in election campaign (see page 77).

## Quaker moves Life to DDB

Quaker Oats Co., Chicago, announced Friday (Sept. 4) its Life cereal account, billing about \$1.5 million, will move to Doyle Dane Bernbach, New York, effective Jan. 1. Former agency is J. Wal-

ter Thompson Co. Quaker's Ful-O-Pep livestock and poultry feed account, billing \$300,000, moves from Compton Advertising, Chicago, to Cooper, Strock & Scannell, Milwaukee, also on Jan. 1.

## More support by Hunt of 'Life Line' shown

Tax-free foundation that produces *Life Line* for use on 354 U. S. radio stations sold almost \$100,000 in books and other publications to H. L. Hunt companies, House subcommittee probing foundations reported last Friday (Sept. 4).

Representative Wright Patman (D-Tex.), chairman, repeated his urging that Internal Revenue Service revoke tax exemption of Life Line Foundation Inc. of Dallas, as had been recommended in 1962 by IRS agent and his superiors (see page 72).

Purchases by Hunt firms were further evidence of more than \$3 million foundation has received from Mr. Hunt, Texas oilman who started *Life Line* and has kept it going by at first making large cash donations and for last few years buying tracts and sponsoring radio programs in areas where other sponsors are unavailable.

Question posed by subcommittee was

## Gone once—going twice?

Mark Century Corp., New York, reportedly will enter into negotiations Tuesday (Sept. 8) for acquisition of Richard H. Ullman Associates, that city. Report followed announcement Friday (Sept. 4) of sale of Ullman firm to The Peter Frank Organization, Hollywood. Mark Century is affiliated with Music Makers Inc., and like Ullman and Frank companies is engaged in radio programming services and production. Milton Herson, president of Mark Century, was expected in Hollywood Tuesday.

Sale of Ullman to Peter Frank was announced by Morton J. Wagner, president of Morton J. Wagner Cos., of which Ullman was division. Mr. Wagner said he will soon announce "new broadcaster-researched services" of his companies.

## WEEK'S HEADLINERS



Mr. Henry



Mr. Conroy

**John F. Henry**, senior VP at Geyer, Morey, Ballard, Detroit, and supervisor of American Motors Corp. automotive division account, moves to GMB's New York office where he will continue to handle American Motors account and take more active part in agency management. In related move **Robert B. Conroy**, VP of agency and former manager of Chicago office, moves to Detroit as co-manager of office there and executive on Rambler account.

**Frederic N. Schwartz**, president since 1958 of Bristol-Myers Co., New York, elected board chairman and chief executive officer. Chairman's post had been vacant since death of Lee Bristol in 1962. **Gavin K. MacBain**, chief executive of Gristede Brothers, elected B-M president. **Richard L. Gelb**, president of B-M's Clairol subsidiary, elected executive VP of parent company. **Philip I. Bowman**, president of Bristol Labora-

tories since 1958, elected to newly created post of chairman of international operations, responsible for coordinating foreign operations of Bristol-Myers and its subsidiaries. **James D. McNit** was elected president of Bristol Laboratories. He has been executive VP of division since 1960. **Bruce S. Gelb**, executive VP of Clairol, elected president of subsidiary, succeeding Richard Gelb. All appointments are effective Jan. 1, 1965.

**Kenneth M. Johnson**, general sales manager of WKBW-TV Buffalo since early 1962, elected VP in charge of national TV sales for Capital Cities Broadcasting Corp. Previously, he was with CBS-TV Spot Sales in New York and NBC-TV Spot Sales in Los Angeles, San Francisco and Chicago. In addition to WKBW-TV, Capital Cities owns WKBW-AM and WTEN(TV) and WROW-AM-FM Albany, N. Y.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I.; WPAT-AM-FM Paterson, N. J. FCC has approved Capital Cities' purchase of WJR-AM-FM Detroit and WSAZ-AM-TV Charleston-Huntington, W. Va. (BROADCASTING, Aug. 3).



Mr. Johnson

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

whether Mr. Hunt's subscriptions, etc., were considered as business expenses by IRS. Revenue service stressed this would depend on whether use of purchases was in business, as distributing them to customers.

### N. Y. Senate hopefuls to concentrate on TV

TV will figure prominently in New York race for Senate between incumbent Senator Kenneth B. Keating (R) and former Attorney General Robert F. Kennedy (D). Weiss & Geller Inc., New York, newly appointed agency for Senator Keating's campaign, says it will emphasize TV—some unofficial estimates place budget for TV near \$600,000 level. Weiss & Geller will supervise campaign; Van deCar & dePorte, Albany, will represent senator in northeast section of state. Papert, Koenig, Lois, New York, agency for Mr. Kennedy's campaign, will place "substantially more than half of the budget" in TV, it was reported.

### Miami ch. 10 renewal appealed

U. S. Court of Appeals in Washington has been asked to reverse FCC decision last month granting renewal of Miami channel 10 to L. B. Wilson Inc.

Three unsuccessful applicants filed appeals from final commission decision renewing WLBW-TV license for full three years (BROADCASTING, Aug. 3).

WLBW-TV originally received four-month license in 1960 when it was found to be only one of original applicants untarred by ex parte charges in case which began in 1953 and which saw grant to Public Service Television Corp. revoked.

When Wilson applied for full three-year renewal, three other applicants filed for facility. After hearing, FCC examiner recommended grant go to South Florida TV Corp., but this was overruled 4-1 by FCC. In addition to South Florida, also filing appeals were Civic Television Inc. and Miami Television Corp.

## Another turndown in drop-in case

FCC has again rejected pleas for reconsideration of its decision denying short-spaced VHF drop-ins for seven markets.

Action, on 4-3 vote, sets stage for court appeal based in part on Commissioner Lee Loevinger's vote in affirming drop-in decision in December.

Reconsideration was sought by WTVK (TV) (ch. 26) Knoxville, Tenn., WARD-TV (ch. 54) Johnstown, Pa., and ABC, which hoped to affiliate with VHF affiliates in drop-in markets.

WTVK, which sought reconsideration only in proceeding involving proposed Knoxville drop-in, said commission decision was not valid because of basis of December vote by Commissioner Loevinger.

Commissioner Loevinger, not on commission at time of original decision, in May 1963, said he would have voted for drop-ins then, if he had been. His vote to affirm, in December, he explained, was in interest of consistency of commission action.

FCC last week said commissioner's vote—and therefore result of four-member majority—was valid.

## CBS remains an angel by "The Skin of Our Teeth"

CBS Inc. is investing \$400,000 in musical version of "The Skin of Our Teeth," becoming sole backer of comedy, which is scheduled to open on Broadway in fall of 1965.

CBS spokesman said Friday (Sept. 4) that company is prepared to put up another \$100,000 if additional funds are necessary.

This will be seventh occasion CBS or one of its subsidiaries has made investments in Broadway musicals. It invested \$360,000 in "My Fair Lady" and to date gross revenues from all sources has been \$72 million (BROADCASTING, Aug. 24).

## RCA announces dividend

RCA announced Friday (Sept. 4) quarterly dividend of 15 cents per share on common stock, payable Oct. 26 to stockholders of record Sept. 18. Dividend of 87½ cents per share on cumulative first preferred stock for period of Oct. 1 to Dec. 31, 1964, was also declared. Cumulative stock dividend is payable on Jan. 2, to stockholders of record Dec. 18.



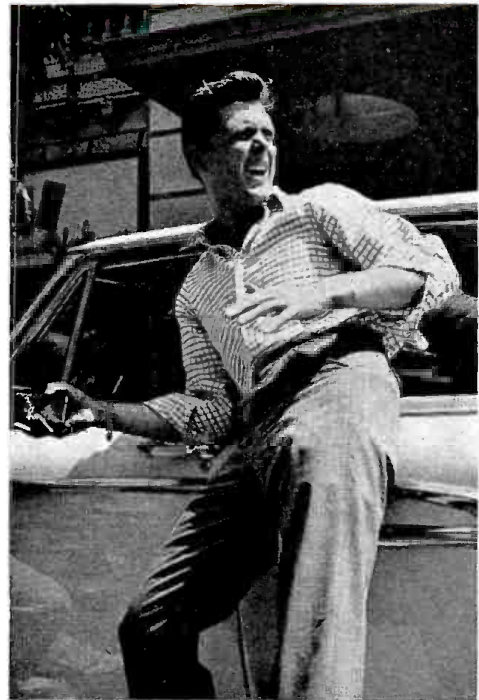
# TELEVISION TIMES

PUBLISHED MONTHLY BY WARNER BROS. TELEVISION DIVISION

September 1964



**HUNTING SEASON'S OVER.** Whether stations are looking for rabbits or ducks, the hunting season is over when they bag the new WB cartoons package, SERIES '64. Starring Bugs Bunny, Daffy Duck, Foghorn Leghorn, Wile E. Coyote, Road Runner, Elmer Fudd and other world-famous characters, SERIES '64 includes 100 great cartoons never released for television before. Recently, the hunting season ended in Chicago, Detroit, San Francisco, Cleveland, Minneapolis, Indianapolis, and Kansas City.



**KOOKIE'S BACK IN THE PARKING LOT.** One of the big reasons for the tremendous network rating success of 77 SUNSET STRIP is "Kookie" Byrnes—the hair-combing, jive-talking, car jockey. Starting this fall, "Kookie" who co-stars with Efrem Zimbalist, Jr. and Roger Smith will be back in the parking lot next to 77 SUNSET STRIP in such markets as St. Louis, Miami-West Palm Beach, Tampa, Baton Rouge, Chattanooga, Fort Wayne, South Bend-Elkhart and others.



**CHILD OR CHUCKLE—THERE'S ALWAYS "ROOM FOR ONE MORE."** Whether it's stray children in need of love or heart-warming chuckles, there's always ROOM FOR ONE MORE in the Rose household. Starring Andrew Duggan and Peggy McCay as George and Anna Rose, ROOM FOR ONE MORE (26 half-hour episodes) is based on the best-selling novel by Anna Perrott Rose and the Warner Bros. motion picture success.



**BRONCO'S TOUGH.** With Ty Hardin in the title role, BRONCO provides tough competition for any program—particularly in the 5 to 7:30 pm time area. As a two-fisted, ex-Confederate Army captain, Bronco Layne wanders from town to town fighting outlaws and injustice. BRONCO, with 68 action-packed hours, is one of the programs that comprise the highly successful Warner Bros. western block. Other series in the high-rated western block are MAVERICK, CHEYENNE, SUGARFOOT and THE DAKOTAS. Markets recently added to the BRONCO list include Houston, Fort Wayne, Bakersfield, Corpus Christi, and Moline.

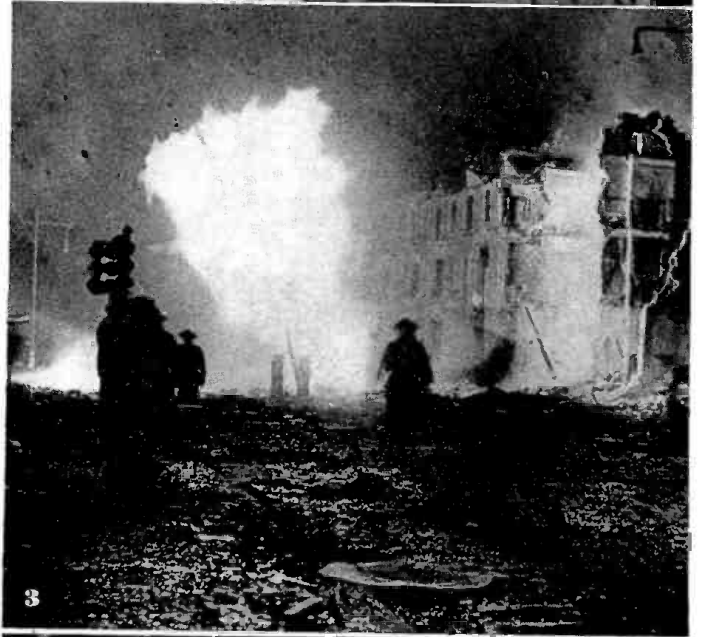
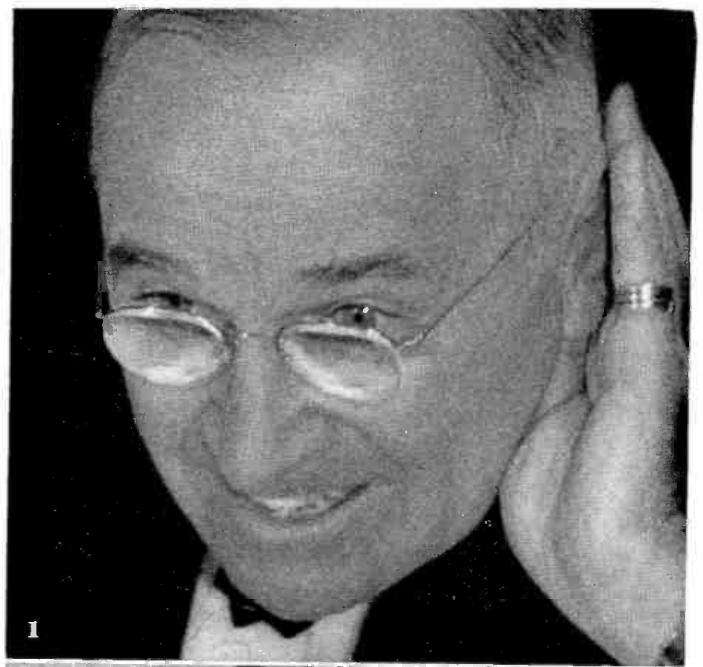


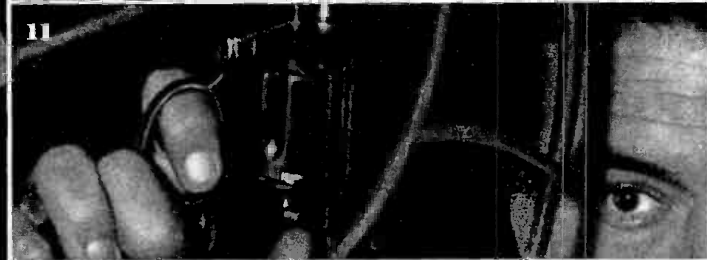
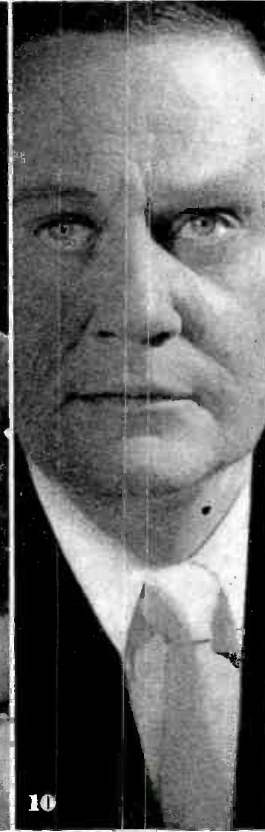
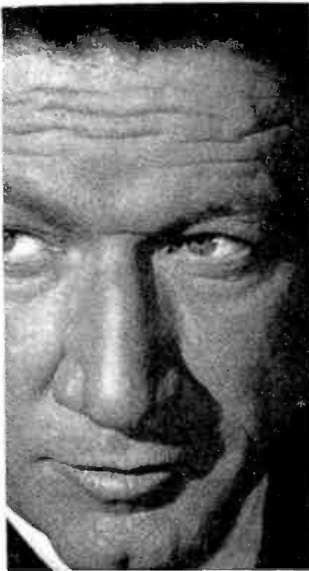
**WMCT SIGNS FOR "77 SUNSET STRIP."** Mori Greiner (seated left), Station Manager at WMCT, Memphis, signs contract for 149 hour-long episodes of 77 SUNSET STRIP. Looking on are John Davidson (center), Southeastern Sales Manager for Warner Bros., and Ed Greaney, WMCT Program Manager.

NOW IN DISTRIBUTION: 77 SUNSET STRIP • ROOM FOR ONE MORE • THE DAKOTAS • THE GALLANT MEN • HAWAIIAN EYE  
LAWMAN • CHEYENNE • MAVERICK • SUGARFOOT • BRONCO • SURFSIDE 6 • THE ROARING 20'S • BOURBON STREET BEAT  
FEATURES: "WARNER BROS. ONE" • CARTOONS: "WARNER BROS.—SERIES '64"

**WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N. Y. Circle 6-1000**

# Today's most exciting TV station





**1. Decision: The Conflicts of Harry S. Truman** "I want the people to know me as I am and the Presidency as I have known it." In an unprecedented, historic television series, the former President recounts his own story of those turbulent years—the critical issues he faced and the major decisions he made.

**2. Men in Crisis** The decisive moments of truth that establish the victor over the vanquished are revealed and dramatized in this unique documentary series of the momentous clashes between some of the men who made history in our time: Chamberlain and Hitler, De Gaulle and Petain, Stalin and Trotsky.

**3. Significant Documentary Specials** "Battle of Britain," "Japan: A New Dawn Over Asia," "The Trial at Nuremberg," "France—Conquest and Liberation," "Koren," "Prelude to War."

**4. East Side/West Side** For a dedicated social worker in New York City, the battles are many, the victories are few. This highly acclaimed series, with George C. Scott, dramatizes the problems and conflicts of a man whose job is to help and to protect people in trouble.

**5. The Richard Boone Show** Television's first repertory company of players is headed by Richard Boone. Each week, ten talented actors take turns in major and minor roles in a widely-acclaimed group of plays written especially for this outstanding series.

**6. 77 Sunset Strip** Their headquarters are in the heart of Hollywood—but they have tuxedos and guns and will travel for a fee. Follow these fast-talking, free-wheeling private eyes in their hour-long mystery adventures filled with action and suspense.

**7. The Robert Herridge Cycle** Our television theater—dedicated to man and the exploration of his nature—continued with the recent presentation of "The Night and Morning Worlds of Walt Whitman" and "Duke Ellington: A Portrait in Music."

**8. Movie Greats** Prime films: "Test Pilot," "Edison, the Man," "Madame Curie," "Air Force"; prime stars: Clark Gable, Speneer Tracy, John Garfield, John Wayne, Greer Garson, Robert Taylor, Gary Cooper, Cary Grant, Joan Crawford, Bette Davis, Humphrey Bogart, Katharine Hepburn; all in prime time.

**9. Wonderama** There's more than child's play to programming for youngsters. And Sonny Fox, Sandy Becker, Soupy Sales and Fred Hall respond successfully to the idea that fun is fun and that learning can also be enjoyable.

**10. The Eleventh Hour** The shattering moment of emotional crisis is the critical point at which each psychological drama begins. Two doctors face personal problems and situations that demand great understanding.

**11. Espionage** Call him spy, secret agent or member of the underground, his assignment is ESPIONAGE. These hour-long dramas range the suspense-filled underworld of international intrigue with stories of courage and cowardice, heroes and traitors.

**12. The Breaking Point** To conquer mental illness, each patient must come to terms with himself and the world in which he lives. This bold, courageous series breaks new ground as skilled psychiatrists explore the dark recesses of minds in turmoil.

**WNEW-TV**

METROPOLITAN BROADCASTING TELEVISION, A DIVISION OF METROMEDIA, INC.

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# Lunch 'n Fun..



Station: **WDEF-TV**  
 CHATTANOOGA  
 Program: **LUNCH 'N FUN**  
 Time: **1:00-1:30 P.M.**  
 WEEKDAYS

... **First In Audience**  
 ... **Tops In Sales**

Live and Lively. That's the WDEF-TV studios at Broadcast Center, Chattanooga, at 1:00 p.m. weekdays when Tom Willette and Betty "B" hit the air with Lunch 'n Fun. It's a key live WDEF production that for 6 years has been built to the No. 1 audience attraction\* —and delighted the women's clubs which participate. Sampling product, of course, is part and parcel of the easy convivial carryings-on of veteran showman and interviewer Willette.

Mail? Sure enough. Whether its an inquiry about how a participant made corncob jelly, or getting in the last word on a high styling discussion, Lunch n' Fun stimulates, provokes, entertains—and best of all —sells merchandise.

It's an honest-to-goodness, live-at-the-moment local program such as other Park Broadcasting stations feature—like Carolina Today at WNCT-TV, Greenville, N.C. (weekdays 6:30-8:30 a.m.) or Memo From Ilo at WJHL-TV, Johnson City (weekdays 1:00-1:30 p.m.). Local shows like these, combined with hard-hitting local news, make Park Broadcasting stations leaders like the CBS network with which they are all affiliated.

Park Broadcasting is as new as its day-to-day showmanship, but its stations each have better than 10 years of proved leadership.



CHATTANOOGA, TENN.	WDEF-TV CHANNEL 12 CBS WDEF-AM 5,000 WATTS NBC WDEF-FM 92.3 MC NBC
JOHNSON CITY, TENN.	WJHL-TV CHANNEL 11 CBS-ABC
GREENVILLE, N. C.	WNCT-TV CHANNEL 9 CBS WGTC-AM 5,000 WATTS CBS WNCT-FM 107.7 MC CBS

Represented nationally by *George P. Hollingbery Co.*

\*Ratings source: March, 1964 ARB

## DATEBOOK

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

■Indicates first or revised listing.

### SEPTEMBER

■Sept. 6-11 — **International Audio-Visuals Conference** sponsored by National Council of Churches' Department of Audio-visual and Broadcast Education, American Baptist Assembly, Green Lake, Wis.

Sept. 7-11—**International Conference on Microwaves, Circuit Theory and Information Theory**, sponsored by **Institute of Electrical Communication Engineers of Japan**. Summaries and abstracts, which must be written in English, should be sent to Dr. Kiyoshi Morita, chairman of Papers Committee, Institute of Electrical Communication Engineers of Japan, 2-8, Fujimicho, Chiyoda-ku, Tokyo.

■Sept. 9—**San Francisco Advertising Club**. Pat Weaver speaks on "Telecommunications Revolution." Sheraton-Palace hotel.

Sept. 10—Panel on "Is 'Fairness' Fair?" sponsored by the **communication committee of Federal Bar Association**. Participants include FCC Commissioner Kenneth A. Cox; W. Theodore Pierson of law firm of Pierson, Ball & Dowd; Ben Strouse, president of WWDC Washington, and Lewis Cohen (moderator), of the law firm of Cohen & Berfield. 8 p.m., Statler-Hilton hotel, Washington.

■Sept. 10-11—**Sixteenth annual fall convention of the Michigan Association of Broadcasters**. Participants and speakers include Hal Neal, ABC, New York; Willard Schroeder, WOOD Grand Rapids, Mich.; Douglas Anello and Howard Bell, National Association of Broadcasters; Robert Guy, Storer Broadcasting Co.; Carl E. Lee, Fetzer Broadcasting Co., and Dr. Carl C. Byers, General Motors Corp., Cleveland. Hidden Valley, Gaylord, Mich.

Sept. 11-12—**Mid-Atlantic and West Virginia CATV associations meet at The Greenbrier**, White Sulphur Springs, W. Va.

Sept. 13-15—**Atlantic Association of Broadcasters annual sales and engineering meeting**, Sydney, N.S. Speaker is Fred A. Palmer.  
 Sept. 13-15—**Meeting of Louisiana Association of Broadcasters**, Capitol House, Baton Rouge.

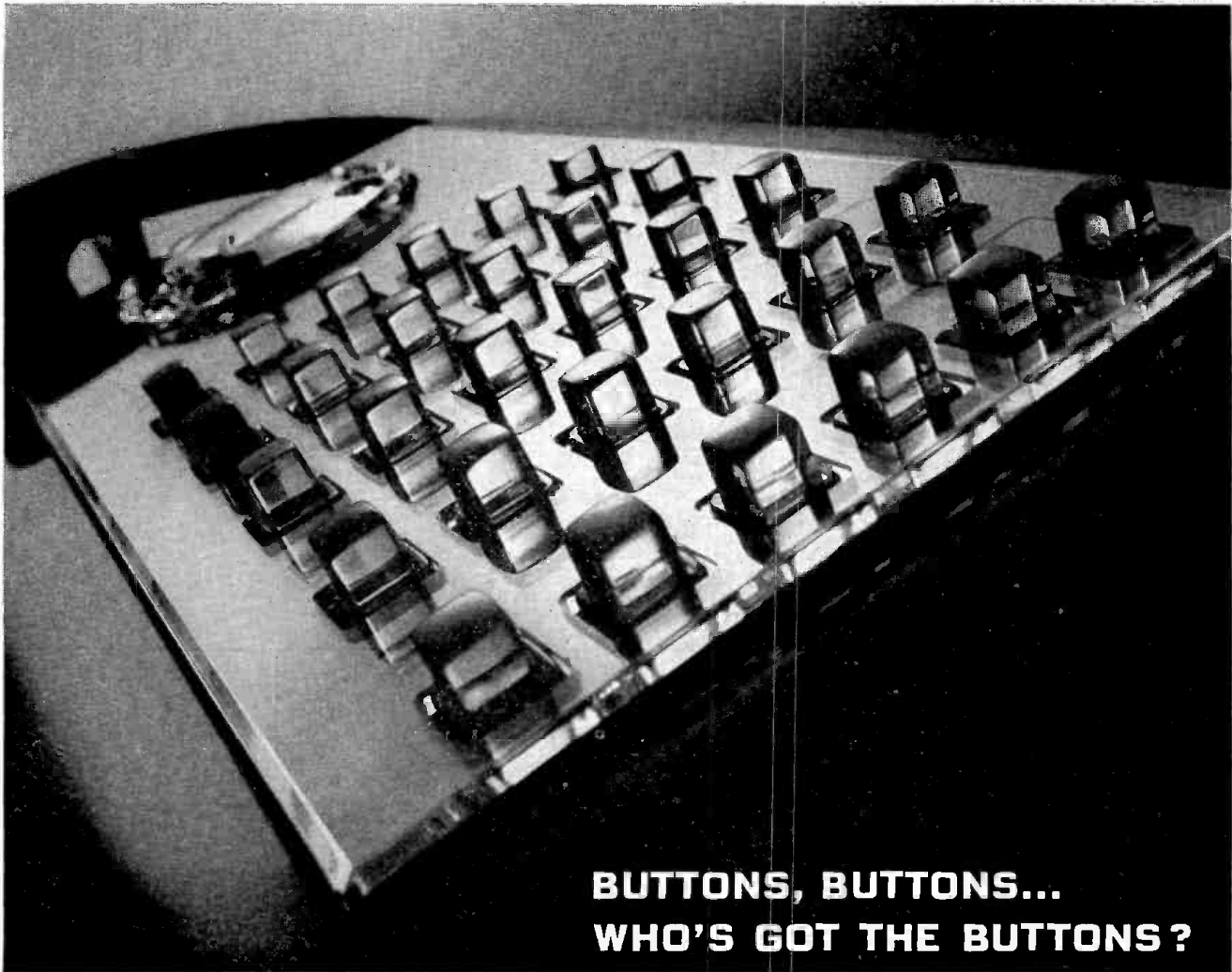
Sept. 14—**Public hearing on applications for community antenna television franchises before Connecticut Public Utilities Commission**, State Office Building, Hartford.

■Sept. 14—**Hollywood Ad Club**. James Cornell, TV program analyst at N. W. Ayer & Son, will speak on "Can you really use TV selectively?" explaining his predictions of program success and failure in the 1964-65 season. Edward J. Pyle of Ayer's Hollywood office, will be chairman of the day. Jack

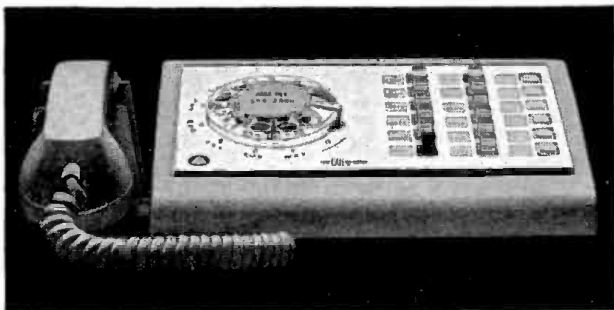
### RAB CONFERENCE SCHEDULE

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

- Sept. 17-18 — Tarrytown House, Tarrytown, N. Y.
- Sept. 21-22 — Homestead, Hot Springs, Va.
- Sept. 28-29—Far Horizons, Sarasota, Fla.
- Oct. 1-2—Hyatt House, San Francisco.
- Oct. 8-9—Western Hills Lodge, Wagoner, Okla. (near Tulsa).
- Oct. 12-13—Hotel Moraine, Chicago.
- Oct. 15-16—Northland Inn, Detroit.



## BUTTONS, BUTTONS... WHO'S GOT THE BUTTONS?



The Bell System has... push buttons that can turn your telephone into a versatile intercommunicating system at the touch of a forefinger.

These buttons give you fully integrated telephone/intercom service. They let you handle outside and inside calls on one instrument... hold one call while you get information or answer another call... add an inside extension to an outside call... set up multi-phone conferences.

This push-button ease of modern Bell System office communications is the result of a point of view.

We don't want our customers to have to "get along" with inferior equipment, and "make do" with inadequate service.

Rather, we want them to have communications that are positive assets in their day-to-day business—ways to increase profits, and cut costs, and promote efficiency.

To this end, we are constantly at work developing new services and improving present ones... aiming always to provide the finest communications at the fairest prices.



### BELL SYSTEM

American Telephone & Telegraph Co. and Associated Companies

**40th SUCCESSFUL SEASON!**

Long-term local advertisers know WHBF radio produces success stories at the retail level—consistently, at low cost, and for a wide variety of products and services. That's why our national spot business is so good, too! To write your own success story in the Quad-Cities (Rock Island, Moline, East Moline, Illinois; Davenport, Iowa) call Avery-Knodel; or Maurice Corken at WHBF, Code 309-786-5441.

## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Please start my subscription immediately for—

- 52 weekly issues \$8.50     104 weekly issues \$14.00     Payment attached
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- 1964 Yearbook \$5.00 (so long as supply lasts)

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address  Business  Home \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

company name \_\_\_\_\_

\*Occupation Required

O'Mara, Hollywood Ad Club president, will conduct the meeting, first of the season. 12 noon, Hollywood Roosevelt hotel.

■Sept. 14-16—International convention on military electronics, sponsored by the Military Electronics Group, Institute of Electrical & Electronics Engineers. Theme: Changing horizons in defense electronics. Shoreham hotel, Washington.

Sept. 15—Annual meeting of shareholders of Rollins Broadcasting Inc., Bank of Delaware Building, Wilmington, Del.

Sept. 15—Town Hall of Los Angeles: Debate on pay TV between Pat Weaver, president of Subscription Television Inc., new pay-TV service, and Don Belding, retired advertising executive, currently head of the Citizens Committee for Free TV. 12:30 p.m. at the Biltmore Bowl.

■Sept. 15—Opening of bids for proposed national telecasts of Monday Night Baseball Spectacular. 30 Rockefeller Plaza, New York.

Sept. 17—First annual stockholders meeting of Communications Satellite Corp. Sheraton-Park hotel, Washington.

■Sept. 17—Eleventh annual middle Atlantic public relations conference of the Public Relations Society of America. Statler-Hilton hotel, Washington, D. C.

Sept. 18—Deadline for comments in FCC inquiry into community antenna television ownership by broadcast licensees and related questions.

Sept. 18—FCC deadline for filing reply comments on its proposed rules to govern grant of authorizations in business radio service and domestic public point-to-point microwave radio service for microwave facilities to relay TV programs to community antenna television systems.

Sept. 18—Radio programing clinic held by National Association of Broadcasters' program study committee. Rickey's Hyatt House, Palo Alto, Calif.

■Sept. 18-19—First annual convention of Maine Association of Broadcasters, Poland Spring House, Poland Spring.

Sept. 18-20—Board of trustees meeting of National Academy of Television Arts & Sciences, Beverly Hills, Calif.

Sept. 18-20—Southwest area conference of American Women in Radio & Television, Tropicana hotel, San Antonio, Tex. Speakers include Marion Stevenson, NBC vice president, New York, and Robert Pauley, ABC Radio president.

Sept. 20-22—Meeting of Nebraska Broadcasters Association. Speakers include Earl Stanley, Washington lawyer and ex-FCC staffer; Bob Considine, columnist and radio newsman; John Couric, public relations vice president of National Association of Broadcasters; Senator Roman Hruska (R-Neb.); Nebraska Governor Frank B. Morrison; FCC Commissioner Frederick W. Ford. Holiday Inn, Grand Island.

Sept. 21—Radio programing clinic held by National Association of Broadcasters' program study committee. Chisca Plaza motor hotel. Memphis.

■Sept. 21—Board of directors meeting of the Associated Press Radio-Television Association, AP Building, 50 Rockefeller Plaza, New York.

Sept. 21-22—Nevada Broadcasters Association second annual meeting, Harvey's Wagon Wheel, Lake Tahoe.

Sept. 21-22—Pacific Northwest Community Association fall meeting, Benson hotel, Portland, Ore.

■Sept. 22—League of Advertising Agencies open dinner meeting, Delmonico hotel, New York at 6:30 p.m. Carl Ally, president of Carl Ally Inc., is guest speaker.

■Sept. 22—Broadcast Advertising Club of Chicago sponsors joint presentation by Foote, Cone & Belding and Needham, Louis & Brorby on "Measuring Television's Effectiveness."

■Indicates first or revised listing.



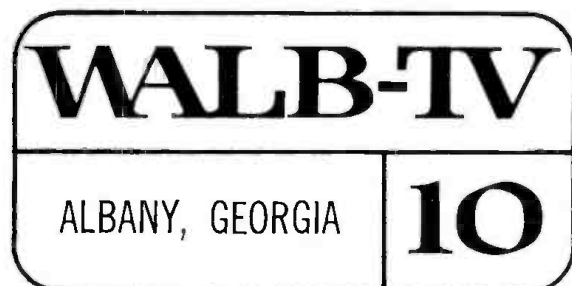


## WALB-TV TRAVELED 354 MILES TO HELP 880,000 PEOPLE PAY A CALL ON THE GOVERNOR

The Executive Mansion hummed with the excitement of cameras, lights, crews...with the hushed chatter of directors and floormen...and then, silence fell over the Mansion, and WALB-TV fell to the job of filming a full hour documentary visit with Georgia Governor Carl E. Sanders. It was the first time that Governor Sanders has opened the Executive Mansion for a TV program interview.

This is but one in a continuing series of documentaries for WALB-TV... but, it typifies the public service attitudes of the station! And, the 354 miles that WALB-TV carried its equipment and crews is a good indication of the lengths Channel Ten will go to... to bring important programs to the 880,000 persons who live within its coverage area. Remember, WALB-TV is the only station that reaches them all,

so ask Venard, Torbet & McConnell, nationally... or, in the South, ask James S. Ayers Company... for current avails.



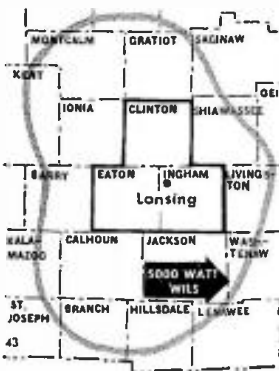
NBC  
ABC

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

RADIO 1320  
**WILS**  
 LANSING  
 5,000 WATTS / 24 HOURS A DAY

# 92 NATIONAL ADVERTISERS

Back your judgment when you select WILS as your No. 1 Mid-Michigan buy. WILS has daytime power of 5,000 watts. Stations A & B have 1,000 W, and 500 W daytime.



WILS delivers all the Lansing Metro area plus most of another seven counties in one of the highest-income-per-household market areas in the U. S. (3rd in U. S. in Metro Cities over 200,000).

Lansing is always in the top 100 U. S. markets. For complete cost-per-thousand and audience information contact Venard, Torbet & McConnell, Inc., or write to:

RADIO 1320  
**WILS**  
 LANSING  
 5,000 WATTS / 24 HOURS A DAY

liveness." Directing the presentation will be Ed Stern of FC&B and Blair Vedder of NL&B. 11 a.m.-2 p.m., Grand Ballroom, Sheraton-Chicago hotel.

Sept. 23—Radio programing clinic held by National Association of Broadcasters' program study committee. Prom-Town House motor inn, Omaha.

Sept. 23—Fall engineering conference of Association of Maximum Service Telecasters, Willard hotel, Washington.

Sept. 23-24—Convention of the CBS Radio Affiliates Association, New York Hilton hotel.

Sept. 23-25—Fall meeting of Electronic Industries Association, Statler-Hilton hotel, Boston.

Sept. 24-26—Fall meeting of the Minnesota Broadcasters Association. Speaker will be FCC Commissioner Lee Loevinger. Sheraton-Ritz hotel, Minneapolis.

Sept. 24-26—Annual broadcast symposium, Group on Broadcasting, Institute of Electrical & Electronics Engineers. Willard hotel, Washington.

Sept. 24-26—Fourteenth annual Broadcast Symposium, sponsored by the broadcasting group of the Institute of Electrical & Electronics Engineers. Among the participants are G. Edwards of Gates Radio, "Vanguard I-1 kw Transistorized Transmitter;" Robert E. Winn of RCA, "Parallel Operation of TV Transmitters;" Charles Rich of KRS Electronics, "Building Block Approach to Audio Automation;" J. L. Hathaway of NBC, "A New Cableless Microphone System;" and Walter Turk of English Electric Valve Ltd., "A Long-Life Television Camera Tube With Improved Operating Characteristics." Willard hotel, Washington, D. C.

Sept. 25—Radio programing clinic held by National Association of Broadcasters' program study committee. Hilton Inn, Tarrytown, N. Y.

Sept. 25—North Central (CATV) Association meeting, Holiday Inn, Rochester, Minn.

Sept. 25-26—Utah Broadcasters Association convention, Royal Inn, Provo.

Sept. 25-27—Southern area conference of American Women in Radio & Television, Outrigger hotel, St. Petersburg, Fla. Keynote speaker will be Ed Bunker, president of the Radio Advertising Bureau, New York; AWRP West-Central area conference, Muehlebach hotel, Kansas City, Mo., and AWRP New England chapter conference, Woodstock, Vt.

Sept. 26-27—Shirt sleeve radio seminar under the sponsorship of R. B. McAlister (KSEL Lubbock, Tex., and author of *Brainstorm*, a weekly creative newsletter for station and commercial managers). Participants include Gordon McLendon of Dallas, Grady F. Maples of Denver, Odis Echols Jr. of Clovis, N. M., Judge DeWitt Landis of Dallas, and Bill McAlister of Lubbock, Tex.

Sept. 26-27—Fall meeting of the Illinois News Broadcasters Association in conjunction with Northwestern University Medill School of Journalism. Illinois Beach State Park Lodge, Zion, Ill.

Sept. 27-Oct. 2—Ninety-sixth annual technical conference of Society of Motion Picture & Television Engineers, Commodore hotel, New York.

Sept. 29-30—Meeting of radio code board of National Association of Broadcasters, Gramercy Inn, Washington.

Sept. 30-Oct. 1—Third annual National Association of Educational Broadcasters music personnel conference. Among speakers will be Carl T. Rowan, director of U. S. Information Agency. University of Minnesota, Minneapolis.

## OCTOBER

Oct. 2—International Radio & Television Society newsmaker luncheon at Waldorf Astoria, New York. E. William Henry, FCC chairman, is guest speaker.

Oct. 3—Fall conference and board meeting of the Florida Association of Broadcasters,

## NAB FALL CONFERENCE SCHEDULE

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

- Oct. 12-13—Hotel Utah, Salt Lake City.
- Oct. 15-16—Statler-Hilton hotel, Los Angeles.
- Oct. 19-20—Hotel Skirvin, Oklahoma City.
- Oct. 22-23—Fort Des Moines hotel, Des Moines, Iowa.
- Oct. 26-27—Jung hotel, New Orleans.
- Nov. 9-10—Statler hotel, Detroit.
- Nov. 12-13—Hotel Ten Eyck, Albany, N. Y.
- Nov. 16-17—John Marshall hotel, Richmond, Va.

Grand Bahama hotel and club, West End, Grand Bahama Island.

Oct. 2-4—New York State conference of American Women in Radio & Television, Top of the World, Lake George; AWRP East-Central area conference, Statler-Hilton hotel, Detroit.

Oct. 4-5—Fall meeting of the Texas Association of Broadcasters, Hotel Texas, Fort Worth.

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

Oct. 5-6—Fall convention of New Jersey Broadcasters Association, Nassau Inn, Princeton.

Oct. 6—Tenth annual conference of The Advertising Research Foundation will encompass a general session in the morning and two concurrent sessions in the afternoon, one devoted to predicting advertising results, and the other to measuring the audiences of business publications. Hotel Commodore, New York.

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

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

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

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

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

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

Oct. 12-16—Audio Engineering Society's 18th annual fall convention and exhibition of professional products. Barbizon-Plaza hotel, New York.

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

Oct. 16—Deadline for reply comments in FCC inquiry into CATV ownership by broadcast licensees and related questions.

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

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

■ Indicates first or revised listing.

Here is a small-scale preview of the large-scale line-up of television programs which NBC will launch this season—a colorful, star-filled schedule of entertainment, news and sports that promises to make this the most exciting year in the history of NBC.

# STAR ALBUM

1964-65 SOUVENIR GUIDE TO TELEVISION'S FINEST SCHEDULE OF ENTERTAINMENT, NEWS, INFORMATION AND SPORTS



- p 2-3 NBC Nighttime Schedule
- p 4 Sunday Night Viewing
- p 5 Walt Disney
- p 6 Bill Dana
- p 7 Bonanza's Lorne Green
- p 8 Bonanza's Pernell Roberts
- p 9 Bonanza's Dan Blocker
- p 10 Bonanza's Michael Landon

- p 11 The Rogues' David Niven
- p 12 The Rogues' Charles Boyer
- p 13 The Rogues' Gig Young
- p 14 The Rogues' Gladys Cooper
- p 15 The Rogues' Robert Coote
- p 16 Monday Night Viewing
- p 17 Ninety Bristol Court's Debbie Watson

p 2-5

**A Happy New Year**

The most fun for NBC's viewers is the...  
 SUN. MON. TUE. WED. THU. FRI. SAT.

**SUN.**

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p 6-9



p 10-13



p 14-17



**MON.**

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- p 18 Ninety Bristol Court's Don Galloway, Steve Franken and Joyce Bulifant
- p 19 Ninety Bristol Court's Guy Raymond
- p 20 Ninety Bristol Court's Alan Harris
- p 21 Ninety Bristol Court's Patricia Barry
- p 22 Andy Williams
- p 23 Alfred Hitchcock
- p 24 Tuesday Night Viewing
- p 25 Mr. Novak's James Franciscus

- p 26 Mr. Novak's Dean Jagger
- p 27 The Man From U.N.C.L.E.'s Robert Vaughn
- p 28 The Man From U.N.C.L.E.'s David McCallum
- p 29 The Man From U.N.C.L.E.'s Leo G. Carroll
- p 30 That Was The Week That Was
- p 31 Bell Telephone Hour
- p 32 Wednesday Night Viewing
- p 33 The Virginian's Lee J. Cobb

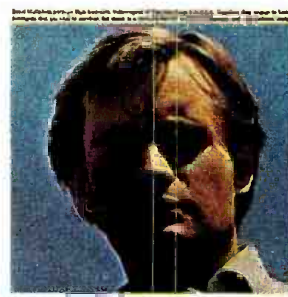
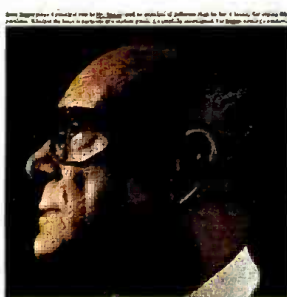
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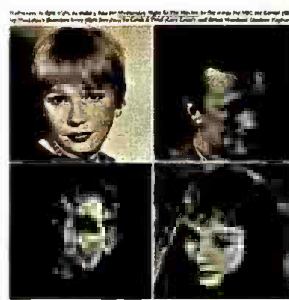


NBC STAR ALBUM (In miniature)

- p 34 The Virginian's James Drury
- p 35 The Virginian's Clu Gulager, Doug McClure, Roberta Shore and Randy Boone
- p 36-37 Wednesday Night at the Movies
- p 38 Thursday Night Viewing
- p 39 Daniel Boone's Fess Parker
- p 40 Daniel Boone's Ed Ames and Albert Salmi
- p 41 Daniel Boone's Patricia Blair

- p 42 Dr. Kildare's Richard Chamberlain
- p 43 Dr. Kildare's Raymond Massey
- p 44 Hazel's Shirley Booth
- p 45 Hazel's Don DeFore, Bobby Buntrock and Whitney Blake
- p 46 Kraft Music Hall's Perry Como
- p 47 Kraft Suspense Theatre
- p 48 Friday Night Viewing
- p 49 International Showtime

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p 50-51 Bob Hope in the Chrysler Theatre and Comedy Specials

p 52 Jack Benny

p 53 The Jack Benny Show's Dennis Day, Eddie "Rochester" Anderson, and Don Wilson

p 54 Jack Paar

p 55 Jack Paar's guests Elaine May, Mike Nichols and Robert Goulet

p 56 Saturday Night Viewing

1-53



p 57 Flipper

p 58 Flipper's Brian Kelly, Tommy Nordon and Luke Halpin

p 59 The Famous Adventures of Mr. Magoo

p 60 Kentucky Jones' Dennis Weaver

p 61 Kentucky Jones' Ricky Der

p 62-63 Saturday Night at the Movies

p 64 Notes on Today, Tonight, and Huntley-Brinkley Report

p 65 Today's Hugh Downs



1-57



8-61



12-65



- p 66-67 Chet Huntley and David Brinkley
- p 68 The Tonight Show's Johnny Carson
- p 69 The Tonight Show's Ed McMahon and Skitch Henderson
- p 70 Notes on Entertainment Specials
- p 71 Hallmark Hall of Fame
- p 72 Danny Thomas
- p 73 Jonathan Winters
- p 74 Festivals and Parades

- p 75 Sunday Daytime Viewing
- p 76 NBC Children's Theatre
- p 77 Notes on Children's Shows
- p 78 Weekday Daytime Viewing
- p 79 Daytime Stars Virginia Dwyer, Ann Williams, Loretta Young and Danny Thomas
- p 80 Daytime Stars Art James, Gene Rayburn, Tom Kennedy and Monty Hall
- p 81 Daytime stars Bob Barker, Merv Griffin, Hugh Downs and Art Fleming

p 66-69



p 70-73

**Entertainment Specials**

There is no such thing as a free lunch... (The text continues with details about entertainment specials, mentioning various shows and personalities.)



p 74-77

The birds of the air... (The text continues with details about a special program, mentioning various birds and locations.)



**SUN. Daytime**

London... (The text continues with details about a Sunday daytime program, mentioning various segments and personalities.)



**For The Youngsters**

... (The text continues with details about a program for young children, mentioning various shows and segments.)

p 78-81

**DAYTIME Monday Through Friday**

10:00 am... (The text continues with a detailed schedule of daytime programs, listing show titles and times.)





- p 82 Notes on Profiles in Courage
- p 83 President John F. Kennedy
- p 84-85 Notes on NBC News
- p 86-87 NBC News Election Team
- p 88 Elie Abel, Robert Abernethy and David Brinkley
- p 89 John Chancellor, Nancy Dickerson, Pauline Frederick and Bernard Frizell
- p 90 Robert Goralski, Welles Hagen, Joseph C. Harsch and Chet Huntley

- p 91 Irving R. Levine, Robert MacNeil and Frank McGee
- p 92 Merrill Mueller, Edwin Newman and Tom Pettit
- p 93 John Rich, Jim Robinson, Ray Scherer and Sander Vanocur
- p 94 Notes on NBC Sports
- p 95 NCAA Football
- p 96-97 Summer Olympics from Tokyo
- p 98 World Series (not shown)

85 Profiles in Courage

There are many ways to be a hero. Some are obvious, some are not. Some are in the public eye, some are in the shadows. Some are in the past, some are in the future. Some are in the hearts of the people, some are in the minds of the leaders. Some are in the streets, some are in the halls of power. Some are in the hearts of the brave, some are in the minds of the wise. Some are in the hearts of the people, some are in the minds of the leaders. Some are in the streets, some are in the halls of power. Some are in the hearts of the brave, some are in the minds of the wise.



One of the most recent, several profiles of the late Mr. Kennedy are featured in this special section of the guide.

News

The news is the lifeblood of a democracy. It is the light that guides us through the darkness of uncertainty. It is the voice that speaks for the people when they are silent. It is the mirror that reflects the world as it is, and the world as it should be. It is the bridge that connects us to the world, and the world to us. It is the fire that keeps us warm, and the light that keeps us safe. It is the news that matters.



89 Profiles in Courage



Notable news anchors, Robert Kennedy, (left) and others, including a group of news anchors, including Tom Pettit and Ed Bradley.

The news is a complex and ever-changing landscape. It is a place where the brave and the wise meet, and where the good and the bad are often intertwined. It is a place where the truth is often hidden, and where the lies are often told with a straight face. It is a place where the power of the press is both a blessing and a curse. It is a place where the news is not just a job, but a calling.



93 Profiles in Courage

The profiles in courage are a testament to the human spirit. They are the stories of men and women who have stood up to adversity, who have fought for justice, who have sacrificed for the greater good. They are the stories of heroes who are not always recognized, but whose actions have shaped the world. They are the stories of the brave and the bold, the kind and the just, the good and the great.

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97 Sports

The world of sports is a place of passion and excitement. It is a place where the human body is pushed to its limits, and where the spirit of competition is alive and well. It is a place where the underdog can triumph, and where the champion can be dethroned. It is a place where the love of the game is what truly matters, and where the glory is fleeting. It is the world of sports that we love so dearly.



These pages represent a condensed version of NBC-TV's "Star Album", which offers a preview of new and returning shows in what promises to be the network's most interesting season.

Listed below are the names of the NBC-TV stars whose photographs adorn the front and back covers of NBC-TV's "Star Album".

**On Front Cover:**

Nighttime

Top Row

Jack Benny

Dan Blocker

Shirley Booth

Joyce Bulifant

2nd Row

Charles Boyer

David Brinkley

Johnny Carson

Leo G. Carroll

Richard Chamberlain

3rd Row

Lee J. Cobb

Perry Como

Bill Dana

Ricky Der

Walt Disney

4th Row

James Drury

James Franciscus

Steve Franken

Don Galloway

Lorne Greene

5th Row

Alfred Hitchcock

Bob Hope

Chet Huntley

Dean Jagger

Jack Klugman

**On Back Cover:**

Nighttime Top Row

Michael Landon

Mr. Magoo

Raymond Massey

Frank McGee

David Niven

2nd Row

Jack Paar

Fess Parker

Pernell Roberts

Danny Thomas

Robert Vaughn

3rd Row

Debbie Watson

Dennis Weaver

Andy Williams

Jonathan Winters

Gig Young

Daytime 4th Row

Bob Barker

Frank Blair

Hugh Downs

Art Fleming

Merv Griffin

5th Row

Monty Hall

Art James

Tom Kennedy

Gene Rayburn

Loretta Young



**In support of art**

EDITOR: Congratulations to WDSU-TV New Orleans and Louis Read in the electronic editorial cartoon phase of their future operation (BROADCASTING, Aug. 17). We think it is a pretty good idea.

Charles Amesbury (known professionally as Chuck Waggin) is our KVOA-TV art director and is well known throughout the Southwest for his work. In 1959 Chuck originated a cartoon character called Pepe. We felt that Pepe could say a lot of things editorially and with a sense of humor that would personify the foibles of this old world. Chuck draws one cartoon a day. About two days of the week (on the average) his cartoon pertains to politics, two days a week he concentrates on the local community and one day a week he does a cartoon editorial just for the fun of it.

Waggin's work is so good, to the point and so true that we very seldom have a complaint with it. . . . We have used Chuck's work as part of our exhibits before the FCC and his work was a part of the presentation for the duPont station award, which we won in March 1963.—G. E. (Doc) Hamilton, station manager, KVOA-TV Tucson, Ariz.



Another blot  
A 1963 Chuck Waggin cartoon.

**Read to the last line**

EDITOR: Thank you from the bottom of my heart for the announcement on the tapes of my father's performances in your Aug. 3 issue. This little announcement has brought dozens of requests from various educational and other FM stations.—Walter Toscanini 655 West 254th Street, New York.

**Not a Tedesco station**

EDITOR: On page 75 of your Aug. 17 issue . . . the article states in the final paragraph that Tedesco Inc. is the licensee of KBLO Hot Springs, Ark. This could not be as I purchased KBLO in August 1961 from the U. S. District Court at Hot Springs at a bankruptcy sale. The sale and transfer was ap-

proved by the FCC Oct. 28, 1961. I later changed the call from KBLO to KZNG.—George T. Hernreich, KFPW Fort Smith, Ark.

(Tedesco Inc. in November 1960 contracted to purchase KBLO from trustee in bankruptcy. This agreement was later nullified and station was purchased by Mr. Hernreich.)

**Seconds Peterson's motion**

EDITOR: Congratulations to you and J. D. Peterson of Hudson's Bay Co. on the August. 24 MONDAY MEMO, "Retailers Want Follow-Through Behind Hard Sell."

As a former department store president, now a missionary for radio selling effectiveness, I am convinced of the tremendous potential awaiting the knowledgeable, persistent account executives who will understand and follow through on the excellent advice from Mr. Peterson.—Frank Orth, WICE Providence, R. I.

(Mr. Orth does more than just pay lip service to radio's selling effectiveness. Five radio stations in the market, with Mr. Orth acting as chairman of a "Radio for Retailers Committee," made a joint presentations to Providence department and special stores in July. The Radio Advertising Bureau participated.)

**Welcome mat out, too**

EDITOR: Your Aug. 17 issue mentions that WBNF-TV in our market has agreed to carry piggyback commercials with no additional cost involved. I think it merits your attention that the second station in the Binghamton market, WBJA-TV, also welcomes the use of piggyback commercials.

We feel this is an integral part of this business and would not consider charging a sponsor extra for the use of these commercials.

Alfred Anscombe, owner and president of WBJA-TV, wants it clearly understood that WBJA-TV is here to do business and cannot be concerned with trivial matters of policy concerning what commercial we want and do not want.—Michael V. Clarke, station manager, WBJA-TV Binghamton, N. Y.

**Competitive spirit**

EDITOR: The short view indeed! I refer to your editorial (BROADCASTING, Aug. 17) comparing the fate of professional boxing with that of major league baseball and football, and your unqualified assumption that wired pay TV will kill organized professional sports. . . .

I firmly believe the opposite will be true. Certainly, sports will be a major programing element of pay TV. This will give sports more exposure, and consequently, produce more interest in

**Please Note!**

**Broadcasting**

reaches more PAID circulation than the next four vertical publications combined.

**Broadcasting**

reaches more PAID agency and advertiser circulation than the next four vertical publications combined.

**Broadcasting**

carries more advertising lineage annually than the next four vertical publications combined.

**Broadcasting**

delivers, dollar for dollar, more than twice as many PAID agency-advertiser readers as any of the four vertical publications.

**Why Not!**

**Broadcasting**

is THE Businessweekly of Television and Radio.

1735 DeSales Street, N.W.  
Washington 6, D. C.



# LARAMIE

Just bought by Jean Hendrix, Program Coordinator of WSB-TV, Atlanta, Georgia. 124 epic hours (60 in color) will go great guns for you — day or night, strip or weekly.

CALL NBC FILMS



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

**WRCB-TV**  
CHATTANOOGA

dominant in the  
dynamo  
of dixie

**R** RUST CRAFT  
STATION

sports than was ever imagined.

What you really mean by your editorial is that you believe broadcasters haven't the intestinal fortitude to meet the competition which pay TV offers to the presently extant, virtual monopoly.

I happen to believe broadcasters have more competitive know-how than you give them credit. Who is to say whether pay TV, VHF commercial TV, the development of UHF or some completely different medium will provide the service which is more acceptable to the viewer. Let all the methods be shown and let the viewer decide. I believe that any good service will find its place. Pay TV will not supplant commercial TV, if the broadcasters find new and exciting ways to compete. . . —*W. Robert McKinsey, executive vice president, Atlanta Telemeter Inc., Atlanta.*

## Not with KAPP(FM)

EDITOR: RE YOUR AUG. 31 COVERAGE OF THE NARA CONVENTION, WE REGRET TO INFORM YOU CHARLES JOHNSON WAS NOT AT THE TIME OF THE CONVENTION NOR AT THE TIME OF THE KFVB PICKETING IN ANYWAY AFFILIATED WITH THIS STATION. FOR A FEW MONTHS LAST YEAR MR. JOHNSON PURCHASED TIME ON THIS STATION ON A BROKERAGE BASIS, BUT WAS NEVER AN EMPLOYEE OR A DIRECT REPRESENTATIVE FOR KAPP(FM). —*Robert P. Dyk, program director, KAPP(FM) Redondo Beach, Calif.*

## Put them all on

EDITOR: To solve the United Community Funds & Councils of America problem Section 315, why not have Senator Goldwater and all other presidential candidates each film a five-minute non-political fund plea. —*G. O. B. Drews, 844 North Broadway, Yonkers, N. Y.* (BROADCASTING last week reported that the TV networks had balked at a request to show a filmed appeal for the fund which featured President Johnson on the grounds that it could open way for equal-time requests.)

## Dissenting voice

EDITOR: . . . Anyone successful in our broadcasting structure knows how hard he had to fight to get that way due to the ham strings of government controls that almost prohibit success and profit. . . . Never before has the hard-working broadcaster (or any hard worker) been penalized so greatly for his ability. And never before has it been so profitable for Americans to be lazy and unproductive.

Thanks to the American press and . . . organizations like the NAB and the networks, our children are growing up to believe that what was once true Americanism and patriotism is now called radicalism and is sneered at. And thanks for that too, to the Communist in 95% of our American educators. —*James B. Everts, WOMP Bellaire, Ohio.*

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# Broadcasting

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## WXYZ-TV HAS WON ANOTHER IMPORTANT AWARD WHAT'S IN IT FOR YOU?



Yes, we like to win awards...and we like to tell people about them, too. When WXYZ-TV and its President, John F. Pival, were awarded the 1964 NATIONAL HEADLINERS AWARD for "*consistently outstanding television editorials*," we were deeply gratified. But you might ask ... what's in it for me? Good question. And here's your answer. WXYZ-TV EDITORIALS are indicative of the concern for the community that has captured the *attention* of America's fifth largest television market. Attention! The *first* and most important step toward sales.

**WXYZ-TV DETROIT**   
An ABC Owned Television Station

## One station, low budget radio show can still pack sales wallop

What advertiser wouldn't be delighted to have hundreds of people tell him each month how grateful they are that he advertises and ask him also for copies of his ads?

What advertiser wouldn't be pleased—even amazed—to discover that he has been able to make a measurable impact on a major market with a modest budget invested in just five minutes a day on only one radio station?

One of our clients, Boatmen's National Bank of St. Louis, has been enjoying this rare radio advertising experience for almost five years now—years during which many advertisers and agencies have considered that high cost, saturation-schedule spot buying is essential for any perceptible results.

What is behind this achievement? It's a very simple but personal vehicle, a five-minute syndicated package called *The Earl Nightingale Program, Our Changing World*, which Boatmen's now sponsors Monday—Friday 4:55-5 p.m. on KMOX St. Louis.

Boatmen's had been a sporadic radio advertiser prior to 1960. The client had the feeling that "everybody knows 'the bank' sponsors the news or the weather, but they don't know which 'bank'."

The client, however, felt that *Our Changing World* represented an opportunity to try something both unique and exclusive. So in 1960 Boatmen's bought an initial 13-week schedule on KSD St. Louis for the program in the Monday—Friday 5:55 p.m. period.

**Invitation Accepted** ■ Listeners were invited to write, call or visit the bank for reprints of the program and by the end of that year Boatmen's had distributed more than 50,000 copies of Mr. Nightingale's broadcasts. From these Boatmen's was able to compile a list of approximately 1,250 names representing, by and large, prime prospects for the bank's services.

It didn't take long for us to discover that listeners became addicted to Earl Nightingale. He talks to them each day about the only subject in which they are really interested: themselves.

They enjoy *Our Changing World* and they appreciate the bank for making it possible. They don't keep their gratitude to themselves, either, because they tell the sponsor, "I like it."

Naturally Boatmen's continued to renew its radio sponsorship. By the end of 1963 the sponsor's prospect list had grown to a card file of nearly 10,000 names. Earlier this year Boatmen's undertook its fifth year of sponsorship of the show, moving it over to KMOX for a change in audience impact after the very

successful run on the other outlet.

**Blue-Chip Audience** ■ Boatmen's has been particularly happy with the number of business and professional people who are regular listeners to the program as indicated by the continuing requests for program reprints. In addition to this flow of requests for individual program copies, approximately 800 listeners have signed up for an annual "subscription" to all program reprints.

**Our conclusions:**

Boatmen's virtually owned a large, appreciative daily audience.

This captive audience definitely was paying attention.

The next problem: how to convert these 10,000 prospects of record to banking customers—plus an undoubtedly larger number of qualified listeners not yet heard from, listeners whose goodwill toward the client was secured for the exclusive benefit of Boatmen's National Bank.

The solution has been to let Mr. Nightingale do the job. Who would get more immediate attention from these prospects than the man they already enjoyed hearing on the air? At least they probably would peruse an Earl Nightingale sales presentation more readily than they might read other literature. Better yet, they would listen to him even more readily.

**Four-Point Program** ■ The result was that Boatmen's daily *Our Changing World* audience was offered via radio the Earl Nightingale recording, "Are You Getting Your Money's Worth Out of Your Money?" This on-air offer became Phase I of a four-part campaign designed to (1) sell Boatmen's to new customers and (2) sell present customers more of the bank's other services.

From the start of Phase I an average of 20 requests per day has been generated for the recording by two or three offers each week. An additional benefit

of Phase I has been the tangible check it provides on effectiveness of commercial copy used on the program.

Under Phase II listeners who have not responded to the broadcast offer are now being sent cards which offer them a complimentary recording, outline the subject matter and suggest they contact the bank for their copy of this potentially valuable financial aid.

Phase III of the campaign concerns present customers of Boatmen's who already are using one or two bank services. They are receiving the recording offer via several different approaches, such as statement enclosures.

Phase IV begins the all-important conversion of interested respondents into Boatmen's customers or into users of additional services. A follow-up questionnaire sent to the recipients of the recording asks them to indicate which other services interest them most. Returned questionnaires to date have asked for additional information about an average of 2.7 bank services.

A high percentage of inquiry about trust and real estate loan services uncovered potential new business in areas which cannot be effectively advertised to a mass audience in the usual media since the appeal of these services is necessarily limited at any one time.

Returned questionnaires are channeled to the bank departments involved for thorough follow-through action. Although Phase IV is still not far enough along to provide complete statistical evaluation, spot checks to date definitely indicate that more people are using more of the bank's services as a direct result of the recording.

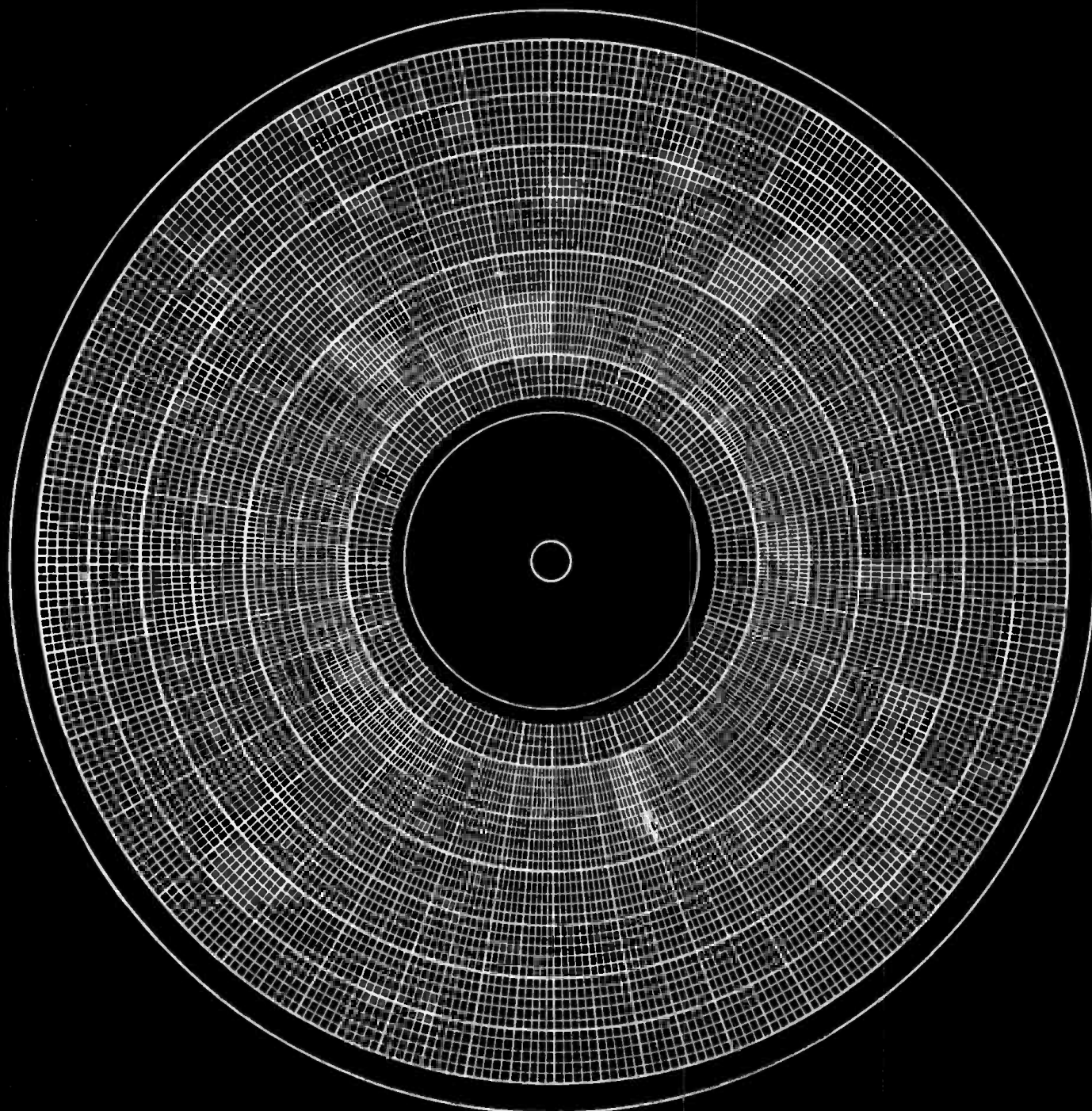
St. Louisans may not be sure which "bank" sponsors the news or the weather, but surveys have uncovered the fact that a good many know that Boatmen's sponsors Earl Nightingale and *Our Changing World*.



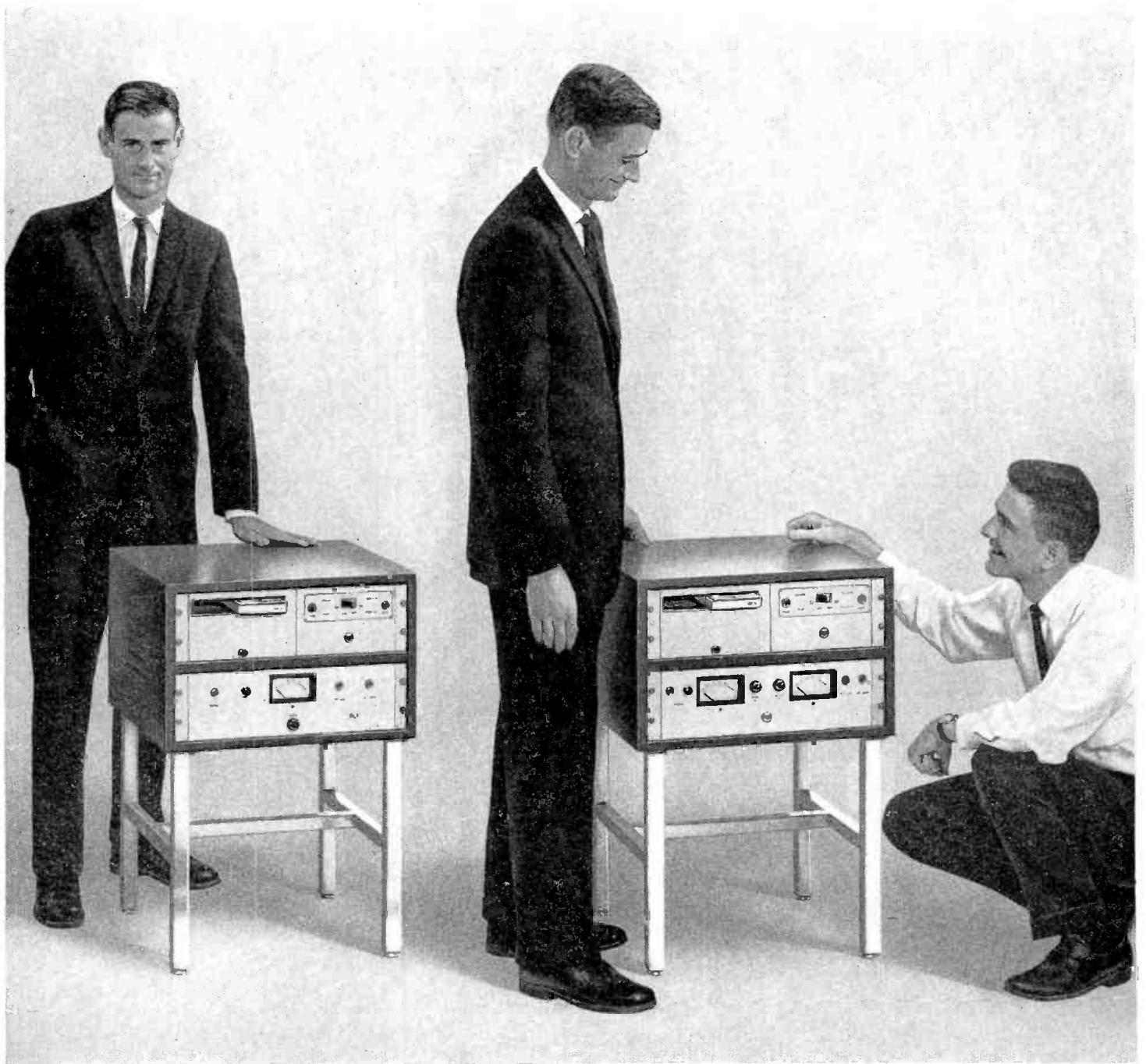
Donald Levitan is radio-television director for Batz-Hodgson-Neuwoehner Inc., St. Louis agency, and previously he was station manager-program director, KADI(FM) St. Louis-KADY St. Charles, Mo. Earlier Mr. Levitan was general manager of KCFM(FM) St. Louis and continuity writer for Kilroy Advertising there. A native of Tarrytown, N. Y., Mr. Levitan is a graduate of Northwestern University. After Army service he settled in St. Louis starting at WAMV East St. Louis, Ill.

Quality by any measurement is on the record at WELI.  
The station with the adult purchasing power audience in New Haven.  
The station that makes New Haven a better buy.  
5000 Watts; 960 KC.

WELI



# RCA transistorized audio



## Monaural Cartridge Tape System . . . RT-17

With silent, automatic operation, compact, distinctive styling and high quality sound reproduction. Three cue tones include a "trip cue" for automatically triggering other equipments capable of being remotely started (in both this and the RT-37 stereo system). Remote control recording and playback.

## Stereo Cartridge Tape System . . . RT-37

Has all the convenient record/playback features of the RT-17. Handles voice and music with unmatched realism. Adds new stereo believability to recorded material. Also provides remote control recording and playback.

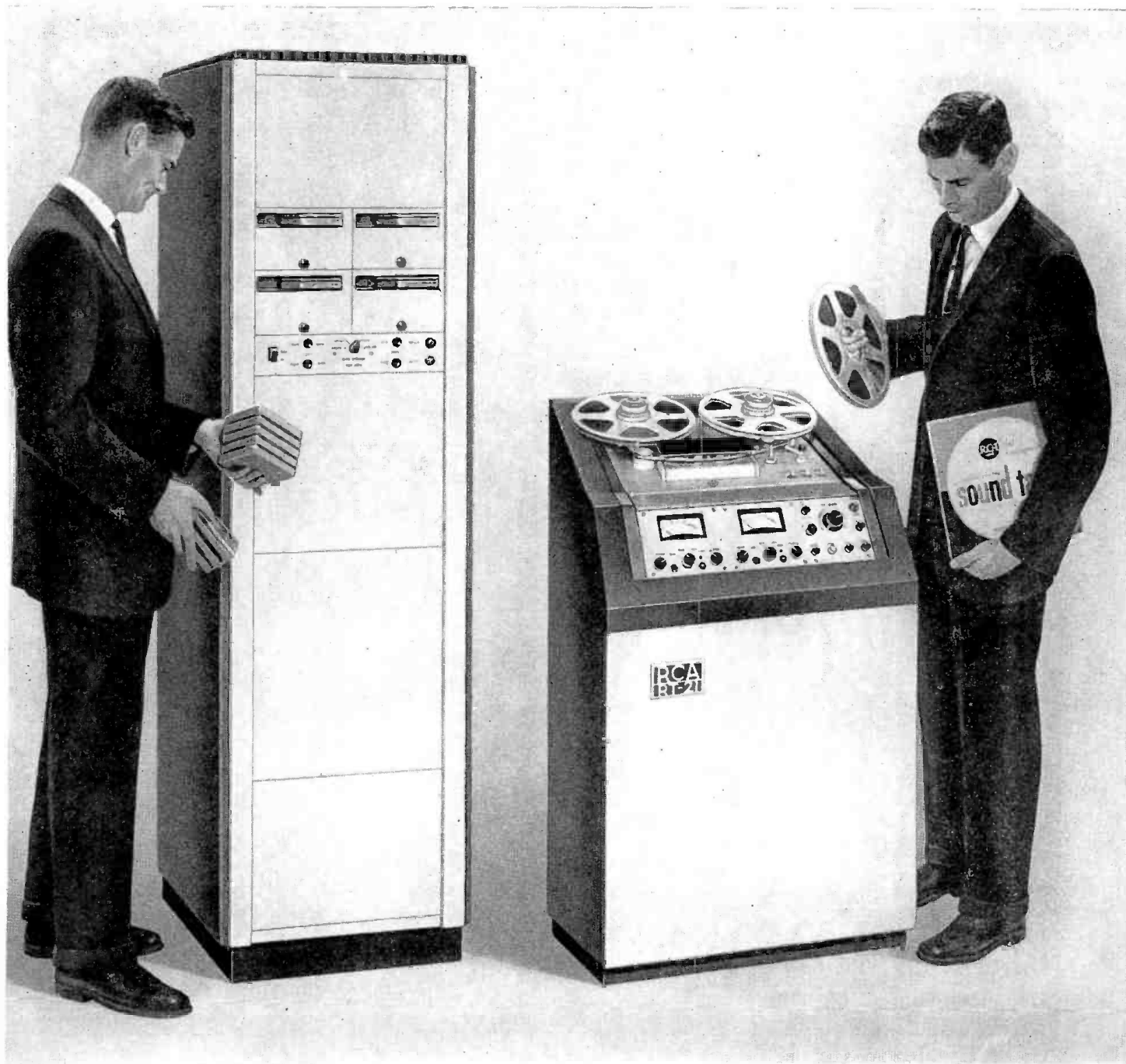
**Get all the facts** about the RCA line of transistorized audio tape recorders. Call your RCA Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.



# tape recorders

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## STEREO MONAURAL



### Multiple Cartridge Playback System... RT-8

For handling quantities of tapes. Can be operated manually, sequentially, or by pulses supplied from an automation system. Each unit houses four plug-in cartridge decks which can be stacked in systems of 8-12-16 or more units. A random trip cue feature is optional.

### Professional Audio Recorder... RT-21

Quality to meet the most critical requirements. Also simplified operating features. Variable speed control for quick cueing of tapes, an optional fourth head for special playback use, rugged construction for smooth reeling and braking. Console, portable, or rack mounting—stereo or monaural.



**The Most Trusted Name in Radio**

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

**IN FT. WAYNE, INDIANA**  
7-7:30 P.M.

Monday—**SEA HUNT**



Tuesday—**DOBIE GILLIS**



Wednesday—**THE LITTLEST HOBO**



Thursday—**EVERGLADES**



Friday—**CAR 54**




Saturday—**TRAILS WEST**

**WKJG-TV**  
FORT WAYNE **33** NBC

**IN SOUTH BEND-ELKHART**  
1-2:30 P.M. Monday Thru Friday


**THE MIKE DOUGLAS SHOW**



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

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

**CHEYENNE**



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

**WSJV-TV**  
SOUTH BEND-ELKHART **28** ABC

CALL  TODAY!



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

## Too much convention coverage?

ABC-TV affiliates head thinks so; chairmen of NBC-TV and CBS-TV affiliate groups interested if rotation plan is not an antitrust violation

A movement was launched last week to open a wedge for "regular" programming in the television networks' coverage of the 1968 national political conventions—and perhaps to simplify the convention coverage itself.

The immediate objective was to marshal affiliate sentiment—a great deal of which was already evident—for some sort of rotation system that would have only two networks providing convention coverage at once. The third would carry its regular programming, and the role of "third" or "entertainment" network would alternate among the three.

Official reaction among the three networks was skeptical, but even in expressing reservations officials of all three networks privately showed concern about mounting convention coverage costs and most of them indicated a willingness, and in some cases, a desire, to consider simplifications in handling future conventions.

**Too Much Coverage** ■ Among affiliates there appeared to be a widespread feeling that the networks had covered this year's major party conventions—both Republican and Democratic—too long, too exhaustively and too expensively.

They were especially concerned about the levels of audience interest. All indications were that total use of television was subnormal during both conventions, and that when viewers did turn on their sets in markets where alternative programming was available a majority usually dialed entertainment programming rather than the convention coverage being offered by the three networks.

The movement for a rotation system was being led by Thomas P. Chisman of WVEC-TV Norfolk, Va., chairman of the ABC-TV Station Affiliates Association. He argued that public interest in itself requires that viewers be given "a choice" between convention and non-convention programming—a choice that doesn't exist in markets with fewer than

four stations.

Mr. Chisman said that projections by ABC-TV researchers indicated that sets-in-use, normally at about the 52% level during the 7:30-10:30 p.m. period on summer weeknights, dropped to 27% during the GOP convention in July and appeared to be about the same level during the Democratic sessions two weeks ago.

**Clear Choice?** ■ Moreover, he continued, those who did use their television sets during the conventions chose, more often than not, to watch entertainment programs if entertainment programs were available to them (BROADCASTING, July 20, Aug. 31), indicating that they wanted a clear choice between politics and regular programming.

Under Mr. Chisman's plan, on each night of future national conventions two networks would carry the convention and one would present its regular entertainment schedule for that night. Having two networks centering on the convention at any given time, he felt, would maintain diversity and also insure retention of the benefits of competition.

He appeared confident that some

equitable rotation arrangement could be devised, and suggested that, as part of the plan, when one network was presenting entertainment programming its political anchormen might appear as guests on one or both of the "convention networks."

Mr. Chisman said he had discussed the need for such an alternative with other members of the ABC-TV affiliates board of governors, obtained a unanimously favorable response and received "informal approval" for a letter proposing a meeting with leaders of the affiliated groups of CBS-TV and NBC-TV.

He said he hoped to have such a meeting within a few weeks.

The chairman of these groups, Thomas Murphy of Capital Cities Broadcasting as chairman of the CBS-TV Affiliates Association and A. Louis Read of WBSU-TV New Orleans as chairman of the NBC-TV Affiliates Board of Delegates, indicated a willingness to participate—if. Mr. Murphy said he would first need assurance that no antitrust questions would ensue, and Mr. Read indicated he would want to talk to his



Thomas P. Chisman (l), chairman of the ABC-TV Station Affiliates Association, whose plan for alternating coverage of political conventions among the networks found considerable support last week. Heads of the other

two network affiliates associations, A. Louis Read (c), chairman of the NBC-TV Affiliates Board of Delegates, and Thomas Murphy (r), chairman of the CBS-TV Affiliates Association, showed interest but wanted legal advice.

## If they had it to do over—they'd restrain floor coverage

The 1964 political conventions may be the last where viewers will see TV newsmen equipped with back-packed equipment scrambling at work in the press of delegates on the floor.

The days of the interview with the delegate from French Lick as he sits among his fellow delegates are numbered if the men who dealt with the radio and television arrangements for both conventions have anything to say about another.

These are the sentiments of J. Leonard Reinsch, in charge of the Democratic convention in Atlantic City two weeks ago, and of Robert R. Snodgrass, in charge of radio and TV arrangements for the Republican convention in San Francisco last July.

By coincidence both convention major domos come from Atlanta and know each other.

Mr. Reinsch is president of Cox Broadcasting Corp., headquartered in Atlanta, and served as Democratic convention director for the third time. Mr. Snodgrass is president of Atlas Finance Co., based in Atlanta and doing business in the Southeast. His credentials for the job were, in comparison to Mr. Reinsch's somewhat meager: he was a viewer and listener. He claims now that his appreciation for TV and radio is ex-

ceedingly more understanding than before his baptism at the Cow Palace.

Sig Mickelsen, Time-Life Broadcast vice president, was in charge of overall arrangements for the Republican convention. Mr. Mickelsen was on leave from his Time-Life job for the San Francisco meeting. Last week he was in the Near East on a Time-Life assignment and was unreachable for comment.

**Nothing But Praise** ■ Both Mr. Reinsch and Mr. Snodgrass were full of praise and admiration for the job done by TV and radio men in covering their respective conventions and for the cooperation they received from the networks and the group news men. But both had one suggestion for a change, and both were on the same point:

The enterprise and competitive spirit shown by TV newsmen on the floor of the conventions in button-holing delegates for on-the-air-interviews must be curbed. This activity disrupted the business of the conventions, they both agreed.

Mr. Reinsch, because the Democrats had just completed their meeting, was more specific about what should be done. He would, he said, divide the floor seating into two areas—delegates forward, alternates in back. He would prohibit TV newsmen from doing any interviewing in

the delegates section of the meeting; they would be able to contact delegates but they would have to bring them back to the rear for interviews.

The Democratic convention manager acknowledged that there was another side to the coin: many delegates sought out TV newsmen and practically begged to be interviewed.

He had one other observation, perhaps more basic. TV newsmen, he said, in some instances made news out of their interviews, when actually there wasn't any news.

"Television," Mr. Reinsch said, "has now reached the point where it must strike a delicate balance between covering news and making news."

Some of the questions asked by TV newsmen of delegates on the floor of the Atlantic City convention were "inane," he said. They were wild spots in TV's "frantic desire for scoops."

Otherwise, Mr. Reinsch concluded, "I had grand cooperation from the networks and the major group stations. If anyone got off the beam at any time, all I had to do was call it to his attention and he got right back in line."

**Hello Ma** ■ Mr. Snodgrass also felt the floor interviews by TV newsmen were "very disruptive."

"They caused jam-ups on the floor

attorneys first.

Mr. Chisman said he hoped to have Justice Department "clearance" of the antitrust question within two weeks, so that a six-man committee—consisting of the chairman and one other affiliate from each network group—could sit down together, probably in New York late in September.

**Wants to Talk It Over** ■ Mr. Read told BROADCASTING he had not discussed the proposal with his own attorneys or with NBC, all of whom he would want to consult before taking part in such a session, but that if the movement continues he would be "interested."

He said he felt there was merit in the criticism that the three-network coverage of this year's conventions was "too much" and he thought a survey of viewers would undoubtedly find many who think it would be "nice" to have one network carry entertainment during a convention.

In the long run, however, he didn't think the networks are apt to accept any arrangement limiting their individual independence in providing what-

ever coverage they wish. "When you have a Huntley-Brinkley," he added, "you have a lot going for you."

Mr. Murphy told BROADCASTING he "could see no harm in exploring the

### Movies during convention

More than 3,000 congratulatory letters were received by WTTG(TV) Washington for entertainment programming during the Democratic National Convention. The Metromedia independent scheduled feature movies during the prime time hours (7:30-9:30 p.m.) when the three Washington network stations were devoting full time to the Atlantic City convention. WTTG Manager Lawrence Fraiberg said some of the letters came from the station's fringe areas and most expressed appreciation to the station for offering normal scheduling.

plan"—provided that the antitrust question can be cleared in advance. Fundamentally, however, he thought the decision must be made by the networks, and that the most of the affiliates might do as act as a "catalyst."

The Chisman proposal found no favor at NBC-TV, which has led the convention ratings parade for years and in both conventions this year has had ratings exceeding those of CBS-TV and ABC-TV combined. NBC officials said they had no plan to participate in a rotational system and intended to "cover the news" as they have in the past.

**Benefits Electorate** ■ CBS-TV officials said their position historically has been that while it may be a lot of coverage, having all three networks on the job has led to a better informed electorate.

ABC-TV officials did not endorse the Chisman proposal but said they were willing to consider any plan that might restore a greater sense of "reality" in convention coverage procedures.

While no network openly embraced the plan and NBC seemed to reject it explicitly, a serious concern with mount-

and the aisles," he said, "because people on either side of the man being interviewed—and those behind and in front of him too—crowded around to hear what was being said. And some of them pushed so they could get on camera."

TV newsmen must discipline themselves to overcome this confusion, Mr. Snodgrass said from his vacation lodge at Cold Harbor, Mich., last week. Otherwise, he said, a ban on floor interviews may have to be imposed, which, he added, he personally would find undesirable.

The Republican manager made a general comment on political conventions and TV.

"The business of a political convention," he observed, "is to nominate candidates for the Presidency and the Vice Presidency. This is the paramount business of the convention. But because of the newsworthiness of this, it attracts huge coverage by all media—and this gives the party an opportunity to project an image that can mean votes."

There is a conflict between these two approaches, he admitted, but a compromise must be reached and "usually can be arranged."

"I was truly impressed with the people and the industry," Mr. Snodgrass said. "I haven't had more pleasant relations with anyone than I did with the broadcasters in San Francisco."

ing costs of convention coverage was evident in private discussions of officials at all three networks.

Costs of the Democratic convention appeared to be particularly nettling. Some sources estimated that the three TV networks spent \$8 to \$10 million in covering the four-day sessions at Atlantic City—and probably recovered no more than \$4 or \$4.5 million of that amount.

Privately, officials of all three networks complained of "outlandish" or "fantastic" expenditures by one or both of the other network news organizations in their efforts to get a better camera position, an extra impromptu studio or more coverage points.

A number expressed fear that, unless some sort of self-restraint comes into play, the competitive fever will bid prices up even farther into the stratosphere four years from now.

This sort of concern was especially evident at ABC, whose ratings have trailed the other networks but whose costs have soared anyway. Some ABC authorities offered their personal—not

official—views that convention coverage ought to be simplified to a point where the proceedings would be covered "like the World Series."

In this view, the cameras should be trained on the proceedings, and floor interviews and remote events ignored—just as cameras stay out of the dugouts at baseball games.

Nobody went this far officially, but concern with costs was evident not only at ABC but at all three networks, and observers were led to believe that, whether an entertainment rotation system is adopted or not, changes of some sort are apt to be devised in an effort to bring the 1968 bill a little closer under control.

## No action taken on computers

### Networks explain systems, problems to governors

A special committee of state governors met with news media representatives last week and decided, for the present, not to pursue action against the networks' practice or method of broadcasting computer-based projections of election winners.

The networks have no intention of giving up the reporting of projected choices, but were said to have indicated to the governors a willingness to fully inform the public as to how they arrive at those projections.

A group of 10 governors, the committee on election laws and communications media operations, with Governor Richard J. Hughes (D-N. J.) as chairman, was formed at the Cleveland Governors Conference in June with one of its concerns the possible ill effects of early predictions of national election winners on voting patterns in areas where polls are still open. Five of the governors were at the New York meeting last week.

They discussed the problem with the networks individually and later noted "cooperative" attitudes of broadcasting officials.

Governor Hughes was unable to attend due to illness. A statement delivered by Governor Grant Sawyer (D-Nev.), chairman of the National Governors' Conference, said that all the broadcasting representatives who met with the committee would explore, with a view toward implementation, the following suggestions:

"To give serious consideration to the manner in which election forecasts will be made. Some stated that their

computer forecasts will be clearly labeled as such.

"To conduct educational programs, from now until the November election, which will help increase the public understanding of the process by which election predictions and returns are formulated.

"To make a concerted get-out-the-vote effort, both before and during the election; and to encourage all of our citizens to cast their votes, irrespective of the national election predictions. . . ."

Study Slated ■ Governor Sawyer's statement noted that one network plans a post-election study on the influence of reporting techniques on voting. This

### Convention peak Aug. 27

An estimated 20,745,000 homes reaching 41,490,000 viewers were tuned in to the final night of the Democratic convention on Aug. 27 between 9:30-10 p.m. EDT, the American Research Bureau reported last week.

This was the largest TV audience recorded during any half-hour period of ARB's surveys of the TV audience for both national conventions. ARB noted that even the largest convention audience for all three networks combined still "fell short of a typical *Beverly Hillbillies* episode, which captured 22,309,000 homes and 54,657,000 viewers during ARB's latest survey."

On other days of the Democratic convention, peak viewing occurred each night between 9:30 and 10 p.m., according to ARB, and estimates were: Aug. 24, 17,536,000 homes (31,564,000 viewers); Aug. 25, 17,072,000 homes (32,430,000 viewers) and Aug. 26, 20,538,000 homes (41,076,000 viewers) [BROADCASTING, Aug. 31].

was later reported to be CBS.

At present three bills and a resolution have been introduced in the Senate, and a bill in the House, all with a view to restricting early announcements of predicted election outcomes. No final action is expected on any of these measures in this Congress.

In the sessions with the governors were James Hagerty, AB-PT vice president, and Elmer Lower, ABC News president; CBS Inc. President Frank Stanton and CBS News President Fred Friendly; NBC Board Chairman Robert Sarnoff and President Robert E. Kintner. MBS was represented by Charles War-

ren, manager of Washington operations.

Also represented were the news wire services: Wes Gallagher, general manager, and Harry Montgomery, traffic manager, from Associated Press, and Earl J. Johnson, vice president and editor from United Press-International.

A CBS spokesman said the company's talks with the governors had included an explanation of the network's Vote Profile Analysis (VPA) methodology; an explanation of Network Election Services (NES), the cooperative vote counting plan of the three networks and wire services for election day, and a presentation showing the closing times of polls across the country and the consequent reporting difficulties faced by the networks.

CBS News is still considering the exact language it will employ in an-

nouncing its projections in the coming election. In the past it has been "CBS News, on the basis of VPA, declares [candidate] has won."

**Advisory Planned** ■ In an effort to explain its computerized election projections to the public CBS-TV plans a closed-circuit broadcast to its affiliates explaining VPA. The affiliates will probably be asked to air the program at some time before the election.

CBS-TV also plans to televise a program titled "The Revolution in Election Reporting," which will give background on both VPA and NES.

Elmer Lower said ABC had promised the governors a continuation of its practice of using the word "projection" when calling a winner and had also assured the committee it would broadcast appeals to voters in western states to get

out and vote, even after it was evident that a winner had emerged in the national election.

Mr. Lower said ABC-TV plans a half-hour special on computers and elections as one of its *ABC News Reports: Politics '64* programs.

NBC told the governors' committee it would report the winner indicated by its computers, but would clearly label its projections as based on computer data.

Mutual's Charles Warren expressed agreement with the other network positions and termed the meeting "amicable." He said it was MBS policy to rely on its 500 radio affiliates for grass-roots election information and analysis, but that the Mutual network favors clear identification of computer predictions in principle.

## BROADCAST ADVERTISING

# TV network participations grow

Fall slots dominated by minutes, participations;

sales rush ending with totals equalling '63;

new cycle of programs starting this month

Advertiser participations account for more than half of the sponsorship sold on the TV network's fall nighttime schedule for the fourth quarter of the year, October through December.

According to informed estimates, CBS-TV in the fourth quarter has about 25%, ABC-TV about 75% (and perhaps higher) and NBC-TV at least 65% of prime-time hours (Sunday-Saturday, 7:30-11 p.m.) designated for participations, or minute buys, which usually are placed on a short-term basis.

Network sales executives note that most of the nighttime schedule has been sold for the fourth quarter and that the networks are at about the same point in advance sales reached at this time last year. The 1964-65 season prime-time programs start their new cycles at various dates, beginning in mid-September.

For a complete rundown of programs, costs, sponsorships, packagers-producers and program starting dates, see chart on pages 44 and 45. The trends and statistics on the next season:

■ The sales rush, particularly hectic over the past 30 days, is now nearly over. It was a hard-sell summer period caused by changes in schedule plans when several pilots proved unsatisfactory.

■ There will be more new shows. The 1963-64 season started with 35 new shows. The 1964-65 season will

start with 39. (ABC-TV's *Peyton Place*, which runs twice a week, is counted as two shows, and NBC-TV's *90 Bristol Court*, 90-minute segment made up of three different comedy series, is counted as three shows.) Of the 39 shows, 16 will be on ABC-TV (the same number that started there the past season), 11 on NBC-TV (also the same number) and 12 on CBS-TV (four more for that network).

■ More shows will be returning. At the start of this past season, 52 shows were returning. This season there are 55 shows returning. But this season there'll be more shows overall in prime

time (after 7:30): 94 compared to last season's 87.

■ Production costs continue upward, according to BROADCASTING's annual cost estimates. The weekly tab for the new season is estimated at \$9.1 million, up \$800,000 from the previous season (see chart) and a new high.

**Participation Shows** ■ The flood of sales orders in the past month was mostly for participations. CBS-TV has been selling participations in some of *Joey Bishop*, *CBS Reports*, *The Reporter*, *Mr. Broadway*, all of *Rawhide* and *World War I* and about half of *Slatery's People* and *The Nurses*.

ABC-TV's full participating shows: *Wagon Train*, *Sunday Night Movies*, *Voyage to the Bottom of the Sea*, *Mickey*, *Addams Family*, *Broadside* and *Outer Limits*. Participations also exist in varying degrees in these ABC shows: *Ben Casey*, *Combat*, the two *Peyton Place* programs, *The Fugitive*, *Shindig*, *Burke's Law*, *Jimmy Dean*, *Jonny Quest*, *12 O'Clock High*, *Hollywood Palace*, *Wendy and Me*, *Tycoon* and *Valentine's Day*.

NBC-TV's participating shows: *90 Bristol Court*, *Andy Williams-Jonathan Winters*, *Alfred Hitchcock*; *Mr. Novak*, *The Man from U.N.C.L.E.*, *That Was the Week That Was*, *The Virginian*, both the Wednesday and Saturday movies, *Daniel Boone*, *International Show*

### CBS pushes TV on radio

CBS-TV will purchase spots on independent radio stations to encourage listeners to watch the network's fall TV premieres. In addition, CBS-TV will run spots on CBS Radio affiliates where there are availabilities. The campaign will be built around a musical promotion jingle. BBDO, New York, is the agency for CBS-TV.

# Metro Area Population, Rank, Percent of U.S.

January 1, 1964

Rank		Population	% of U.S.	Rank		Population	% of U.S.
1	New York-North eastern N. J.	11,154,400	5.8729	31	Tampa-St. Petersburg	903,600	.4758
	Consolidated Area	15,460,000	8.1399	32	Portland, Ore.-Wash.	882,200	.4645
2	Los Angeles-Long Beach	6,661,800	3.5075	33	Providence-Pawtucket (Official S.M.S.A.)	846,800	.4458
3	Chicago	6,510,900	3.4280		Providence-Pawtucket (county basis)	887,100	.4671
	Chicago, Ill.-North- western Ind.	7,126,600	3.7522	34	Columbus, Ohio	813,300	.4282
4	Philadelphia, Pa.-N. J.	4,585,000	2.4140	35	San Jose	807,900	.4254
5	Detroit	3,939,200	2.0740	36	Phoenix	799,900	.4212
6	San Francisco-Oakland	2,829,600	1.4898	37	San Antonio	797,300	.4198
7	Boston (Official S.M.S.A.)	2,620,600	1.3798	38	Dayton	782,600	.4120
	Boston (county basis)	3,216,900	1.6937	39	Louisville, Ky.-Ind.	778,600	.4099
8	Pittsburgh	2,473,600	1.3024	40	Rochester, N. Y.	776,700	.4089
9	Washington, D. C.	2,224,800	1.1714	41	Memphis, Tenn.-Ark.	731,200	.3850
10	St. Louis, Mo.-Ill.	2,219,000	1.1683	42	Sacramento	716,100	.3770
11	Cleveland	2,023,700	1.0655	43	Albany-Schenectady-Troy	689,100	.3628
12	Baltimore	1,808,200	.9520	44	Birmingham, Ala.	668,600	.3520
13	Newark, N. J.	1,767,000	.9303	45	Toledo, Ohio-Mich.	659,200	.3471
14	Minneapolis-St. Paul.	1,582,700	.8333	46	Akron	644,000	.3391
15	Houston	1,399,100	.7366	47	Fort Worth	641,300	.3376
16	Buffalo	1,390,200	.7319	48	Norfolk-Portsmouth	625,300	.3292
17	Cincinnati, Ohio-Ky.-Ind.	1,347,800	.7096	49	Gary-Hammond-East Chicago, Ind.	615,700	.3242
18	Milwaukee	1,322,900	.6965	50	Jersey City, N. J.	613,200	.3229
19	Patterson-Clifton-Pasaic, N. J.	1,284,300	.6762	51	Syracuse	605,200	.3186
20	Dallas	1,211,800	.6380	52	Hartford (Official S.M.S.A.)	586,600	.3088
21	San Diego	1,211,700	.6380		Hartford (county basis)	833,000	.4386
22	Seattle-Everett, Wash.	1,203,800	.6338	53	Oklahoma City	580,500	.3056
23	Kansas City, Mo.-Kans.	1,167,000	.6144	54	Honolulu, Hawaii	576,300	.3034
24	Atlanta	1,143,500	.6021	55	Youngstown-Warren	537,100	.2828
25	Miami	1,093,800	.5759	56	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	517,900	.2727
26	Denver	1,073,500	.5652		Springfield-Chicopee- Holyoke (county basis)	558,800	.2942
27	New Orleans	971,000	.5112	57	Salt Lake City	511,700	.2694
28	Anaheim-Santa Ana-Garden Grove, Calif.	963,700	.5074	58	Allentown-Bethlehem- Easton Pa.-N. J.	510,900	.2690
29	Indianapolis	961,700	.5063	59	Jacksonville, Fla.	507,800	.2674
	Bernardino-Riverside San Diego	935,800	.4927				

## Can you name the top 25 radio markets?

Yes, you're right (or no, you're wrong!) — that clipping, above, furnishes no answer as to America's top 25 radio markets.

All the top 25 radio markets are NOT centered around the top 25 Metro Areas.

Matter of fact, WHO Radio, Des Moines, gives you the 23rd radio market in America — gives you more people than "the big station" in some of those top 25 Metro Areas!

WHO Radio's Market is the 117 counties it covers in Iowa, Missouri, Illinois and Minnesota. WHO actually reaches 42% of all the 812,270 radio homes in that area, weekly. And 239,000 families listen every day to WHO Radio.\*

This is why so many top radio advertisers specify "TOWA PLUS" among their "top 25 markets." Ask PGW for some instances.

\*All figures from NCS '61, and SRDS, '64

# WHO RADIO

for Iowa PLUS!

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



Peters, Griffin, Woodward, Inc., National Representatives

time, Jack Paar, Kentucky Jones, Dr. Kildare, Flipper and Mr. Magoo.

Firm lists of participating advertisers in the fall period are hard to come by because of their unconventional frequency (an advertiser may be in for one week then out for several weeks). But the identity of many of these participating advertisers is known. Of the networks, CBS-TV refuses to release data on its participating advertisers.

The following ABC and NBC participating advertisers are not shown on the chart on pages 44 and 45 because of space limitations:

ABC—*Wagon Train*: Norwich Pharmacal and Procter & Gamble, (Benton & Bowles); Noxzema (Sullivan, Stauffer, Colwell & Bayles); Simmons and Block Drug (Young & Rubicam); Dow Chemical (MacManus, John & Adams); Brown & Williamson (Ted Bates); General Mills (Dancer-Fitzgerald-Sample); U. S. Rubber (Doyle Dane Bernbach); Bristol-Myers (Grey); Florida Citrus Commission (Campbell-Ewald); Lincoln-Mercury (Kenyon & Eckhardt).

*Sunday Night Movie*: Armour and Sunbeam (Foote, Cone & Belding); Ballantine, Union Carbide, Chesebrough-Pond's, Sun Oil and R. J. Reynolds (Esty); Bristol-Myers and Mennen (Grey); Colgate-Palmolive (Bates); Corning Glass (N. W. Ayer); U. S. Rubber (DDB); Exquisite Form, Quak-

er Oats and Pharma-Craft (Papert, Koenig, Lois); Dodge (BBDO); Reader's Digest (J. Walter Thompson); Gillette (Maxon); Lehn & Fink (Geyer, Morey, Ballard); Norwich (B&B); Block Drug and Noxzema (SSC&B); Pontiac and Dow Chemical (MJ&A); Simmons (Y&R); U. S. Plywood and Beecham Products (both K&E); Chanel (Norman, Craig & Kummel); Jergens and Sterling Drug (both Cunningham & Walsh); Motorola (Leo Burnett).

*Voyage to the Bottom of the Sea*: Coca-Cola (McCann-Erickson); duPont (Ayer); Norwich and P&G (B&B); General Mills (D-F-S); Noxzema (SSC &B); Pharmacrast (PKL); Simmons and Breck (Y&R); Beecham (K&E); Hoffman-Laroche (BBDO); Dow (MJ &A).

*Ben Casey*: Armour, Menley & James and Clairol (FC&B); Colgate, Brown & Williamson and Whitehall (Bates); Corning Glass, Plymouth and Hills Coffee (Ayer); Motorola (Burnett); Pharmacrast (PKL); Lehn & Fink (GMB); Noxzema (SSC&B); Block Drug (Y&R); Chesebrough-Pond's and Sun Oil (Esty); U. S. Rubber (DDB); Dow (MJ&A); Sterling Drug (C&W).

*Combat*: American Tobacco (BBDO); Armour and Sunbeam (FC&B); Beecham (K&E); A. C. Spark Plugs (D. P. Brother); Miles Labs (Wade); Motorola (Burnett); Colgate (Bates); Block Drug

(SSC&B).

*Peyton Place I* (Tuesday): Brown & Williamson (Bates); Clairol and Sunbeam (FC&B); Dodge (BBDO); duPont (Ayer); Speidel (McCann-Marschalk); Sterling Drug (C&W).

*The Fugitive*: Armour, Menley & James and Sunbeam (FC&B); Socony Mobil and Whitehall (Bates); Noxzema and Block Drug (SSC&B); P&G (B&B); Beecham (K&E); U. S. Rubber (DDB); Sterling Drug (C&W); General Mills (DFS).

*Shindig*: Peter Paul (DFS); Clairol (FC&B); P&G (B&B); U. S. Rubber (DDB); Bristol-Myers (Y&R); Florida Citrus (C-E). Also on Wednesday, 8:30-9 p.m. *Shindig* will be pre-empted for seven *Dinah Shore* specials. Production of each show is at \$170,000 with Purex sponsoring (FC&B).

*Mickey*: Simmons and Bristol-Myers (Y&R); duPont (Ayer); General Mills (DFS).

*Burke's Law*: Ballantine, Chesebrough-Pond's and Sun Oil (Esty); Colgate, Brown & Williamson and Whitehall (Bates); Corning, Plymouth and Hills Coffee (Ayer); Motorola (Burnett); Menley & James and Clairol (FC&B); Pharmacrast (PKL); Lehn & Fink (GMB); U. S. Rubber (DDB); Dow (MJ&A); Block Drug and Noxzema (SSC&B); Sterling Drug (C&W).

*Peyton Place II* (Thursday): Brown &

## PREVIEW: Reach for a hat instead of a sweet



The television advertising campaign for new Lucky Strike filter cigarettes will feature a smoker who eats his hat after discovering the new product. The smoker will appear in a one-minute commercial that will be run in the initial spot markets where the new cigarette is being introduced: Indianapolis; Memphis;

Des Moines, Iowa, and Spokane, Wash.

The commercial opens with a picture of a man wearing a straw hat with a bite missing from the brim. He says: "All I said was: 'Show me just one filter that won't take away the taste and I'll eat my hat.'" The commercial continues with an ex-

planation of the new two-way charcoal filter—cradled between two white filters—in the cigarette.

The concluding scene of the commercial shows a package of Lucky Strike filters next to the mutilated straw hat. The audio portion says: "Wake up to Lucky Strike filters today."



# FOR A NEWS-HUNGRY PUBLIC

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

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



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



**DON WAYNE**  
Newscaster



**PHIL DONAHUE**  
Newscaster



**MAC MCFARLIN**  
Newscaster



**TOM ANDREWS**  
Newscaster



**ANDY CASSELS**  
Newscaster Photographer



**AL BROWN**  
Newscaster Photographer



**CHUCK UPTHEGROVE**  
Photographer



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



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



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



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

WHIO-TV • CBS • CHANNEL 7

# WHIO

WHIO-AM-FM • DAYTON, OHIO

Williamson (Bates); Clairol and Sunbeam (FC&B); Dodge (BBDO); duPont (Ayer); Speidel (M-M); Sterling Drug (C&W).

*Jimmy Dean:* Armour and Sunbeam (FC&B); Motorola (Burnett); Norwich (B&B); Pharmacrast (PKL); Polaroid and U. S. Rubber (DDB); Simmons (Y&R); Union Carbide, R. J. Reynolds, Chesebrough-Pond's and Sun Oil (Esty); Miller Brewing (Mathieson); Block Drug (SSC&B); Sherwin-Williams (Griswold-Eshleman); National Biscuit (M-E); General Mills (DFS); *Reader's Digest* (JWT).

*Jonny Quest:* B. F. Goodrich (FC &B); Pepsi-Cola (BBDO); P&G (B&B).

*The Addams Family:* Clairol (FC &B); Sherwin-Williams (G-E); Simmons and Bristol-Myers (Y&R); Union Carbide, Chesebrough-Pond's and Sun Oil (Esty); Dow (MJ&A); Norwich (B&B); Florida Citrus (C-E); Pepsi (BBDO); Mennen (Grey).

*12 O'Clock High:* Bristol-Myers and Mennen (Grey); Brown & Williamson and Colgate (Bates); duPont and Plymouth (Ayer); Armour, Menley & James and Sunbeam (FC&B); Noxzema and Block Drug (SSC&B); Miller (Mathieson); Pontiac (MJ&A); Haggard (Tracy-Locke).

*The Outer Limits:* Norwich and P&G (B&B); Hoffman-LaRoche and Pepsi (BBDO); Block Drug (SSC&B); Sherwin-Williams (G-E); Mennen (Grey); National Biscuit (M-E); General Mills (DFS).

*Hollywood Palace:* Breck and Simmons (Y&R); Chemstrand and Polaroid (DDB); Consolidated Cigar and Pharmacrast (PKL); Menley & James and Bristol-Myers (FC&B); Motorola (Burnett); Noxzema and Block Drug (SSC &B); Warner-Lambert (JWT); Pontiac (MJ&A); R. J. Reynolds, Chesebrough-Pond's and Sun Oil (Esty); Beltone (Bronner & Hass).

*NBC-90 Bristol Court:* Coca-Cola and Helene Curtis (M-E); Gerber Foods (D'Arcy); Norwich (B&B); General Cigar (Y&R); Metrecal (Ogilvy, Benson & Mather); Dow (MJ&A); Lehn & Fink (GMB); Hawaiian Punch (Ather-ton-Privett); Carnation (Erwin Wasey, Ruthrauff & Ryan); International Latex (Bates); Pillsbury (Campbell-Mithun).

*Andy Williams and Jonathan Winters:* R. J. Reynolds (Esty); Zenith (FC&B); Polaroid (DDB); Miller (Mathieson); Parker Pens and Nestle (Burnett); Helena Rubenstein and Metrecal (OB&M); Jergens (C&W); Chanel (NC&K); Helene Curtis (M-E); Pepsi (BBDO); Norwich and P&G (B&B); Dow (MJ&A); Lehn & Fink (GMB); Hawaiian Punch (A-P); Glenbrook Labs (DFS).

*Alfred Hitchcock Hour:* Liggett & Myers, Scott Paper and Standard Brands (JWT); Max Factor (C/R); Union



### PREVIEW: On time

Scene of a veterinarian delivering a calf will be shown in part in this new TV commercial now in production for American Oil Co. for scheduling later this fall by D'Arcy Advertising, Chicago. American Oil is a heavy user of TV and will include the commercial in its winter promotion. Theme is that when the veterinarian is summoned on a cold night he must rely on dependable gasoline to start his car quickly.

Carbide (Esty); Plymouth and Corning (Ayer); Speidel (M-M); Hoffman-LaRoche, Sautter Labs and Helene Curtis (M-E); Helena Rubenstein and Metrecal (OB&M); Gillette (Maxon); Pontiac and Dow (MJ&A); Lehn & Fink (GMB); P&G (B&B); Hawaiian Punch (A-P); Vicks (Morse); Glenbrook (DFS).

*Mr. Novak:* Frito-Lay (DFS); Bristol-Myers (Y&R); Maybelline (PK&G); Pontiac and Minnesota Mining (MJ &A); Max Factor (Carson/Roberts); Scott Paper (JWT); Chanel (NC&K); Parker and Nestle (Burnett); Jergens (C&W); Helena Rubenstein (OB&M); Helene Curtis (M-E); Carnation (EWR &R); Hawaiian Punch (A-P); P&G (B&B).

*The Man from U.N.C.L.E.:* Chevrolet (C-E); Polaroid (DDB); Union Carbide (Esty); Chanel (NC&K); Beecham (K&E); Norwich and P&G (B&B); General Cigar (Y&R); Lehn & Fink (GMB); Carnation (EWR&R); Hawaiian Punch (A-P); Sara Lee (FC&B); Lorillard (Grey).

*That Was the Week That Was:* Standard Brands (JWT); Hoffman-LaRoche (M-E); Speidel (M-M); Autolite (BBDO); Norwich (B&B); General Cigar (Y&R); Lehn & Fink (GMB); Texize (Henderson); Hawaiian Punch (A-P); International Latex (Bates).

*The Virginian:* Miles (Wade); Carnation (EWR&R); Hoffman-LaRoche and National Biscuit (M-E); Union

Carbide (Esty); Zenith and Sara Lee (FC&B); Standard Brands (JWT); Plymouth and Corning (Ayer); Sherwin-Williams (G-E); Parker and Nestle (Burnett); Jergens (C&W); Chanel (NC&K); Helena Rubenstein and Metrecal (OB&M); Pharmacrast (PKL); Autolite (BBDO); Norwich and P&G (B&B); Lehn & Fink (GMB); Hawaiian Punch (A-P); International Latex (Bates); Vicks (Morse); Pillsbury (C-M); Lorillard (Grey); General Cigar (Y&R).

*Wednesday Night at the Movies:* Gillette (Maxon); American Tobacco (SSC&B, BBDO); Dodge (BBDO); Vicks (Morse); Polaroid and Oldsmobile (DDB); Zenith, Menley & James and Sara Lee (FC&B); Miller (Mathieson); Plymouth (Ayer); Hoffman-LaRoche and Helene Curtis (M-E); Pontiac, Minnesota Mining and Dow (MJ &A); Jergens (C&W); Maybelline (PK&G); Pepsi (PKL); Helena Rubenstein (OB&M); Norwich and P&G (B&B); General Cigar (Y&R); Lehn & Fink (GMB); Carnation (EWR&R); Glenbrook (DFS); International Latex (Bates); Hawaiian Punch (A-P); Pillsbury (C-M).

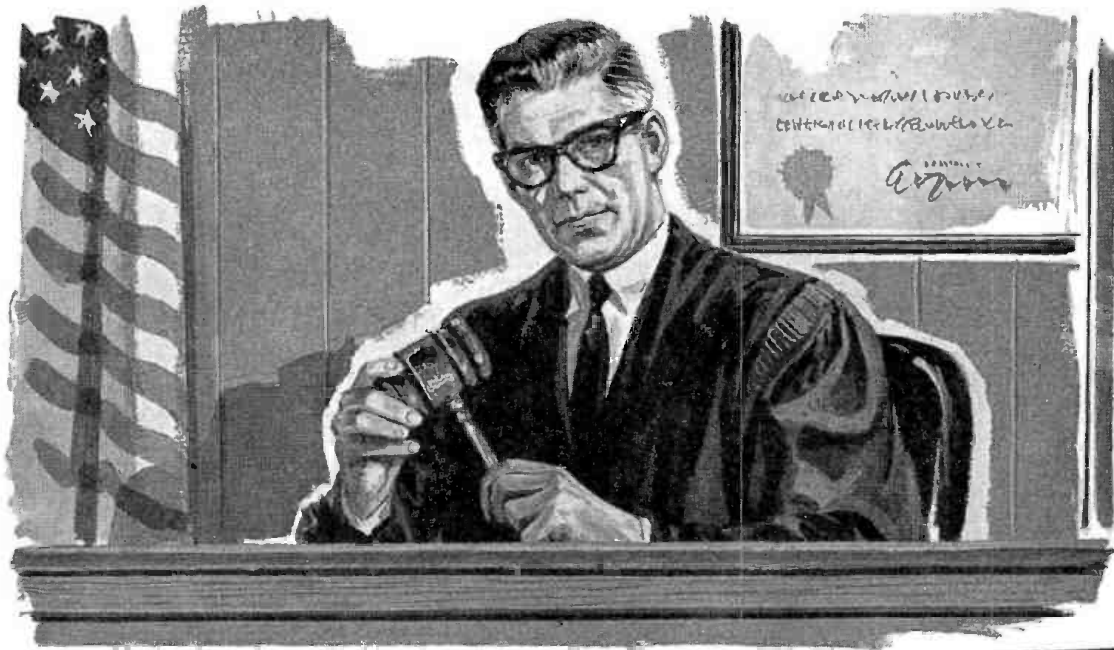
*Daniel Boone:* Pharmacrast (PKL); Sherwin-Williams (G-E); Standard Brands and Scott Paper (JWT); Hoffman-LaRoche (M-E); Nestle (Burnett); Union Carbide (Esty); General Cigar (Y&R); Lehn & Fink (GMB); P&G (B&B); Hawaiian Punch (A-P).

*International Showtime:* National Biscuit and Hoffman LaRoche (M-E); Warner-Lambert and Standard Brands (JWT); Block Drug and Lorillard (Grey); Carnation (EWR&R); Vicks (Morse); Parker and Nestle (Burnett); Helena Rubenstein (OB&M); Norwich and P&G (B&B); General Cigar (Y&R); Dow (MJ&A); Lehn & Fink (GMB); Pillsbury (C-M); Hawaiian Punch (A-P).

*Jack Paar:* Lorillard (L&N); Speidel (M-M); Hertz (NC&K); Block Drug (Grey); Green Giant (Burnett); Sherwin-Williams (G-E); Zenith and Sara Lee (FC&B); Hoffman-LaRoche (M-E); Polaroid (DDB); Glenbrook (DFS); International Latex (Bates).

*Kentucky Jones:* Timex (Warwick & Legler); Pepsi (BBDO); General Cigar (Y&R); Helena Rubenstein and Metrecal (OB&M); Lehn & Fink (GMB); Lorillard (Grey); Carnation (EWR&R); International Latex (Bates).

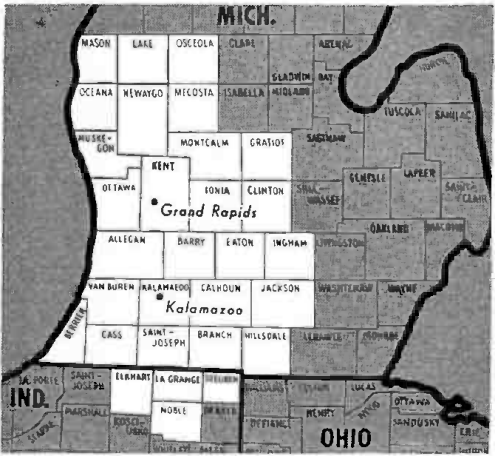
*Saturday Night at the Movies:* American Tobacco (SSC&B, BBDO); Miles (Wade); Vicks (Morse); R. J. Reynolds and Union Carbide (Esty); Bristol-Myers (Y&R); Maybelline (PK&G); Green Giant and Star-Kist (Burnett); Sunbeam and Zenith (FC&B); Carnation (EWR&R); Polaroid (DDB); Helen Curtis (M-E); Sherwin-Williams (G-E); Colgate and International Latex (Bates); Glenbrook (DFS).



# YOU MAY NEVER KNOW ALL THE LAW\* —

## BUT... WKZO-TV Wins The Listeners' Verdict in Greater Western Michigan!

**WKZO-TV MARKET  
COVERAGE AREA • NCS '61**



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

From morning's first gavel 'til the last appeal of the evening, more viewers watch WKZO-TV than any other Michigan station outside Detroit. Here's how ARB (March, '64) polls the jury:

- Sign-on to sign-off, Monday through Sunday, WKZO-TV makes its point with 11% more viewers than Station "B."
- 9 a.m. to noon, weekdays, 47% more viewers rule in favor of WKZO-TV than Station "B".
- 7:30 to 11 p.m., Monday through Sunday, 11% more viewers follow precedent and watch WKZO-TV than Station "B."

Let your barrister from Avery-Knodel plead the entire case for WKZO-TV! *And if you want all the rest of up-state Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

\*There were 1,156,644 laws on federal and state statute books in 1959.

*The Feltzer Stations*

**RADIO**  
 WKZO KALAMAZOO-BATTLE CREEK  
 WJEF GRAND RAPIDS  
 WJFM GRAND RAPIDS-KALAMAZOO  
 WWTV-FM CADILLAC

**TELEVISION**  
 WKZO-TV GRAND RAPIDS-KALAMAZOO  
 WWTV CADILLAC-TRAVERSE CITY  
 WWUP-TV SAULT STE. MARIE  
 KOLN-TV LINCOLN, NEBRASKA  
 KGIN-TV GRAND ISLAND, NEB.

# WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids  
 For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

## DETAILED WRAPUP OF FALL TV SCHEDULES

Though advertisers have bought most major nighttime programs on the TV networks for the start of the new season, some time remains available. This chart details the full schedule of prime-time programs (7:30-11 p.m. EDT), their cost, the packager, time of night scheduled and starting date. Advertisers and agencies which sponsor the shows, and programs with time still available (unsold) are indicated.

Production costs (\$9.1 million weekly, up \$800,000 from the previous season) are estimated by BROADCASTING on the basis of data from various sources. Costs are computed in most cases to represent the price of a single original in a series and do not include agency commissions or averaging of first-runs against reruns.

Agencies are in parenthesis (); productions firms in brackets []; starting dates indicate the beginning of the fall cycle; new programs are in boldface; continuing show titles (or formats) in italics; (C) denotes color, either as a full series or in part.

Wherever possible, advertisers listed in program periods reflect sponsorship in October of this year as now reportable in network sales offices. The duration of the purchase is not indicated.

## SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	<i>Wagon Train</i> \$145,000 Participating. [Revue] 9/20	<i>My Favorite Martian</i> \$56,000 Kellogg (Burnett); Toni (North) [Jack Chertok Tel] 9/27	<i>Walt Disney's Wonderful World of Color</i> (C) \$132,000 RCA Victor (JWT); Eastman Kodak (JWT) [Walt Disney Prod.] 9/20
8:00		<i>The Ed Sullivan Show</i> \$131,000 Lorillard (L&N); Pillsbury (Burnett); Lever Bros. (SSCB); Whitehall (Bates) [CBS-Sullivan Prod.] 9/27	
8:30	<i>Broadside</i> \$60,000 Armour (FCB); Con. Cigar (PKL); DuPont (Ayer); Menley-James (FCB); Plymouth (Ayer) [Revue] 9/20		<i>Bill Dana Show</i> \$75,000 P&G (Burnett) [Amigo Prod.] 9/20
9:00	<i>Sunday Night Movie</i> (Some C) \$200,000 Participating. [UA] 9/20	<i>My Living Doll</i> \$60,000 Am. Tob (BBDO) [Jack Chertok Tel] 9/27	<i>Bonanza</i> (C) \$143,000 <i>Chevrolet</i> (C-E) [NBC] 9/20
9:30		<i>Joey Bishop Show</i> \$62,000 B&W (Bates) Participating. Time available [Belmar] 9/27	
10:00		<i>Candid Camera</i> \$58,000 Lever Bros. (JWT); Bristol-Myers (Y&R) [Candid Camera Co.] 9/27	<i>The Rogues</i> \$134,000 Am. Tob. (SSCB & BBDO); Natl. Biscuit (M-E); Miles (Wade); ¼ available [Four Star Prod.] 9/13
10:30		<i>What's My Line</i> \$48,000 Am. Tob. (BBDO); Kellogg (Burnett) [CBS-Goodson- Todman] 9/27	

## WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	<i>Ozzie and Harriet</i> \$55,000 American Gas (L&N) Colgate (Bates) [Stage Five Prod.] 9/16	<i>CBS Reports</i> \$100,000 Shell Oil. (OBM) Johnson's Wax (B&B); others participating Time available [CBS] 10/7	<i>The Virginian</i> \$181,000 Participating [Revue] 9/16
8:00	<i>Patty Duke Show</i> \$57,000 Breck (Y&R); Gen. Mills (DFS); Sterling (DFS) [UA-TV] 9/16		
8:30	<i>Shindig</i> \$55,000 Participating. [Selmur-Circle Seven Prod.] 9/16	<i>Beverly Hillbillies</i> \$69,000 Kellogg (Burnett); R. J. Reynolds (Esty) [Filmways] 10/23	
9:00	<i>Mickey</i> \$60,000 Participating. Time available [MGM] 9/16	<i>Dick Van Dyke</i> \$60,000 P&G (B&B); Lorillard (L&N) [Calvada Prod./ Danny Thom. Ent.] 10/23	<i>Wednesday Night at the Movies</i> (Some C) \$261,000 Participating [Paramount-MGM] 9/16
9:30	<i>Burke's Law</i> \$140,000 Participating [Four Star] 9/16	<i>Cara Williams Show</i> \$63,000 Gen. Foods (B&B); P&G (B&B) [Richelieu Prod.] 10/23	
10:00		<i>The Danny Kaye Show</i> \$153,000 Armstrong Cork (BBDO); Am. Motors (GMB); Ralston-Purina (Gardner) [CBS] 10/23	
10:30	Station time		

## THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	<i>The Flintstones</i> (C) \$55,000 Best Foods (L&N); Motorola (Burnett); Welch (Manoff) [Screen Gems] 9/17	<i>The Munsters</i> \$60,000 Noxzema (SSCB); Gen. Mills (DFS); Johnson's Wax (B&B) [Revue] 9/24	<i>Daniel Boone</i> \$120,000 Participating [20th Century-Fox] 9/24
8:00	<i>Donna Reed Show</i> \$58,000 Campbell (BBDO); Singer (JWT); [Screen Gems] 9/17	<i>Perry Mason</i> \$112,000 P&G (Compton); Am. Tobacco (BBDO); Sterling Drug (DFS); Clairol (FCB) [Paisano Prod.] 9/24	
8:30	<i>My Three Sons</i> \$85,000 Hunt Foods (Y&R); Quaker Oats (JWT) [Don Feddersen] 9/17		<i>Dr. Kildare</i> \$135,000 Glenbrook (DFS); Maybelline (PKG); Colgate (NC&K); Liggett & Myers (JWT); Natl. Biscuit (M-E); Warner- Lambert (JWT) [MGM] 9/24
9:00	<i>Bewitched</i> \$60,000 Chevrolet (C-E); Quaker Oats (JWT) [Screen Gems] 9/17	<i>Password</i> \$35,000 R. J. Reynolds (Esty); Bristol-Myers (Y&R) [Goodson-Todman] 9/24	
9:30	<i>Peyton Place II</i> \$60,000 Participating [20th Century-Fox] 9/17	<i>Baileys of Balboa</i> \$60,000 Reynolds Metal (L&N); Philip Morris (B&B) [Richelieu] 9/24	<i>Hazel</i> (C) \$78,000 Ford (JWT); Kodak (JWT); Bristol-Myers (Y&R) [Screen Gems] 9/24
10:00	<i>Jimmy Dean Show</i> \$134,000 Participating [Ban-Dean Prod.] 9/17	<i>The Defenders</i> \$124,000 Brown & Williamson (Bates); Alberto- Culver (Compton); Whitehall (Bates) [CBS] 9/24	<i>Kraft Suspense Theatre</i> (C) \$130,000 Kraft (JWT) [Revue] 10/14 <i>Perry Como Specials</i> \$130,000 Kraft (JWT) [Revue] 10/29
10:30			

## MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Voyage to the Bottom of the Sea \$135,000 Participating [20th Century-Fox] 9/14	To Tell the Truth \$42,000 R. J. Reynolds (Esty); Whitehall (Bates); [CBS Goodson-Todman] 9/21	90 Bristol Court \$160,000 Participating. Time available [Universal-Kayro-Vue Prod.] 10/5
8:00		I've Got a Secret \$50,000 Toni (North); Gen. Foods (Y&R) [CBS Goodson-Todman] 9/21	
8:30	No Time for Sergeants \$60,000 Liggett & Myers (JWT); Schick (Compton) [Warner Bros.] 9/14	Andy Griffith Show \$62,000 Gen. Foods (B&B) [Mayberry Prod.] 9/30	
9:00	Wendy and Me \$57,000 Clairol (FCB); Con. Cigar (Compton); Olds (D. P. Brother) [Warner Bros.] 9/14	The Lucy Show \$74,000 Lever Bros. (JWT); Gen. Foods (Y&R) [Desilu] 9/21	Andy Williams Hour (C) \$131,000 Participating. [Barnaby Prod.] 10/5
9:30	Bing Crosby Show \$65,000 Lincoln-Mercury (K&E); Lever (JWT) [Bing Crosby Prod.] 9/14	Many Happy Returns \$63,000 Gen. Foods (Y&R) [MGM] 9/21	Jonathan Winters Specials \$131,000 Participating [Wintergood Prod.] 11/9
10:00	Ben Casey \$140,000 [Bing Crosby Prod.] Participating 9/14	Slattery's People \$140,000 Philip Morris (B&B); others participating. 2/3 available [Bing Crosby] 9/21	Alfred Hitchcock Hour \$127,500 Participating (Morse). Time available [Revue] 10/15
10:30			

## TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Combat \$135,000 Participating [MGM] 9/15	Station time	Mr. Novak \$125,000 Participating [MGM] 9/22
8:00		World War I \$55,000 (various sponsors) [CBS] 9/22	
8:30	McHale's Navy \$58,000 Olds (D. P. Brother); Warner-Lambert (JWT); R. J. Reynolds (Esty) [Revue] 9/15	The Red Skelton Show \$140,000 Lever Bros. (BBDO); Philip Morris (B&B); Alberto-Culver (Compton); Whitehall (Bates) [Cecil Barker Prod.] 9/22	The Man From U.N.C.L.E. \$118,000 Participating. Time available [MGM]
9:00	The Tycoon \$81,000 Am. Tob. (SSCB); Block Drug (SSCB); Clairol (FCB) [Danny Thomas] 9/15		
9:30	Peyton Place I \$60,000 Participating [20th Century-Fox TV] 9/15	Petticoat Junction \$60,000 P&G (Compton) [Filmways] 9/22	That Was the Week That Was (C) \$64,000 Participating. Time available 9/22
10:00	The Fugitive \$140,000 Participating. [UA-TV] 9/15	The Nurses \$121,000 Brown & Williamson (Bates); Noxzema (SSCB); others participating. Time available [CBS] 9/22	Bell Telephone Hour (C) Bell (Ayer) [NBC] 10/6
10:30			News Specials \$100,000 Fed. Savings and Loan Assn. (M-E). (alt. weeks) Time available [NBC] 11/17

## FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Jonny Quest-File 037 (C) \$80,000 Participating. Time available [Screen Gems] 9/18	Rawhide \$112,000 Brown & Williamson (Bates); Union Carbide (Esty); others Participating. [CBS] 9/25	International Showtime \$105,000 Participating [NBC] 9/25
8:00	Farmer's Daughter \$55,000 Liggett & Myers (JWT); Clairol (FCB) [Screen Gems] 9/18		
8:30	The Addams Family \$60,000 Participating. [Filmways] 9/18	The Entertainers \$150,000 Alberto-Culver (Compton); Philip Morris (Burnett); Gen. Foods (Y&R); Noxzema (SSCB) [Bob Banner Assoc.] 9/25	Bob Hope (C) \$210,000 Chrysler (Y&R) [NBC] 9/25
9:00	Valentine's Day \$57,000 Breck (Y&R); Simmons (Y&R); Dow (MJ&A); Time available [20th Century-Fox] 9/18		
9:30	12 O'clock High \$135,000 Participating [20th Century-Fox] 9/18	Gomer Pyle, USMC \$65,000 Gen. Foods (B&B) [Mayberry Prod.] 9/25	Jack Benny \$80,500 Miles (Wade); State Farm Mutual (NL&B) [NBC-Revue] 9/25
10:00		The Reporter \$145,000 Am. Tobacco (BBDO); Alberto-Culver (Compton); P&G (B&B); 1/4 available [Richelieu] 9/25	Jack Paar (C) \$140,000 Participating [NBC] 9/25
10:30	Station time		

## SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	The Outer Limits \$133,000 Participating. Time available [Daystar-UA] 9/19	Jackie Gleason's American Scene Magazine \$151,000 Philip Morris (B&B); Ralston-Purina (Gardner); Drackett (Y&R); Socony-Mobil (Bates) [CBS] 9/26	Flipper \$60,000 Mattel (Carson/Roberts); P&G (B&B); Hawaiian Punch (Atherton-Privett) [MGM] 9/19
8:00			Mr. Magoo \$60,000 Libby (JWT); Time available [UPA] 9/19
8:30	Lawrence Welk Show \$55,000 Am. Chicle (Bates); Block Drug (Grey); Clairol (FCB); Con. Cigar (PKL); Motorola (Burnett); Whitehall (Bates); J. B. Williams (Parkson) [Telekiew] 9/19	Gilligan's Island \$65,000 Philip Morris (B&B); P&G [UA-TV] 9/26	Kentucky Jones \$62,000 Participating Time available [NBC] 9/19
9:00		Mr. Broadway \$130,000 Brown & Williamson (Bates); Alberto-Culver (Compton); 1/2 available [Talent Assoc. Paramount] 9/26	Saturday Night at the Movies (Some C) \$261,000 Participating. [Paramount-MGM] 10/13
9:30	Hollywood Palace \$137,000 Participating. [Zodiak Prod.] 9/19		
10:00		Gunsmoke \$126,000 P&G (DFS); Am. Tobacco (BBDO) [CBS] 9/26	
10:30	Station time		

# The most costly race in political history

## New zenith in campaign expenses due to accent on radio-TV spots and programs

President Johnson and Senator Goldwater may already have begun their presidential election campaigns—the President at a Labor Day rally in Detroit and the senator at Prescott, Ariz., last week—but for broadcasters the official start will be tonight (Monday) between 10:50 and 11 p.m. EDT.

That's when the first paid national campaign spot is scheduled to be aired. It's 60 seconds for the Democratic National Committee during "David and Bathsheba" on NBC-TV's *Monday Night at the Movies*—cost: \$30,000.

The GOP won't start "officially" until 2 p.m. EDT next Monday (Sept. 14) when it has scheduled a five-minute program segment at the conclusion of CBS-TV's *Password*—cost: about \$7,500.

The national committees of the two major parties already have committed \$1,475,000 for network TV alone. Several millions more will be spent on the networks—radio, too—and state committees will spend large sums for local time in state and local races.

**The Most Yet** ■ It's expected to be the most expensive presidential campaign in history and the main reason is the extensive use of radio and television. The parties' advertising strategies—

what they'll buy, where and what they'll say—are carefully guarded secrets. But the Republicans have admitted plans so far to spend \$4.5 million on network radio and television.

The Democrats aren't talking at all. They just say it'll be more than last time.

While various sources say the parties have reserved almost \$1.5 million in network time, media strategists in both parties stress the need to be "flexible," and they indicate strong interest in cancellation provisions of their purchases.

As of last week, however, here's how they lined up:

ABC had sold an estimated \$575,000 worth of prime time, all during nighttime shows, to the national committees. The Democrats purchased four segments—each 5 minutes long—on Oct. 24, 25, 29 and 31; and participating minutes in nine nighttime shows. The Republicans bought 5-minute segments on Oct. 10 and Oct. 24.

NBC will carry \$500,000 worth of political announcements. The Democrats will pre-empt the *Alfred Hitchcock Hour* (10-11 p.m. EDT), on Nov. 2, election eve. Starting today (Monday) the Democrats will also have participating minutes in six nighttime shows. The

Republicans have purchased 16 five-minute portions in the NBC daytime schedule. The Republican time periods will start Sept. 24.

CBS has achieved an exact political balance, having sold \$400,000 in time, \$200,000 to each party. The nighttime schedule is: 10 segments five-minutes long—purchased by each committee during the period from Oct. 11 to Nov. 1. Each party will spend about \$150,000. In daytime television, each party has purchased 10 five-minute segments. The total cost comes to \$100,000, divided equally between the two major parties.

No network radio purchases have been reported.

This is what the parties spent, in 1960, before commissions and after discount, according to FCC data (the national committees didn't necessarily spend this alone; these are combined figures for Republican and Democratic spending) (BROADCASTING, April 17, 1961):

- Network TV: Democrats, \$1,106,875; Republicans, \$1,820,360.
- TV stations: Democrats, \$3,307,987; Republicans, \$3,610,933.
- 4 radio networks: Democrats, \$34,321; Republicans, \$44,546.
- Radio stations: Democrats, \$1,755,803; Republicans, \$2,082,970.
- Total Democrats: \$6,204,986.
- Total Republicans: \$7,558,809.

Dean Burch, chairman of the Republican National Committee, has said that his party's campaign will include "at least a half-dozen" 30-minute and some 15-minute programs, in addition to the five-minute segments and spots.

The Democrats will use program segments, too, and a variety of spots.


The networks adopt at least two special policies for this political time selling. It's understood that to avoid equal



GOP's Guylay and EWR&R's Tilt



Abraham of DDB and Democrats' Wright



**Reach Pittsburgh  
with a spot of TAE**

Find out why most media people  
won't go without TAE in Pittsburgh  
—plain or "with."

Our homes-reached record tells  
part of the tale. Our products-sold  
record tells the rest.

And our Katz man has the facts to  
prove it!

**WTAE CHANNEL 4**

take  
TAE  
and  
see

time problems—and complaints about partiality—they notify the other party when time is reserved to facilitate the opposition's access to equal opportunity.

In addition, for political broadcasts it's cash on the barrelhead—24 hours in advance. As some broadcasters and other creditors have learned, a defeated party's treasurer may be hard to find after an election.

**The Parties' Agencies** ■ Doyle Dane Bernbach and Erwin and Wasey, Ruthrauff & Ryan, both New York, are, respectively the advertising agencies handling the Democratic and Republican national accounts.

DDB has had the account since last spring and George Abraham, account representative in Washington, has been busy in an office at the Democratic National Committee since May. "I think the agency is working closer and longer with the national committee than any agency has in the past campaigns," Mr.

Abraham said last week.

Al Tilt, EWR&R vice president and manager of its New York office, moved in to the GOP's Washington headquarters less than a month ago when Leo Burnett Co., Chicago, resigned the account and his firm took over (BROADCASTING, Aug. 17). Mr. Tilt works with L. Richard Guylay, GOP director of advertising and public relations.

Mr. Tilt said his advertising agency has set up special offices at 180 Madison Ave. in New York where close to 100 people are involved in the Republican account under Edwin Mills, vice president and account supervisor.

## Business briefly . . .

**The Shoe Products Division of Good-year Tire & Rubber Co.**, Akron, Ohio, through Kudner, New York, has announced plans for a 12-week TV ad campaign this fall. Spots for Good-

year's Neolite soles and heels will be placed on three ABC-TV daytime shows—*The Tennessee Ernie Ford Show*, *The Price Is Right* and *Trailmaster*.

**The Pure Foods Co.**, Mamaroneck, N. Y. through Daniel & Charles, New York, will introduce this fall a bouillon-break campaign for Herb-Ox-bouillon cubes. Network and spot radio and TV will be used extensively. On television, Herb-Ox will be a participating sponsor on several ABC-TV daytime network shows.

**Renault of France**, New York, will introduce six new auto models for 1965 and West Coast dealers plan extensive use of TV. Daniel & Charles, New York, is agency for Renault.

**Meadow Gold Dairies Division of Beatrice Foods Co.**, Chicago, is using heavy radio and TV spots this month and next in major markets for introduction of new ice cream, Royal Dutch Chocolate. Agency: Don Kemper Co., Chicago.

**General Mills**, Minneapolis, plans heavy saturation spot TV schedules for eight weeks in top markets starting Oct. 5 to introduce new cranberry and honey bran flavors of Betty Crocker muffin mixes. Agency: Needham, Louis & Brorby, Chicago.

**International Rectifier Corp.**, El Segundo, Calif., has allocated \$70,000 for its first television advertising campaign, designed to promote the Toy and Hobby Department's Lightronic II model sports car. Communications Associates, Los Angeles, is the agency.

**General Foods Corp.**, White Plains, N. Y., through Young & Rubicam, New York, will use TV and Sunday supplements for its new Log Cabin Maple-Honey Flavor Syrup. Broadcast plans are not yet set.

**R. J. Reynolds Tobacco Co.**, Winston-Salem, N. C., has increased its participation in *The Andy Williams Show* and *Jonathan Winters Specials* also in that time period on NBC-TV, Mondays, 9-10 P.M. EDT, to alternate half-hours this season. Reynolds will also participate in NBC-TV's *Saturday Night at the Movies*, 9-11 P.M. EDT. Agency is William Esty Co., New York.

## Rep. appointments . . .

■ KIXZ Amarillo, Tex.; KELI Tulsa, Okla., and KTRN Wichita Falls, Tex. McGavren-Guild, New York.

■ WELE South Daytona, Fla.: Bob Dore Associates, New York.

■ KBLF Red Bluff, Calif.: J. A. Lucas Co., Los Angeles, for San Francisco and Los Angeles, and Broadcast Time Sales, New York, for the East.

## TV network billings up 8% in first half

The television networks took in an estimated \$568.5 million in net time and program billings in the first half of 1964, a gain of 8% over the same period last year when they were reported to be \$526.3 million.

According to information compiled by Leading National Advertisers-Broadcast Advertisers Reports

and being released today (Sept. 7) by the Television Bureau of Advertising, program billings and net time costs during June reached \$74.2 million, an increase of 6.3% over their June 1963 level. TVB's analysis of the data found the biggest dollar-and-percent increase in nighttime billings—\$422.1 million or 9.5%.

Network TV net time and program billings by day parts (\$000)

	May			January-May		
	1963	1964	% Chg.	1963	1964	% Chg.
Daytime	\$22,732.3	\$22,662.0	— .3	\$122,032.1	\$127,111.0	+ 4.2
Mon.-Fri.	18,334.7	17,159.6	— 6.4	94,191.0	94,907.0	+ .8
Sat.-Sun.	4,397.6	5,502.4	+ 25.1	27,841.1	32,204.0	+ 15.7
Nighttime	62,478.6	65,756.3	+ 5.2	334,383.1	367,120.4	+ 9.8
TOTAL	\$85,210.9	\$88,418.3	+ 3.8	\$456,415.2	\$494,231.4	+ 8.3

Network TV net time and program billings by day parts (\$000)

	June			January-June		
	1963	1964	% Chg.	1963	1964	% Chg.
Daytime	\$18,941.8	\$19,283.7	+ 1.8	\$140,973.9	\$146,394.7	+ 3.8
Mon.-Fri.	13,931.4	15,600.8	+ 12.0	108,122.4	110,507.8	+ 2.2
Sat.-Sun.	5,010.4	3,682.9	— 26.5	32,851.5	35,886.9	+ 9.2
Nighttime	50,954.0	55,007.6	+ 8.0	385,337.1	422,128.0	+ 9.5
TOTAL	\$69,895.8	\$74,291.3	+ 6.3	\$526,311.0	\$568,522.7	+ 8.0

Network TV gross time billings by network, month-by-month 1964 (\$000)

	ABC	CBS	NBC	TOTAL
January	\$18,474.6	\$29,134.7	\$26,801.0	\$74,410.3
February	18,330.4	27,716.2	25,822.4	71,869.0
March	18,980.2	30,051.9	28,966.4	77,998.5
April	18,161.1	28,852.3	27,467.4	74,480.8
May	17,859.4	30,189.9	27,290.4	75,339.7
June	18,153.4	28,199.3	25,820.4	72,173.1

Figures for January, February, March, and April corrected as of Aug. 28, 1964 (Source all tables: TVB/LNA-BAR).



YEAR AFTER YEAR AFTER YEAR  
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## A LEADER

Hit Central New York's rich 24 counties with commercials delivered by WSYR-TV—the leader in the market year after year. It's important to use the leading station in a market that has:

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

• (Market Data Source—SRDS, Jan/64)

### WSYR-TV DOMINATES

... because of SEVEN YEARS of UNBROKEN LEADERSHIP in the market, in ARB REPORTS. **NUMBER ONE** in HOMES DELIVERED ...

\*20 PER CENT over Station No. 2 ... \*65 PER CENT over Station No. 3.

\*ARB for March, 1964. Sign-on to Sign-off, Monday thru Sunday.



Get the Full Story from  
 HARRINGTON, RIGHTER & PARSONS

# WSYR • TV



Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

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

# If it's on the supermarket shelf, it's on TV

The 50 largest advertisers of items sold in supermarkets invest 79.8% of their advertising budgets in television, the Television Bureau of Advertising reported last week.

The top 10 advertisers of supermarket products spend an average

of 85.9% of their ad budgets in TV.

Combined network and spot television expenditures in 1963 for the top 50 were \$1,092,602,860. The network figures include net time and program cost estimates.

Procter & Gamble, television's highest

spender, invested \$140,837,460, or 93.2% of its total advertising budgets, in television.

Individual percentage expenditures among the top 10 advertisers ranged from 66.1% for American Tobacco Co. to 99.1% for Alberto-Culver.

Company	1963 TV Investment	% in TV	Company	1963 TV Investment	% in TV
1. Procter & Gamble	\$140,837,460	93.2	27. Ralston Purina	\$15,468,080	86.3
2. General Foods	59,234,180	82.7	28. Armour	8,638,740	51.4
3. Bristol-Myers	58,261,590	81.9	29. Pepsi-Cola	11,164,710	69.2
4. American Home Products	56,866,110	86.7	30. Pillsbury	11,431,490	71.6
5. Colgate-Palmolive	55,982,170	89.2	31. Block Drug	14,712,970	93.5
6. Lever Bros.	53,976,320	89.0	32. J. B. Williams	14,438,390	92.0
7. R. J. Reynolds	37,064,990	76.0	33. Quaker Oats	6,749,180	43.4
8. General Mills	31,080,350	80.0	34. Kimberly-Clark	5,299,170	38.1
9. American Tobacco	25,510,400	66.1	35. Jos. Schlitz Brewing	10,814,930	81.3
10. Alberto-Culver	34,847,180	99.1	36. Scott Paper	7,191,980	56.1
11. P. Lorillard	23,940,490	73.0	37. Chesebrough-Pond's	11,121,810	88.2
12. Campbell Soup	19,223,640	59.8	38. S. C. Johnson & Sons	11,577,660	93.0
13. Gillette	30,865,990	96.1	39. Anheuser-Busch	7,283,060	66.3
14. Liggett & Myers	22,988,350	73.0	40. Johnson & Johnson	8,740,970	81.7
15. Philip Morris	26,527,070	84.5	41. Nestle	6,986,200	65.8
16. Kellogg	24,252,170	79.9	42. Borden	5,849,990	55.3
17. Coca-Cola	22,032,880	75.6	43. Purex Corp.	7,226,240	70.8
18. National Dairy Products	14,973,130	56.2	44. Revlon	6,254,070	62.5
19. Warner-Lambert	20,266,830	77.5	45. Richardson-Merrill	7,043,910	70.4
20. Sterling Drug	18,840,940	76.5	46. Helene Curtis	8,101,990	82.3
21. Brown & Williamson	21,213,060	88.1	47. Continental Baking	7,469,960	77.5
22. Miles Labs	21,343,660	89.2	48. Carnation	6,055,890	64.3
23. Corn Products	13,532,590	59.5	49. Carter Products	8,933,300	95.9
24. Standard Brands	8,694,740	43.7	50. Beech-Nut Life Savers	8,280,490	90.3
25. National Biscuit	15,317,900	79.7			
26. Wm. Wrigley Jr. Co.	18,093,490	95.2			

Network TV portion includes net time and program cost estimates.

## Car dealer's jackpot makes station a loser

The broadcast of commercial spots mentioning an alleged lottery, last week made WXTN Lexington, Miss., the first station in FCC history to be fined under the federal ban on lottery advertising. The fine is \$350.

WXTN, a 500-w daytimer licensed to the Holmes County Broadcasting Co., explained to the commission that the salesman who sold the commercial time was not aware that the text of the spot promoted a lottery. The commission was not swayed however, stating that "adequate control" of the station's programming by the licensee should have prevented the lottery broadcasts. The FCC said that all the elements of a lottery were presented, "prize, chance and consideration."

The commercial quoted by the commission:

"The spring fever has hit at Presley Chevrolet Co. in Pickens, Miss., and the cars are really rolling this month during the big spring sale . . . remember if you buy one of these sale-priced cars this month during the big spring sale you will get a chance at the \$100

jackpot drawing on March 31st. . . . Don't wait, come today and get a real trade at Presley Chevrolet Co. in Pickens, Miss."

The station has 30 days in which to pay or contest the \$350 fine.

Holmes County Broadcasting is owned 90% by Ralph and Marvin Mathis. Messrs. Mathis also own 90% of WSAO Sentobia, 75% of WSJC Magee, and 62.5% of WPCP Houston, all Mississippi.

## Solmica accepts order

A Federal Trade Commission consent order, signed by Solmica of St. Louis Inc., forbids the firm from making allegedly false advertising claims that the FTC cited in television commercials and other advertising.

The FTC charged that home owners who qualified for promised gifts according to Solmica's promotions never got the awards. Solmica also falsely claimed that its aluminum siding was four or five times thicker than competing products and that its Solmica Stone is genuine stone, according to the FTC. The complaint also said the St. Louis firm misrepresented its guarantees.

## Cadillac dips into FM on 25-station network

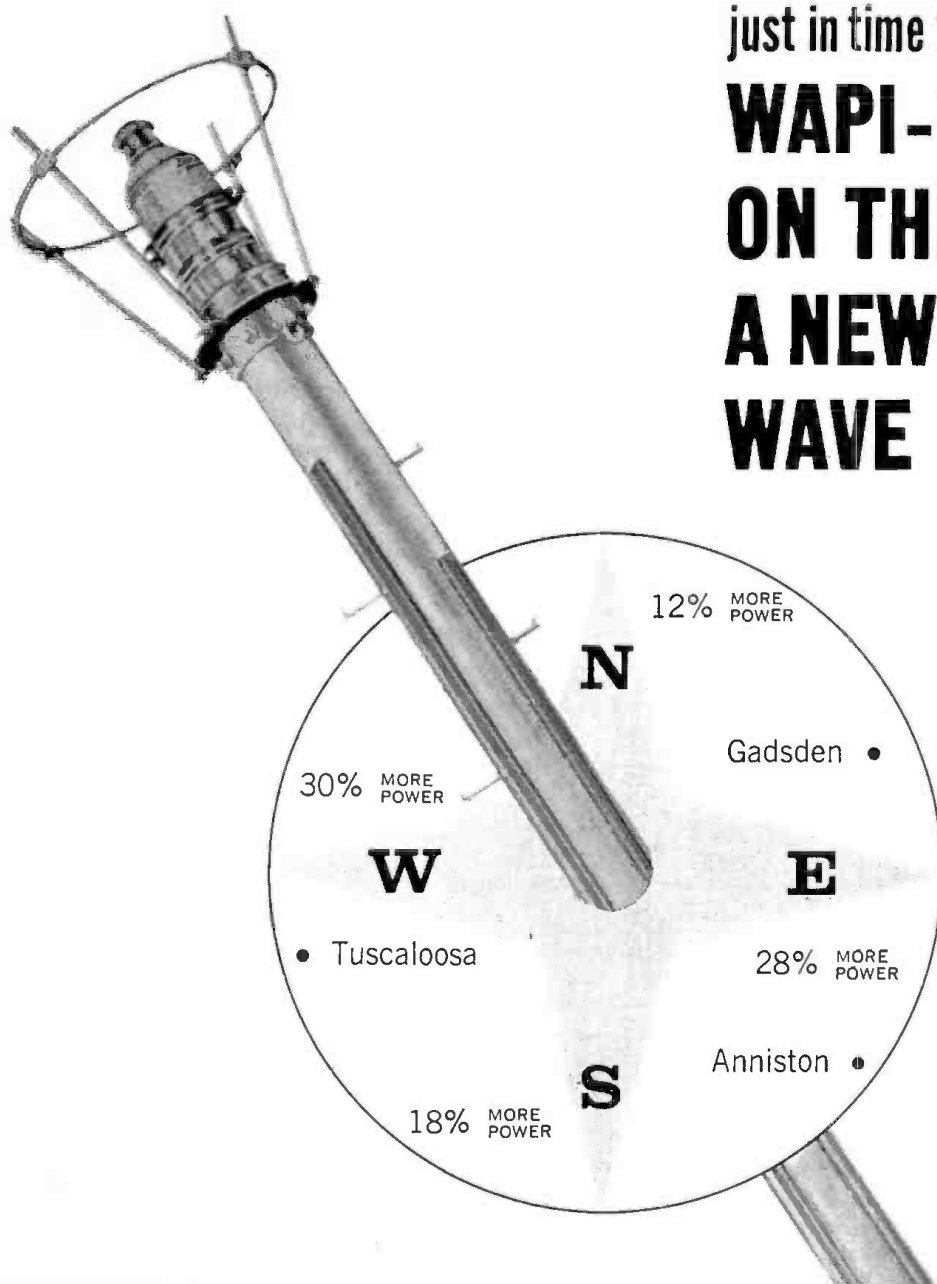
In its first use of network FM radio, the Cadillac Motor Division of the General Motors Corp., Detroit, will sponsor a weekly one-hour program on all facets of the arts, *Montage*, on a lineup of 25 stations for 39 weeks, starting Sept. 27.

Details of the purchase were announced last week by James Sondheim, president of Market 1 Network (successor to the QXR Network), who described the program as an "exploration of the living arts" covering the theater, symphony, ballet, pictorial art, musical comedy, opera and motion pictures. Famous personalities will participate as guests and John Daly will serve as host.

Mr. Sondheim noted that 23 of the 25 stations will present the program each week on Sunday, 7-8 p.m. He voiced the hope that additional FM stations would be added to the lineup.

Cadillac's agency, MacManus, John & Adams, Bloomfield Hills, Mich., indicated that its purchase of *Montage* reflected the agency's belief in the use of FM on a continuing basis to reach the quality broadcast audience effectively.

just in time for the new Fall Season  
**WAPI-TV IS NOW  
 ON THE AIR WITH  
 A NEW TRAVELING  
 WAVE ANTENNA!!**



**INCREASING PICTURE POWER IN EVERY DIRECTION**

Especially designed WAPI-TV's new Traveling Wave Antenna assures excellent circularity of signal pattern increasing picture power in every direction. This means much *greater signal strength* in the major metro areas of Anniston, Gadsden, and Tuscaloosa with a total of 71,800 TV homes.

**SUPERIOR METRO COVERAGE**

A special feature of the Traveling Wave Antenna is null free vertical radiation patterns for *superior close-in reception*.



**WAPI-TV BIRMINGHAM**

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



## Commercials in production . . .

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

**DePatie-Freleng Enterprises Inc.**, 461 South California Street, Burbank, Calif.

Star-Kist Foods, Terminal Island Calif., (tuna); five 60's for TV, animation. David H. DePatie and Friz Freleng producers. Agency: Leo Burnett, Los Angeles. Phil Monroe, account executive; George Bole, production manager.

Pacific Gas & Electric Co., San Francisco (service); one 60 for TV, live. David DePatie and Friz Freleng, producers. Agency: BBDO, San Francisco. Gordon Jacobs, account executive; Jim Baier, production manager.

Reddi-Wip Inc., Los Angeles (whipped cream); one 60 for TV, live. David DePatie and Friz Freleng, producers. Agency: McCann-Erickson, Los Angeles. Ed Thorgesen, account executive; John Franck, production manager.

Honda Motors (motorcycles); two 90's for TV, live. David DePatie and Friz Freleng, producers. Agency: Grey Advertising, Los Angeles. Courtenay Moon, account executive; Charles Powers, production manager.

Phillips-Van Heusen Corp., New York (shirts); one 60 for TV, live. David DePatie and Friz Freleng, producers. Agency: Grey Advertising, New York. Roger Sapole, account executive; Charles Powers, production manager.

Granny Goose Foods, Oakland, Calif. (potato chips); two 60's for TV, live. David DePatie and Friz Freleng, producers. Agency: Grey Advertising, Los Angeles. Earl Kennedy, account executive; Courtenay Moon, production manager.

United States Borax Co., Los Angeles (Borateem); one 60 for TV, live. David DePatie, Friz Freleng, producers. Agency: McCann-Erickson, Los Angeles. Ed Thorgesen, account executive; John Franck, production manager.

Aluminum Co. of America, Pittsburgh (building materials); one 60 for TV, live. (Coca-Cola lift-top can); one 30 for TV, live. David DePatie, Friz Freleng, producers. Agency: Fuller & Smith & Ross, Pittsburgh. Hoyt Allen, production manager.

**Mid-American Videotape Productions, Division of WGN Inc.**, 2501 West Bradley Place, Chicago 17.

Marathon Checker, Kalamazoo, Mich. (cars); two 60's for TV on tape. Dale Juhlin, director. Agency: Herbert Baker, Chicago; Ira Brichta, agency producer.

United Air Lines, Chicago (air service); one 60 for TV on tape, color. Dale Juhlin, director. Agency: N. W. Ayer, Chicago. Bob Mellott, agency producer.

Oscar Mayer, Chicago (luncheon meats); one 60, one 20 for TV on tape. Dale Juhlin, director. Agency: J. Walter Thompson, Chicago. Budd Blume, agency producer.

Hamm Brewing Co., Minneapolis (beer); two 60's for TV on tape. Dale Juhlin, director. Agency: Campbell-Mithun, Minneapolis. Bill Bandy, agency producer.

Shaler Co., Green Bay, Wis. (Rislon); two 60's for TV on tape. Dale Juhlin, director. Agency: Stern Walters & Simmons, Chicago. Ken Witleder, agency producer.

Colgate-Palmolive, New York (Ajax cleanser);



### To count down for Olds

Oldsmobile's radio-TV advertising this fall will feature Colonel John (Shorty) Powers who has recently retired from the U. S. Air force and was best known as the "voice" of the astronauts at Cape Kennedy launchings. Commercials, to be placed through D. P. Brother & Co., Detroit, will include ABC-TV, CBS Radio and an expanded spot schedule in radio with the initial break coming Sept. 12 in Oldsmobile's sponsorship of the Miss America Pageant at Atlantic City on CBS-TV.

two 30's for TV on tape. Dale Juhlin, director. Agency: Norman, Craig & Kummel, New York, John Edgerton, agency producer.

### Agency appointments . . .

Quality Chekd Dairy Products Association, Hinsdale, Ill., appoints John W. Shaw Advertising, Chicago, to handle advertising for the association, which will bill more than \$400,000 annually.

Kenron Awning and Window Corp., Chicago, names M. M. Fisher Associates, Chicago, as agency for national advertising to include TV.

Holland House Brands Inc., New York, has appointed Jacobs Gibson Vogel Inc., that city, as its agency for Holland House cooking wines. Holland

House cooking wines is not on radio or TV presently but tentative plans call for a spot radio-TV campaign next year.

Mercedes-Benz Sales Inc., South Bend, Ind., names Chicago office of Campbell-Mithun as agency, terminating six-year relationship with D'Arcy Advertising, Chicago. Media plans include radio-TV. Auto firm becomes second Studebaker Corp. division at C-M. Agency already handles Onan Division, maker of industrial engines and generators.

Servisoft Inc., Rockford, Ill., water conditioning firm, names Clinton E. Frank Inc., Chicago, as agency. Account formerly was handled by E. R. Hollingsworth & Associates, Rockford. Some local dealer radio-TV may be used on co-op basis.

## Corinthian, Triangle will bypass waiver

Another group station owner, Corinthian Broadcasting Corp., has announced its TV stations would not waive political spots in counting commercial time.

C. Wrede Petersmeyer, president of Corinthian, in its announcement Aug. 27, said that while he saw "ample justification" for an NAB adoption of the waiver, "we believe that in our markets, audiences and advertisers will be best served by adhering to our normal practice."

He said that "in a limited number of instances" it might be necessary to preempt regular scheduled commercial announcements to make adequate time available for political candidates but care would be taken that "no single advertiser bears the brunt of the pre-emptions, and, of course, make-goods will be available wherever possible."

Corinthian stations are KOTV(TV) Tulsa; KHOU-TV Houston; KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis.

Triangle stations also have decided not to use the waiver, it was learned last week, although they have not formally announced this policy. Triangle stations are WFIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona and WLYH-TV Lebanon, all in Pennsylvania; WBNF-AM-FM-TV Binghamton, N. Y.; WNBC-AM-FM-TV New Haven, Conn., and KFRE-AM-FM-TV Fresno, Calif.

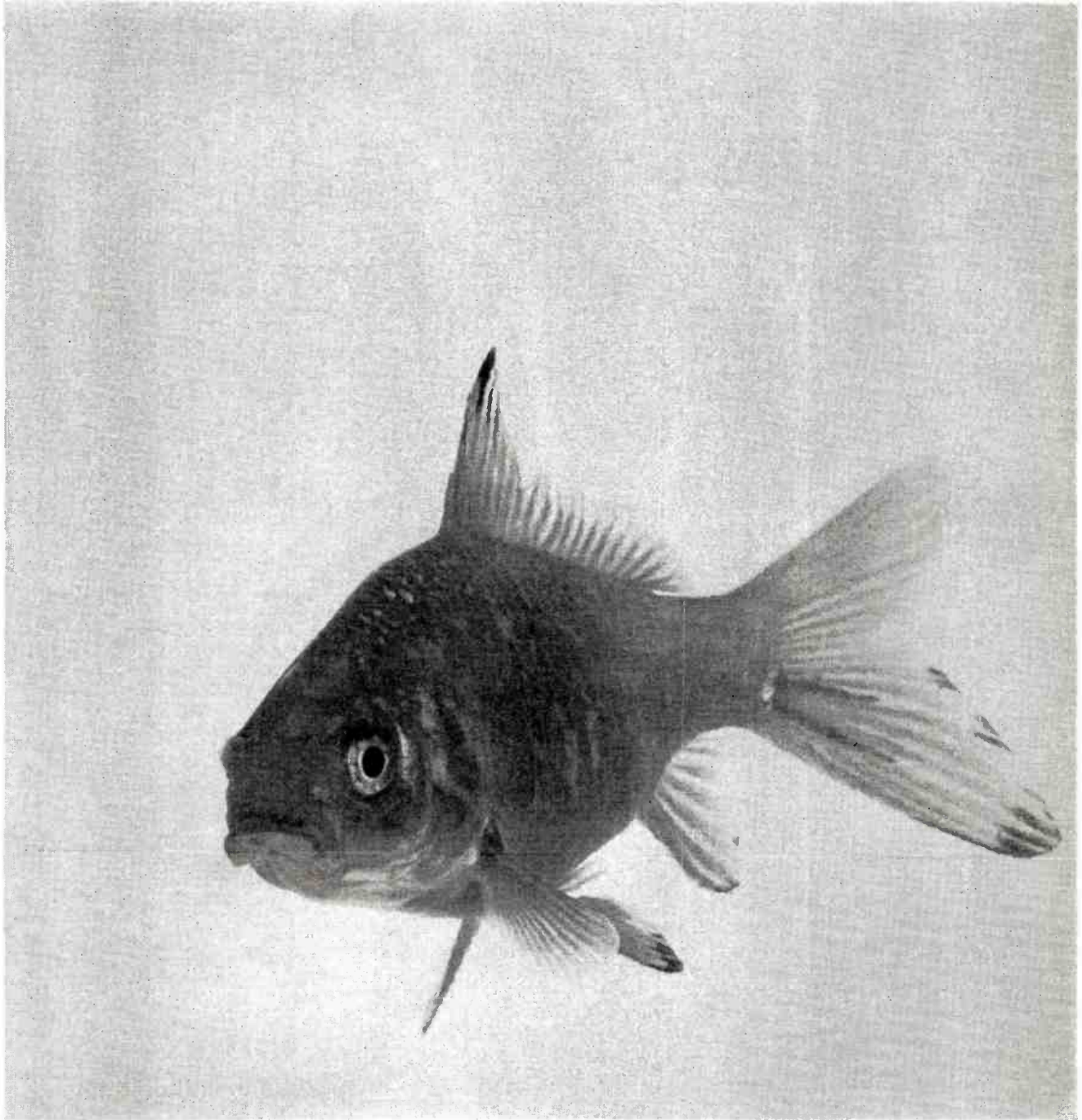
Corinthian and Triangle join Crosley Broadcasting Corp., CBS and NBC-owned-and-operated stations and Storer Broadcasting Co.'s stations in ignoring the waiver (BROADCASTING, Aug. 17).

**Yvette  
helps Humble  
keep our rivers clean**

Yvette, a goldfish, is a full-time employe at Humble's Baton Rouge Refinery. Her job is to swim around in the waste water from the refinery, before it goes into the Mississippi River, to make sure it won't harm the fish that live in the river.

For more than 35 years, Humble has been developing new and more efficient methods to solve one of industry's most critical problems — preserving the purity of our air and water. Yvette is one of the least sophisticated and least expensive parts of our six-million-dollars-a-year program to prevent pollution.

To Humble, this investment in clear air and water is another opportunity to fulfill the responsibility of leadership.



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

# A banner week in station sales

**Cox buys WIIC(TV) Pittsburgh for \$20.5 million;  
WFMY-TV Greensboro sold to Norfolk newspaper  
group; Reeves gets WITH-AM-FM Baltimore**

Two TV stations and an AM-FM station were sold last week in multi-million dollar transactions, all subject to the approval of the FCC.

The three transactions:

- Cox Broadcasting Corp. is buying WIIC(TV) Pittsburgh for \$20.5 million.
- Norfolk-Portsmouth Newspapers is buying the Greensboro News Co., owner of two newspapers, and WFMY-TV Greensboro.

- Reeves Broadcasting is buying WITH-AM-FM Baltimore for more than \$1 million.

The Pittsburgh channel 11 sale is the largest amount paid for a single TV station in the U. S.—although two years ago the Hearst Corp. paid \$10.6 million for the remaining 50% interest in WTAE(TV) Pittsburgh (giving a total value to the station of \$21.2 million).

Owned jointly by the P-G Publishing Co. (*Pittsburgh Post-Gazette* and *Sun-Telegraph* and the *Toledo [Ohio] Blade*) and the H. Kenneth Brennen family, WIIC went on the air in 1957, is affiliated with NBC, is represented by Blair and has a base hourly prime time rate of \$2,000.

In its balance sheet, filed with renewal application last year WIIC Inc. showed total assets of almost \$3.79 million, of which \$1.8 million was in current assets. Total current liabilities were listed at \$706,500, and surplus and net profit at \$2.58 million.

**Stock Deal** ▪ The Pittsburgh purchase is for all of the stock of WIIC Inc., licensee of the station. The final price will be adjusted up or down depending on the change in net quick assets, which at the time of the contract sign-

ing stood at \$1.5 million.

The Pittsburgh purchase is the first for the newly formed Cox Broadcasting Corp. Cox Broadcasting was organized as a corporation last February encompassing all the radio and TV properties formerly held by James M. Cox and his family. It sold over 630,000 shares to the public last April, and was listed on the New York Stock Exchange in June. Cox sold at 24 $\frac{3}{4}$  Thursday.

In the fall of 1963, the Cox group acquired KTVU(TV) Oakland-San Francisco for \$12.36 million. Other Cox stations: WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C. and WIOD-AM-FM-TV Miami. The company also owns community antenna systems in Washington and Oregon and in Pennsylvania (Lewistown, Lock Haven and Tyrone), and is 50% owner of franchises for CATV in Lima and Findlay, Ohio.

J. Leonard Reinsch, president of Cox Broadcasting, who served as executive director of the Democratic National Convention in Atlantic City two weeks ago, said:

"Cox Broadcasting looks forward to the opportunity of serving the Pittsburgh area in the highest tradition of television broadcasting." He also said that no changes in executive personnel will be made at the Pittsburgh station.

Not affected by the Pittsburgh sale is WWSW-AM-FM in that city, owned by the newspaper company.

**Virginia-North Carolina Axis** ▪ The purchase of the Greensboro News Co. (with its two newspapers and TV station) by the Norfolk-Portsmouth Newspapers Inc. (which owns two newspapers and radio-TV in that city) was worked out swiftly.

Although the price for the stock of the Greensboro newspaper firm was not announced, estimates run from \$15 to \$20 million for the two newspapers, the channel 2 CBS-affiliated TV station and an engraving plant.

Competent authorities estimate the value of the TV property as about half of the gross amount paid. This would put it in the neighborhood of \$7.5-\$10 million.

WFMY-TV, which covers the triple market of Greensboro-Winston-Salem and High Point, began operating in 1949, is represented by Harrington, Righter & Parsons and has a prime hourly rate of \$1,000. Gaines Kelly is general manager.

The Greensboro News Co. publishes the morning *Daily News*, with 92,000



Three principals in \$20.5 million sale of WIIC(TV) Pittsburgh to Cox Broadcasting Corp. are shown at signing (l-r): J. Leonard Reinsch, Cox; H. Ken-

neth Brennen, WIIC president, and William Block, publisher, 'Pittsburgh Post-Gazette.' Brennen family and Post-Gazette each own 50% of station.

circulation, and the evening *Record*, with 33,000 circulation. C. O. Jeffress, president of the Greensboro News Co., will remain as publisher of the two dailies, as will Mr. Kelley as operating head of the TV station.

The Greensboro firm is largely owned by the family of the late E. P. Jeffress, with 19% owned by the Jefferson Standard Life Insurance Co. Jefferson Standard owns WBT and WBT-TV Charlotte, N. C., and WBTW-TV Florence, S. C.

Norfolk-Portsmouth Newspapers publishes the morning *Virginian-Pilot* and the afternoon *Star-Ledger*, with a combined weekday circulation of about 225,000. The Norfolk company owns WTAR-AM-FM-TV there, with the TV station on channel 3 and affiliated also with CBS, represented by Petry and charging a prime hourly rate of \$1,000. Frank Batten is publisher. Robert M. Lambe is president of WTAR Radio-TV Corp., licensee of the stations. Mr. Lambe was sales manager of WFMV-TV before joining the Norfolk organization.

Vincent J. Manno acted as financial consultant for Norfolk-Portsmouth Newspapers and assisted in the sale.

**Reeves to Baltimore** ■ The Reeves purchase of WITH-AM-FM Baltimore is for more than \$1 million in cash. The stations are being bought from Thomas G. Tinsley, 100% owner of Maryland Broadcasting Co., licensee of the two outlets.

Reeves owns WUSN-TV Charleston, S. C., and WHTN-TV Huntington, W. Va. Last spring it sold KBAK-TV Bakersfield, Calif., to Harriscope Inc. for \$1.6 million. It also owns CATV systems in Grundy, Richlands and Tazewell, all in Virginia, and in Opelika, Ala., and has franchise applications pending in more than two dozen communities.

WITH, founded in 1941, operates fulltime on 1230 kc with 1 kw day and 250 w night. WITH-FM, which began operating in 1947, operates on 104.3 mc with 20 kw. R. C. Embry, executive vice president and general manager of the stations, will remain in that capacity.

### Kirk buys Atlanta Muzak

Dixie Melody Inc., Muzak franchise holder for Atlanta, Ga., has been sold to Southern Melody Inc. for \$350,000. Southern Melody is headed by James L. Kirk II of Moultrie, Ga., who is president of Kvol Inc., Lafayette, La. Dixie Melody was owned by Edward A. Wing and G. C. Livingston, who have operated the Atlanta background music franchise since 1954. Mr. Wing remains with Southern Melody as executive vice president and general manager. He also has acquired an interest in the corporation. The transaction was handled by Blackburn & Co.

# Take a Closer Look . . .

## At FLINT-SAGINAW-BAY CITY

### THE NATION'S 46TH MARKET.



**WNEM TV-5 Land—**

**FLINT-SAGINAW-BAY CITY IS . . .**

- 40th in Retail Sales
- 32nd in Automotive Sales
- 32nd in Furniture and Household Appliances
- 38th in Food Sales

WNEM TV-5 has been serving Flint-Saginaw-Bay City and all of Eastern Michigan for over 10 years with the top programming in the market.



# WNEM TV

# NBC, Philco attack Philadelphia decision

**Network: conduct in swap was not improper;**

**Philco: FCC hasn't right to renew-on-condition**

NBC and Philco Broadcasting Co. last week joined RKO General in protesting the FCC's decision to force NBC to trade back its Philadelphia stations to Westinghouse. As RKO had done in the preceding week (BROADCASTING, Aug. 31), the network and Philco asked the commission to reconsider its decision.

The commission had stunned the protestants by granting renewal of NBC's WRCV-AM-TV Philadelphia, on the condition that the network trade the stations back to Westinghouse Broadcasting Co. for KYW-AM-FM-TV Cleveland. The commission rejected Philco's application for WRCV-TV's channel 3 Philadelphia, and dismissed as moot applications for a swap of NBC's Philadelphia properties for RKO General's stations in Boston, WNAC-AM-TV and WRKO-FM (BROADCASTING, Aug. 3).

The commission held that NBC had used its network power to coerce WBC into making the original Cleveland-Philadelphia swap, which was completed in 1956, and said its decision was aimed at stripping the network of the "fruits of its wrongdoing."

RKO had urged the commission to reconsider its decision and approve the Boston-Philadelphia exchange. NBC, seeking the same result, made its request in a petition running to less than 1½ pages. The network said its position had been set forth in previous pleadings. It stressed, however, that its conduct in the Philadelphia-Cleveland trade was "in all respects proper . . . consistent with the commission's policies at the time the exchange was negotiated and approved . . ."

**Philco's Position** ■ Philco's petition, as was true of RKO's, constituted an all-out attack on the commission's decision. The company also asked for an oral argument before the commission "in view of the importance of the issues . . . and the novelty of the solution proposed by the commission."

Philco agreed with the commission's decision to deny renewal of NBC's license for channel 3 for the purpose of transferring it to RKO. But Philco said the commission has no authority to renew the Philadelphia licenses on the

condition that the stations are traded for WBC's Cleveland properties.

"It is submitted that the commission should have granted Philco's application rather than . . . offering the license to Westinghouse, which has shown no interest in the station and has made no application for it," Philco said.

Like RKO in its petition, Philco made a major point of the fact that WBC is not an applicant for the Philadelphia properties. The commission, Philco said, "may not go outside the record and dis-

## Who should take up the cudgel?

Westinghouse Broadcasting Co., the bystander that appears likely to walk off with the prize in the Philadelphia channel 3 proceeding, was finally heard from in connection with that case last week. But the connection was indirect.

WBC has asked the commission to stay proceedings in a case involving application of KREX Grand Junction, Colo., to move from 920 kc to the 1100 kc clear channel on which KYW Cleveland is the I-A station.

WBC is the licensee of KYW and its sister FM and TV stations. But under the commission's decision in the Philadelphia case, WBC would trade its Cleveland properties for NBC's more

Baltimore station at the time it held the license for Philadelphia channel 3.

**No Facts** ■ Philco also said the commission waived the rule without any facts to support such an action, solely on the assumption that WBC's return to Philadelphia is "sufficiently meritorious to subject a sizeable portion of the public of Philadelphia and Baltimore to the undesirable consequences which the overlap rule is intended to prevent."

The commission rejected Philco's application for channel 3 primarily on the ground that the parent concern, Philco Corp., "switched its commitments" to the public interest in operating that facility "whenever it appeared its interest in manufacturing would be served."

But, Philco said in its petition, "of all the parties to this proceeding, Philco alone has demonstrated any real concern with the public interest of Philadelphia." The company noted its interest dates from 1957, when it filed a protest against the renewal of the network's Philadelphia licenses.

That protest was based on an antitrust suit the Justice Department brought

lucrative stations in Philadelphia. Deadline for filing assignment applications is Sept. 28.

As a result, WBC suggested, there was uncertainty as to who would be the licensee of KYW in the next few months.

The commission has set KREX's application for hearing, and the station has asked the FCC to reconsider that order. It has also petitioned for permission to amend its application.

Noting these pleadings and the decision in the Philadelphia case, WBC asked the commission to delay until Nov. 2 "the time within which the parties to the proceedings" may respond to KREX's pleadings.

pose of the case on the basis of applications not yet on file. . . ."

Philco added that the Communications Act prohibits the commission from considering the merits of a third party in reviewing a pending transfer application "even when strong public interest considerations have been urged."

Philco also attacked the commission's decision to waive its overlap rule—which prohibits common ownership in an area—in order to restore the original status in Philadelphia. The Grade B contours of the Philadelphia channel 3 station and WBC's WJZ-TV Baltimore overlap. Philco said the commission ignored the fact that WBC didn't own a

against NBC and its parent, RCA, as a result of the Westinghouse trade. The suit led to a consent decree under which the network agreed to dispose of its Philadelphia properties—the action that resulted in the proposed swap with RKO. The deadline for meeting the requirement of the decree is Sept. 30.

"It is Philco, not Westinghouse, which has been endeavoring since 1957, at great expense, to place before the commission the full facts as to RCA-NBC's conduct in acquiring the channel 3 licenses," Philco said, adding that it, and not Westinghouse, has applied for the channel.

**Time, Money, Effort** ■ "When the



# Ray Manystrokes changed to Wings & Wheels jetfreight service, but we didn't help his game much.



(He's playing more though.)

Before changing to Wings & Wheels, poor Ray couldn't get away from shipping problems, much less think about golf.

Worry, worry, worry.

Then Wings & Wheels' automated advance notification—an *industry exclusive*—helped Ray with his important shipments.

Now he's certain of scheduled deliveries. He always knows where his shipments are.

Wings & Wheels doesn't have to trace when he calls. Wings & Wheels knows what is arriving.

This is automated advance notification, available in 44 cities.

The next time you have an important shipment, don't handicap yourself.

Let Wings & Wheels handle your shipment like pros. 18 years of airfreight forwarding experience is your assurance.

# Wings & Wheels

The automated jetfreight service

Terminals throughout the nation. Consult your local telephone directory for the one nearest you.

## The song is ended but the Minow melody lingers on

Former FCC Chairman Newton N. Minow has been out of government for more than a year. But time hasn't softened the views and ideas about television which made him one of the most controversial chairmen ever to preside over the FCC.

This is evident from the Sept. 5 issue of *TV Guide*, which has reprinted key passages from the introduction to a forthcoming book, *Equal Time: The Private Broadcaster and the Public Interest*, written by Mr. Minow with Laurence Laurent, radio-TV editor of the *Washington Post*, as editor.

A sampling from the article:

▪ "On freeing creative forces from commercial bonds": Mr. Minow, who rocketed to national attention early in his tenure as FCC chairman in 1961 when he described TV as "a vast wasteland," still feels, as he did as chairman, that advertiser control of program content stifles creativity on television.

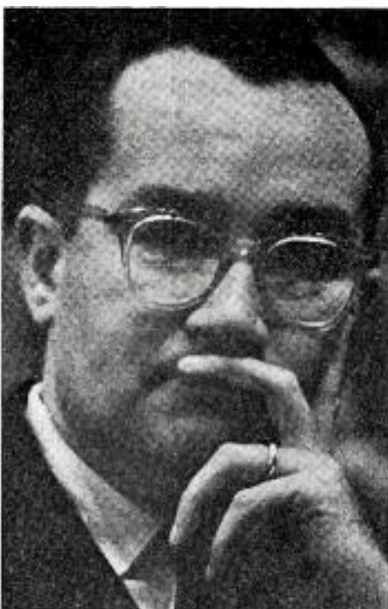
His solution—adoption of the magazine concept which, he said, would provide for a separation of advertising material from editorial content, as in newspapers, thereby making television "a more attractive medium for the creative artist."

▪ "On providing time for political candidates": stations and networks, he said, should be required to make time available to political candidates. The public, he said, has given broadcasters the use of "a scarce public resource." Candidates are entitled to use of the resource "without paying heavy tribute to the trustees of their own property," he said.

▪ On government regulation of broadcasting: Mr. Minow, who still feels a strong FCC is needed to protect the public interest, recalled that he once proposed a fundamental reorganization of the agency to the late

President Kennedy. He had suggested abolishing the seven-member commission and dividing its functions between a single administrator and an administrative court (BROADCASTING, June 10, 1963).

**Changes Essential** ■ "Without these changes, I doubt that the FCC can fully measure up to its massive responsibilities—and I doubt that it can carry out its assignments to pro-



Mr. Minow  
Not mellowed by time

tect the public interest in the never-ending debate with the private interest," he said. The debate itself, he added, serves the public by providing evidence that the people's interests are being protected.

"Broadcasters are irrevocably committed to do battle whenever profit is threatened and they have the re-

sources and the manpower and the talent to keep on fighting indefinitely," he said. "If debate and controversy ever cease, it will be because the government has departed from the field of battle and the public interest has knuckled under to the private interest."

Mr. Minow sees the friction between government and broadcasters as growing out of the fact that the two approach the question of regulation with different premises. A broadcaster, he said, "is a creature of privilege" granted by the people. But a broadcaster, he added, often "deludes himself into believing" that the privilege can be transformed into a right, which cannot be regulated.

In the U. S., where private individuals have been entrusted with "the staggering power" that goes with the operation of a radio or television station, he said, "an uneasy alliance of private ownership and public regulation" has been created. "We built contradictions and paradoxes right into the system and we set off an eternal war between those who must regulate and those who must be regulated," he said.

Mr. Minow said his aim while chairman of the FCC was "to encourage the people to participate in broadcasting more directly." There are dangers, he said, of having government agencies developing vested, bureaucratic interests of their own. "I tried to extend the debate beyond the words exchanged at broadcaster conventions." Broadcasting, he said, "is too important to be left to the broadcaster—or to the FCC."

Mr. Minow, who left the FCC on June 1, 1963, after 27 months as chairman, is now executive vice president of the Encyclopaedia Britannica. His book is to be issued in November by Antheneum Publishers.

commission considers the exhaustive time, effort and money which Philco has put into the preparation and prosecution of its application [which was filed in 1960] . . . it cannot be concluded that Philco lacked a commitment to the public interest in broadcasting in Philadelphia," Philco said.

A major factor in the commission's decision regarding Philco was that the company had sought to withdraw from the fight for the channel on payment by NBC of up to \$550,000 for expenses in prosecuting the application (BROADCASTING, Jan. 7, 1963). Philco stayed in the contest after the commission in March

1963 refused to approve the proposal.

The commission, in refusing to give approval, Philco noted, said that it would not be in the public interest for the company to withdraw, since that would deprive the commission of a choice between Philco and NBC. And in disapproving the Philco-NBC agreement, the commission asked Philco if it would continue.

"Obviously," Philco said, if the commission at that time felt Philco was not a serious contender for the channel, "it could not, in the public interest, have invited Philco to go forward with its application."

### Nebraskans schedule meet

The Nebraska Broadcasters Association will meet Sept. 20-22 at the Holiday Inn, Grand Island.

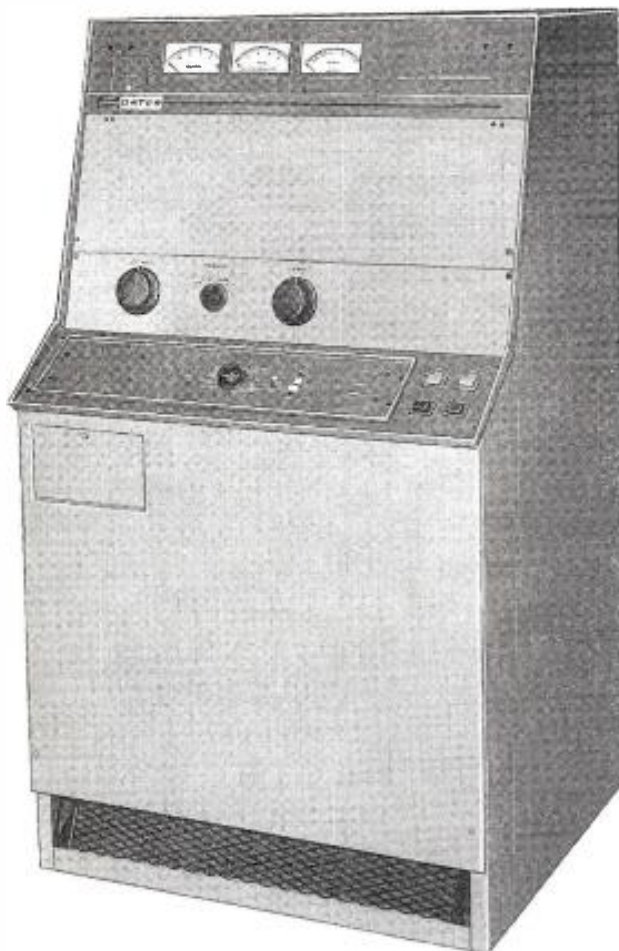
Governor Morrison, Senator Roman L. Hruska (R-Neb.), John Couric of the National Association of Broadcasters and FCC Commissioner Frederick Ford will address the group. Earl Stanley, a partner in the Washington law firm of Dow, Lohnes and Albertson, will tell them "How to Stay Out of Trouble With the FCC," and Bob Consideine will make a presentation to the broadcasters' "Nebraskan of the Year."

In total performance, the **VANGUARD I** rivals FM fidelity—with 1% distortion and a transistorized design that provides capacity to exceed 100% modulation. This new 1000 watt AM transmitter has only one tube—a single 4CX3000A used as the final amplifier and operating well below rated capacity to assure longer life. **VANGUARD I** has wider frequency response, lower distortion, lower internal heat, requires less floor space, and will provide

reliability never before attained in broadcast transmitters. Built-in power reduction for 250 watts is standard equipment.

The new, modern styling concept of **VANGUARD I**—incorporating the new space saving shape in AM transmitters—gives you centralized operating controls with complete front accessibility.

The full story of **VANGUARD I** is told in Brochure 140. Write for your copy today.



One Tube, One Kilowatt, One Percent Distortion...  
Yours Today Only with **VANGUARD I**

Gates' All-New Transistorized 1000 Watt AM Broadcast Transmitter



**GATES RADIO COMPANY**

A SUBSIDIARY OF HARRIS-INTERTYPE CORPORATION

QUINCY, ILLINOIS 62302

Offices: NEW YORK, HOUSTON, LOS ANGELES, WASHINGTON, D.C. • Export: ROCKE INTERNATIONAL CORPORATION, NYC. • In Canada CANADIAN MARCONI CO., MONTREAL

# A basic redesign of local Nielsens

## Company offers its solution to criticisms first aired during congressional hearing on ratings

A constantly changing sample, drawn entirely by computer, is being introduced by the A. C. Nielsen Co.'s Nielsen Station Index as part of far-reaching changes in the NSI local television audience measurement service (BROADCASTING, Aug. 24).

The changes, which Nielsen officials said amount to "a completely new NSI service," also include discontinuance of the use of Recordimeters in favor of complete reliance on the Audilog diaries for recording family viewing.

The Recordimeter, a set-installed device that shows when the set is on but does not indicate the channel being tuned, has been used in combination with the Audilog in NSI measurements in the top 50 markets. Below the top 50, the Audilog has been used alone. For the "new" NSI, the Audilog has been re-

vised substantially, Nielsen officials reported.

They also disclosed that the company is testing, for use later in Los Angeles and possibly other markets, a new type of Audimeter that, installed in sets, will keep a channel-tuning record on magnetic tape that can be fed into computers for quick compilation of data.

**Testing** ■ The new device, called "magnetic tape Audimeter," or "MTA," has been undergoing tests in approximately 50 homes in Chicago for about 12 weeks and has produced encouraging results, officials reported. They hope MTA units can be installed in Los Angeles by next spring, and said they would like to see them used in perhaps 10 top markets eventually.

Use of the MTA units is more expensive than Audilogs but permits more

frequent reports with additional detail, Nielsen authorities said.

The changes were announced by George E. Blechta, vice president and manager of NSI, who said they are keyed to "reality in research" and designed "to provide more sound information and maximum usefulness for each dollar our clients spend."

Officials said no changes are planned for the Nielsen Television Index (NTI), which measures national network audiences.

The Audilog diary technique was reported to show slightly smaller audiences than the Audimeter system except in the morning hours before 11 a.m. and in early evenings, when the diary figures are somewhat higher. A national Audilog test last April put homes using television (HUT) from 6 a.m. to 6 p.m. at 17.5 as against the NTI's Audimeter showing of 18.2; from 6 p.m. to 2 a.m., the diary showed 33.7 HUT as against 35.4 for NTI, and on a total-day basis the diary showed 24.5 as compared to the NTI's 25.8.

**Recent Changes** ■ The NSI changes have been in evolution over the past year or 18 months but with the chief developments concentrated in the past six months, according to a Nielsen spokesman. He said they were not related directly to the congressional hearings in which Nielsen, and most other ratings firms, were roundly criticized in 1963. At that time Nielsen said it would make some changes but these, the spokesman said last week, were primarily "housekeeping" changes that have already been put into effect.

The "new" NSI service starts with the October report cycle and will be accompanied by rate increases ranging from 20-25% in some markets to around 65% in others but averaging about 50%, according to NSI officials. They stressed, however, that the rate increase is not "new." It is the same one, they said, that was scheduled to go into effect last fall but was postponed when Nielsen delayed changes it had expected to make in the NSI service at that time.

Those changes were not made, the spokesman said, because it was decided to make the more complete overhaul that goes into effect with the October report.

In developing the new changes, officials said, Nielsen conducted tests indicating that the rate of viewer cooperation in diary-keeping is considerably higher than has been generally believed. In one test, the rate totaled 50.8% of the entire sample and 61.2% of all those who had actually agreed to cooperate. Comparable figures commonly reported, they said, are about 35% and 48-52%, respectively.

**Sample is Bigger** ■ The NSI changes include larger samples than have been



First word that Nielsen would make changes in its local television ratings came 15 months ago when Nielsen officials, including Arthur C. Nielsen Jr. (l), president, and George Blechta, vice president and general manager of NSI, appeared before a House sub-

committee investigating rating services. Last week, however, company spokesmen insisted that the drastic revisions that Nielsen has now put into effect were not directly connected to the congressional inquiry that raged last summer.

used in the past. In each of the top 50 markets, the base of homes furnishing usable data is slated to increase from 168 to 435 in the metro area (a 159% gain), and from 380 to 830 in the NSI area (118%). In the medium size markets (51 through 147) the metro area sample is to go from 166 homes to 242 (46%) and NSI area base from 315 to 540 (71%). In markets below 147 the sample goes from 111 homes to 204, a gain of 84%.

A new sample is to be drawn for each survey—all by computers. Nielsen, officials said, will provide sample-size specifications for each market. These will be fed into the computerized files of more than 40 million telephone households maintained by O. E. McIntyre Inc., New York, one of the largest direct-mail specialists in the country.

From these files, which are said to contain a current and unduplicated listing compiled from all available telephone directories in the country, the McIntyre computer will randomly select households in each area, producing for each sample home an individual IBM card containing the name, address and telephone number of the designated family.

These cards, imprinted with a questionnaire, go directly from McIntyre to one of eight central telephone offices where telephone operators—employed by an independent company but trained and supervised by Nielsen—call the designated households to obtain family information and enlist cooperation in keeping the NSI diary.

**Use Phone Service** ■ The operators use the telephone company's wide area telephone service (WATS), permitting equal access to all parts of the country without distinction between local and toll calls. The operators make three attempts—at different times across two days—to contact each home.

The telephone set-up is such, Nielsen officials said, that company field supervisors—or interested clients—can monitor the telephone interviewing at any time to make sure that proper procedures are being followed.

After diaries are distributed, participating families will be given a follow-up reminder call during the measurement week. Nielsen said its tests showed that the follow-up call increased return of the diaries by 17%. Without the follow-up call, 54.2% of the families that had agreed to cooperate did return their diaries; with one follow-up call, the cooperation rate was 63.2%.

In a test involving a 2,613-home survey last spring, 1,651 homes agreed to keep the Audilog, 390 refused, 289 were not contacted, 72 said they would be on vacation during the measurement period and 211 said they had no television set or gave other disqualifying reasons.

Diaries were sent, however, to those who refused to cooperate and those not contacted by telephone, as well as to those who had agreed to cooperate. Of those who had agreed, 61.2% did cooperate; of those who had not been contacted, 22.8% cooperated, and even among those who had refused on the phone, 18.2% cooperated.

**More than Half** ■ With these, plus those who had said they would be away on vacation—which was considered “cooperation” because it showed that their home sets would be dark—Nielsen said it received usable information from 50.8% of the entire original sample.

Nielsen officials also noted that homes which cooperate in diary service “historically” are heavier television viewers than homes that refuse to cooperate, and said they would take special precautions to offset any such “bias.”

This involves a “presurvey” of sample homes—actually, a part of the original telephone interview—that lets each home classify itself as “light” or “heavy” in viewing. The telephone interviewer asks them how much they watched television “yesterday.” Those that reply less than three hours are rated “light,” the others “heavy.”

A comparison of their estimates with their actual viewing patterns as shown in subsequent diaries convinced Nielsen that viewers can thus classify themselves with reasonable accuracy.

Based upon this grouping, NSI will survey “light” and “heavy” viewers as two separate units and then combine the data to make sure that the two groups are properly represented in the final audience estimates, according to ACN officials. “Extensive national pilot tests,” they said, “have demonstrated the value of this ‘cell projection’ method in eliminating biases introduced by differential cooperation rates.”

Another new feature is what ACN calls the “measurement unit” concept, which divides the continental U. S. into 1,100 separate geographical pieces for survey purposes.

The NSI reports themselves are being expanded in both frequency and content. In addition to current audience breakdowns by age and sex, “man of the house” and “lady of the house” totals will be added for each program. The number of reports is also being increased, so that all top 50 markets will be measured at least three times a year and practically all markets will be measured at least once.

In New York, meanwhile, where the Nielsen instantaneous Audimeters provide overnight rating reports, plans have been made to increase the sample and install instruments that will reflect the usage of different sets within multiple-set homes. The installation process is slated to start this week.

## Are messages under control?

### Question raised in petition asking FCC rules limiting citizens' band be set aside

Can the FCC regulate the content as well as the category of radio communications?

This question, which may be passed on to the courts, has been raised, not by a broadcaster concerned about commission control over his program content, but by two important firms in the electronics industry.

Lafayette Radio Electronics Corp. and Polytronics Laboratories Inc. asked the question in connection with a petition urging the commission to set aside rules limiting the use of citizens' band radios.

The rules, which were announced July 29 and become effective Nov. 1, reflect the commission's concern about the crowded condition of the citizens' radio band. They prohibit licensees in that service from using their equipment “for hobby or diversion, that is, as an activity in and of itself.” Conversation about the performance of citizens' radio equipment would be barred.

Counsel for the petitioners say the issue may be appealed to court if the commission rejects the request for reconsideration. This could set the stage for a court test of the extent of the commission's authority over program content in all radio services, including broadcasting.

The commission has said the rules are intended to preserve the citizens' band for legitimate personal and business use—on farms and ranches, for instance, or by hunters and explorers in communicating with base camps. The band now has 700,000 licensees.

The commission, in adopting the rules, dismissed the argument that they abridged freedom of speech. The commission said that its statutory authority to prescribe the nature of the various services “includes the authority to spell out the communications and uses that are not permitted.”

**Rule Held Vague** ■ Lafayette and Polytronics, however, say the rule is so vague as to be confusing. If discussions about equipment are barred, they say, can a husband call his wife “to say hello for romantic reasons.”

The petition notes that the Federal Trade Commission, in a move to implement the rules, has asked electronics-

equipment manufacturers to include in their advertising of citizens' radio equipment a notice that the "operation of such equipment as a hobby, in and of itself, or for the exchange of aimless small talk is not permitted."

The petition concedes that the commission has authority to establish categories of communications which may be transmitted in the various radio services. But, it adds, the Communications Act prohibits the agency from censoring the content of the communications in any of the radio services or making value judgments regarding the individual communications which may fall within the category.

For instance, it says, "the commission" could not, having authorized communications in furtherance of education, prohibit the transmission of rock and roll music or the reading of comics, even though the commission may feel that this use of the frequencies was not truly educational."

The order is reported to have had a heavy impact on the electronics industry, whose sales in citizens radio equipment totals more than \$50 million annually. Lafayette is an important supplier and distributor of radio equipment, Polytronics is a large manufacturer of the equipment.

## Springfield petition opposed by NCTA

The National Community Television Association has urged the FCC to reject a proposed rulemaking that would require community antenna television systems, in relaying off-the-air pick-ups, to maintain a quality of transmission equal to that of the original signal.

The NCTA is opposing the proposal by Springfield Television Broadcasting Corp., which also would require CATV's to file reports on how they are adhering to the commission's standards.

Springfield, owner of four UHF stations, said signals of some of its stations have been degraded in relaying and some viewers, "including prospective advertisers," have complained. Springfield said that "positive responsibility" should be imposed on CATV operators (BROADCASTING, Aug. 3).

NCTA called the petition "vague, conclusionary and unsupported by substantial allegations" to such a degree as to provide no base for rulemaking.

The association noted that an earlier, FCC-proposed rulemaking would require CATV's to protect local television service by carrying the station's programs without "material degradation" and by refraining from duplicating the programming for 15 days before and after

it is aired. The NCTA added that the National Association of Broadcasters is completing a study on the impact of CATV on television broadcasting to be published later this month, possibly warranting further remarks.

NCTA said that until the findings of the commission and the NAB are evaluated the FCC "will not be in a realistic position to undertake [Springfield's proposed] rulemaking, the supposed objective of which is to supplement rules which have not yet been adopted." The Springfield petition includes all CATV systems, however, and although the FCC's authority on microwave fed CATV systems has been established, the regulation of off-air CATV's is not yet clear, the NCTA said.

## Palmer properties get new names

Dr. David D. Palmer, president of Central Broadcasting Co. (WHO-AM-FM-TV Des Moines, Iowa) has announced a change in corporate name to Palmer Broadcasting Co. In addition, Tri-City Broadcasting Co. (WOC-AM-FM-TV Davenport, Iowa) has become WOC Broadcasting Co.

Robert H. Harter, formerly sales manager of the WHO stations and a veteran of 25 years with the Palmer group, has been appointed general manager of the Des Moines properties. Paul A. Loyet, vice president, who has been general manager of the WHO stations, now will devote his full time to the engineering and technical affairs of the company's present developments and the expanded operations of the various Palmer divisions.

At Woc Broadcasting Co. William D. Wagner will retain his present executive duties of vice president and secretary in the Davenport office which maintains executive control of the group.

The CATV system at Naples, Calif., owned by Palmer Broadcasting Co., becomes Gulf Coast Television and will be under the managership of Richard Cox. Managing the Palm Desert, Calif., CATV system will be Keith Burcham. This operation will be known as Coachella Valley Television, according to Dr. Palmer.



Mr. Loyet



Mr. Harter

## Hunt for NAB president intensified

The search for a new president for the National Association of Broadcasters got underway in earnest last Thursday when the 10-man selection committee met for the first time.

The meeting, in Chicago, agreed on the desirable characteristics of a new leader, summarized in a statement issued by Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman of the executive committee:

"The committee believes such a person should possess a basic belief that commercial broadcasting as a superior form of communications exerts a potent, constructive force in America today and that the position, accordingly, desires the highest human talents and capabilities."

Mr. Schroeder also said another meeting of the committee will take place in about a month at which time possible candidates will be considered. No candidates were discussed at last week's six-hour meeting.

All members of the selection committee were present. They are, in addition to Mr. Schroeder:

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

## McLendon keeps after Yarborough

Broadcaster Gordon McLendon of Dallas and Senator Ralph Yarborough (D-Tex.), bitter contestants for the Democratic senatorial nomination in their native state this spring, are still far apart although a showdown is possible before the impending Texas Democratic convention.

Mr. McLendon, who lost a May 2 primary to the senator, said Wednesday (Sept. 2) that he didn't intend to let an FBI "attempt to whitewash the senator" go by without a fight.

He referred to a Justice Department announcement Monday (Aug. 31) that it had investigated and found to be "without any foundation in fact" an allegation that the senator accepted

\$50,000 from Billie Sol Estes in 1960. The books are closed, the department said.

That announcement, followed by Mr. McLendon's charge of "whitewash," was the latest development in a feud between the broadcaster and the senator that led to an equal-time dispute in which the FCC ruled mostly in the senator's favor during the primary campaign this spring (BROADCASTING, April 27, et seq). In addition Mr. McLendon had presented witnesses on campaign broadcasts who said they had seen the senator accept money from Mr. Estes.

"The Justice Department used the FBI to rescue Yarborough only 15 hours before voting started in an absolutely unprecedented political use of the FBI," Mr. McLendon said last week.

He has called on Texas Governor John B. Connally Jr. to release "facts I understand they [the intelligence arm of the state department of public safety] have that contravene completely this terse announcement from the Justice Department." The facts should be made available to the state convention (Sept. 15), Mr. McLendon said.

Mr. McLendon is president of McLendon stations: WNUS Chicago, KLIF-AM-FM Dallas, KILT and KOST(FM) Houston, KISA San Antonio, all Texas; KABL Oakland, Calif., and WYSL-AM-FM Buffalo.

## FCC does turnabout in Pekin FM grant

The McNaughton stations had reason to be thankful that all seven commissioners were present and voting at the FCC meeting last week. For by a 4-3 vote, the commission reversed an earlier decision and granted without hearing the company's application for an FM station in Pekin, Ill.

Three months ago, with only five members present, the commission set the application for hearing to determine whether the grant would result in a concentration of control of mass media. The McNaughton principals control four AM and two FM stations, as well as two newspapers in Illinois.

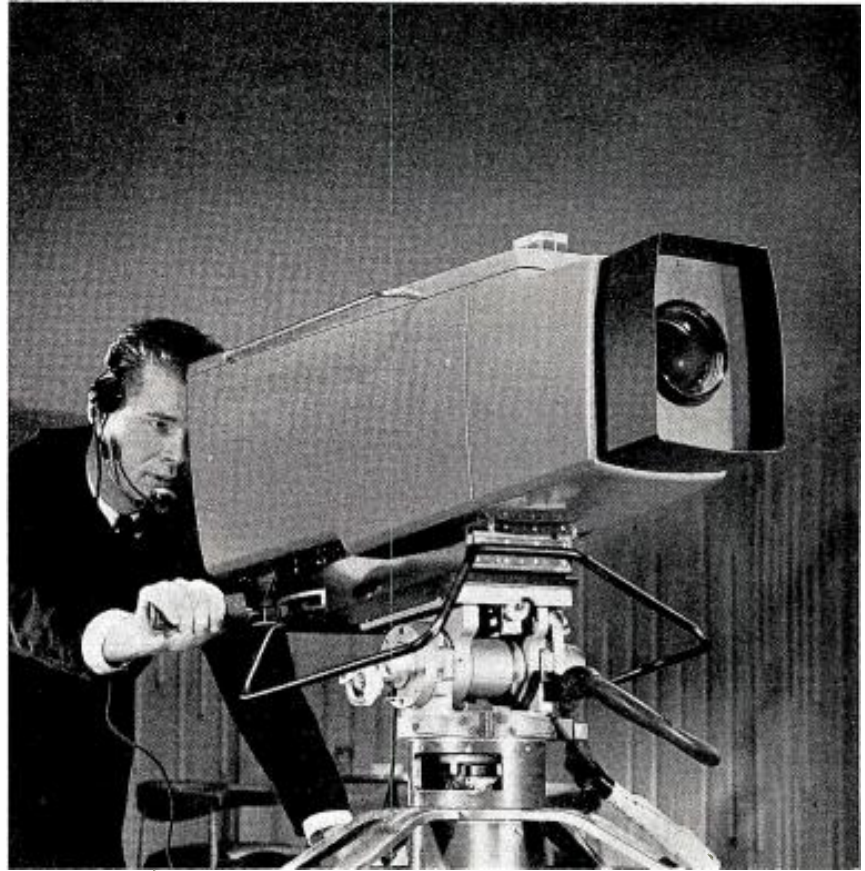
The vote then was 3-2, with Chairman E. William Henry and Commissioners Kenneth A. Cox and Lee Loevinger in the majority. Commissioners Rosel H. Hyde and Robert E. Lee were in the minority. (BROADCASTING, June 15). Last week, Commissioners Robert T. Bartley and Frederick W. Ford turned the minority into a majority.

McNaughton, in seeking reconsideration of the earlier decision, said the commission had not followed its own precedents. McNaughton also said its

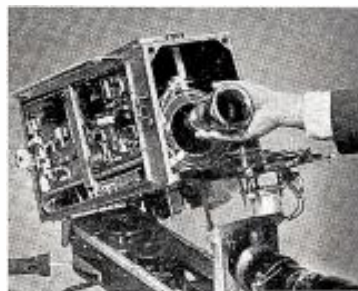
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application shouldn't be the victim of chance, its fate depending on how many commissioners are sitting at the time it is considered.

A week before the commission set the McNaughton application for hearing, the commission had approved the grant of a construction permit for an FM station in Lewistown, Pa., in another case in which concentration of control of mass media was an issue. The applicant had other broadcasting and publishing interests in that community.

The vote then was also 3-2, with Commissioners Ford, Hyde and Lee in the majority, and Chairman Henry and Commissioner Cox in the minority. Commissioners Bartley and Loevinger were absent.

In an earlier decision involving the same issue, the commission granted without hearing the sale of WGRY (now WLTH) Gary, Ind., to the only newspaper in that city. With all seven commissioners present, the vote was 5-2, with Chairman Henry and Commissioner Cox in the minority.

The new McNaughton FM station will be licensed to a subsidiary, Wsriv Inc. The other McNaughton broadcast properties are WRMN-AM-FM Elgin, WCRA-AM-FM Effingham and WKEI Kewanee, all Illinois. The company's principals also control the *Pekin Daily Times* and the *Effingham Daily News*.

## Another go round in NAB, NCTA talks

Representatives of broadcasters and community antenna operators sat down together last week in Washington, and everyone agreed each is beginning to better understand the other's problems.

But no final decisions were reached in the joint meeting striving to arrive at agreement on the form legislation should be drafted to bring CATV under control of the FCC.

One sticky point, apparently, is the broadcasters' desire to prohibit CATV systems from originating programs or selling advertising.

Few CATV systems handle advertising, Bruce Merrill, president of the National Community Television Association, noted, but NCTA might agree "generally not to oppose" such language.

Asked about barring program originations other than weather and time information, Mr. Merrill said the study group was not yet ready to cross this bridge, although willing to talk about it.

Dwight Martin, WDSU-TV New Orleans, who is chairman of the Future of TV in America Committee of the National Association of Broadcasters,

declined to indicate any specific areas discussed, but declared he was "extremely encouraged by the air of cooperation and the genuine attempt to recognize and to try to work out problems on both sides."

The meeting, last Wednesday (Sept. 2) in Washington, recessed until later this month. In the interim it was agreed counsel for each side should meet to try at a settlement of some of the issues. Douglas A. Anello is general counsel for NAB; E. Stratford Smith, Washington attorney for the NCTA group.

Representing the broadcasters, in addition to Messrs. Martin and Anello, were Willard E. Walbridge, KTRK-TV Houston and C. Howard Lane, KOIN-TV Portland, Ore.

Besides Messrs. Merrill and Smith, representing the CATV side at the meeting were Fred J. Stevenson, Arkansas CATV operator and immediate past president of the NCTA, and Al Stern, chairman of Television Communications Corp., Denver, a group CATV owner and a former NBC vice president.

## Changing hands

**ANNOUNCED** - The following sales of station interests were reported last week subject to FCC approval (For commission activities, see FOR THE RECORD, page 88).

- **WUIC-TV Pittsburgh:** Sold by P-G Publishing Co. and H. Kenneth Brennen family to Cox Broadcasting Corp. for \$20.5 million (see page 54).

- **WFMY-TV Greensboro, N. C.:** Acquired by Norfolk-Portsmouth Newspaper Inc. (WTAR-AM-FM-TV Norfolk, Va.) in purchase of Greensboro News Co. in estimated \$15-\$20 million transaction (see page 54).

- **WITH-AM-FM Baltimore:** Sold by Thomas G. Tinsley to Reeves Broadcasting Corp. for \$1 million (see page 54).

- **KJR Seattle, KNEW Spokane, both Washington, and KXL Portland, Ore.:** 50% interest sold by Sinatra Radio Inc. (Frank Sinatra and associates) to Deena Pictures Inc. (Danny Kaye and associates), stock boosting holdings from 50% to 80%, and Alexander Broadcasting Co. (Lester M. Smith and family), from nothing to 20%, for \$700,000. Mr. Smith is president of licensee, Seattle, Spokane & Portland Radio Stations. All fulltime stations, KJR operates on 950 kc with 5 kw; KNEW on 790 kc with 5 kw and KXL on 750 kc with 50 kw.

- **WRSC State College Pa.:** Sold by Howard S. Frazier Inc. and group to Edorea Corp. for \$125,000. Edorea Corp. is 100% owned by Michael M. Rea, son of Henry O. Rea (Oliver

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Tyrone Corp., investments and real estate and minority owner of now dark channel 22 in Pittsburgh). WRSC is a 1 kw daytimer on 1390 kc. Howard S. Frazier Inc., negotiated transaction.

▪ WYND Sarasota, Fla.: Sold by Carl Brenner and associates to John T. Rutledge, Richard W. Bates and others for \$95,000. Mr. Rutledge is general manager of WHOO Orlando, Fla.; Mr. Bates is an Orlando attorney. WYND is fulltime on 1280 kc with 500 w. Broker: Hamilton-Landis & Associates.

▪ KOKL Okmulgee, Okla.: Sold by Don Reynolds to J. William Brauer for \$85,000. Mr. Brauer is former manager of the J. Walter Thompson office in Dallas. Mr. Reynolds is a group owner of radio-TV stations and newspapers, mainly in the Southwest. KOKL is fulltime on 1240 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

## CBS session to hear Stanton, Crichton

CBS President Frank Stanton and John Crichton, president of the American Association of Advertising Agencies, will speak at the 11th annual CBS Radio Affiliates Association convention in New York Sept. 23-24. Dr. Stanton will speak at the Sept. 23 luncheon, and Mr. Crichton at a similar session on the next day.

The convention this year will be at the Hilton hotel. Arthur Hull Hayes, CBS Radio's president announced last week that a record number of affiliates, based on current advanced registrations, is expected. The convention comes to order Sept. 23 at 10 a.m. at the call of Michael R. Hanna, general manager of WHCU Ithaca, N. Y., who is chairman of the association. Mr. Hayes will report to the delegates during the opening session Wednesday. Other reports are scheduled by Fred W. Friendly, president of CBS News; George J. Arkedi, CBS Radio vice president, network sales; Leon Brooks, vice president and general counsel for CBS and others.

## Alabama CATV purchases make 16 for Teleprompter

Teleprompter Corp., New York, last week brought its total CATV holdings to 16 systems throughout the United States with its acquisition of community antenna system now serving Tuscaloosa, and a franchise to operate another CATV property in Northport, both in Alabama.

The Tuscaloosa system with about 2,000 subscribers advances Teleprompt-

er's total CATV subscription to over 50,000.

Teleprompter plans to rewire the Tuscaloosa property, which now carries five channels, to increase the system's potential to 12 channels. It also intends to offer a 24-hour music and weather service over the system.

Control of Television Broadcasting Circuits, which operated the system, was bought from local stockholders. The price was not disclosed.

Teleprompter acquired the Northport, Ala., franchise from Southern Video.

## New station claims tower sabotage

Two 150-foot towers of WAYK Valpariso, Ind., fell to the ground early Aug. 30 after guy wires had been cut, Mrs. Bernice A. Ellis, part owner, reported last week. She said federal and local authorities are investigating what was described as "professional vandalism."

WAYK, a 250-watt daytimer on 1500 kc, had planned to begin broadcast operations Oct. 1, Mrs. Ellis said, having been granted permit by FCC June 26 after four years of litigation. Opening will be delayed perhaps two weeks. Erection of the towers was completed by

Tower Builders, Angola, Ind., just two days before the incident.

## WIXI gets temporary operating authority

The Birmingham Broadcasting Co. last week was given temporary authority by the FCC to operate WIXI Irondale, Ala., during the processing of its application for a regular license.

In granting the temporary permit, effective Sept. 8, the commission said that if WIXI were to go off the air it would leave Irondale without a local broadcast service. The commission noted that if competing applications are filed for the 1480 kc facility it may be necessary to approve an interim operation by the applicants since Birmingham Broadcasting will have only 180 days to operate without a regular license.

Temporary operating authority, under commission rules, runs 90 days and may be renewed for 90 additional days.

WIXI was owned by W. D. Frink. Mr. Frink was refused a license to cover his construction permit. He was charged with an unauthorized transfer of control, misrepresentations to the commission and failure to file required information. The commission's decision was recently upheld by the U. S. Court of

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Birmingham Broadcasting is owned by Oscar Hyde (34%) and James G. Lang and Ellis J. Parker III (both 33%). Mr. Lang is majority owner of WNOP Newport, Ky.

## Chicago archdiocese drops UHF-TV plans

Chicago's Roman Catholic Archdiocese has ruled out possible plans to file a competitive application for channel 38 there, according to Rev. John Banahan, archdiocese radio-TV director. He explained it was found there is not sufficient time to organize the appro-

priate nonprofit corporate entity for the venture.

Instead, he said, the archdiocese may contact Field Communications Inc. or Kaiser Industries Corp., two of four applicants for channel 38 (BROADCASTING, Aug. 17, July 6), and offer to program an hour or more of the morning schedule with educational material. Another alternative under consideration involves coaxial links between the parochial schools for a closed circuit system.

Father Banahan's radio-TV office is producing nearly 250 half-hour programs this next year for exposure on Chicago's four commercial VHF stations. Newest series under his supervision is a 13-week cycle slated on WMAQ-TV there using a *Today* type

format and including film visits to world cities to show influence of Catholicism.

## Media reports . . .

**Names Baker** ■ CKLW-AM-FM-TV Windsor-Detroit, RKO General Stations, have named E. W. Baker Inc., Detroit, as advertising, promotion and public relations counsel. S. Campbell Ritchie, president-general manager of CKLW-AM-FM-TV, said "the most extensive and aggressive trade and audience production program in our history has been planned."

**In MBS Fold** ■ WWOL Buffalo, N. Y., has joined Mutual as affiliate. Daytimer, 1 kw on 1120 kc, is owned by Rust Craft Broadcasting Co.

## FINANCIAL REPORTS

### Rollins completes purchase of Orkin

Rollins Broadcasting last week announced completion of its \$62.4 million acquisition of the Orkin Exterminating Co. and at the same time reported that earnings, revenues and cash flow reached all-time highs in the first quarter.

Earnings for Rollins gained 16%, revenues were up 53% and cash flow increased by 53%.

Rollins first announced its plan to purchase the Orkin pest control company in June (BROADCASTING, June 29).

Rollins owns three TV and seven radio stations, an outdoor advertising division in the U. S. and Mexico, a cosmetics division, and 10,000 acres of land in Okeechobee county, Fla.

A report to stockholders mailed last week listed a pro forma combined statement of earnings for Rollins and Orkin in Rollins's first quarter ended July 31 showing net earnings of \$1.39 per share on revenues of \$15.5 million.

Financing arrangements entered by Rollins include a loan of \$15.5 million from Chase Manhattan Bank and the Equitable Life Assurance Society for 15 years at 5¼-5¾%.

Prudential Life Insurance Co., which received warrants to buy 115,000 shares of Rollins Broadcasting at \$22 per share for 10 years, has made a 20-year loan to Orkin of \$40 million at 5¾%, \$2.5 million of that sum convertible into Orkin stock. Rollins stock, traded on the American Stock Exchange, closed at 61½% on Sept. 1. Its "low" price

this year was 14¼.

Thirteen weeks ended July 31:

	1964	1963
Earned per share	\$ .31	\$ .27
Net earnings	297,497	255,739
Revenues	3,260,542	2,126,160
Cash flow	751,417	545,998

### Diversification pays, Bartell tells analysts

Lee B. Bartell, president of Macfadden-Bartell Corp., last week told a gathering of security analysts that the diversification pattern followed by his company had given it an advantageous position for further acquisition of profitable properties at minimum cost.

Macfadden-Bartell operates three radio stations, WADO New York, WOKY Milwaukee and KCBQ San Diego, publishes 15 monthly consumer magazines and two monthly trade magazines in addition to publishing paperback books and distributing a number of other books and magazines. It also operates two TV stations under a profit sharing agreement with the government of the Netherlands Antilles.

M-B's first half revenues for 1964 were reported at \$15.1 million, of which \$1.4 million came from its broadcasting operations.

Mr. Bartell, speaking to the New York Society of Security Analysts, pointed to increasing amounts of discretionary income being spent by the American public and stated "new markets and opportunities are constantly available for the creative publisher or broadcaster."

He said the company's broadcasting

properties, which have a book value about \$1 million, have an actual market value in excess of \$8 million.

### Financial Notes . . .

■ Trans-Lux Corp., New York, has announced a regular quarterly dividend of 15 cents per share on its common stock, payable Sept. 25.

■ Plough Inc., Memphis-based pharmaceuticals manufacturer with broadcast holdings, has voted to increase its quarterly dividend from 16 to 17 cents, jumping its indicated annual dividend rate to 68 cents. The dividend will be payable Oct. 1 to shareholders of record Sept. 11. The dividend hike marks the 10th consecutive annual increase.

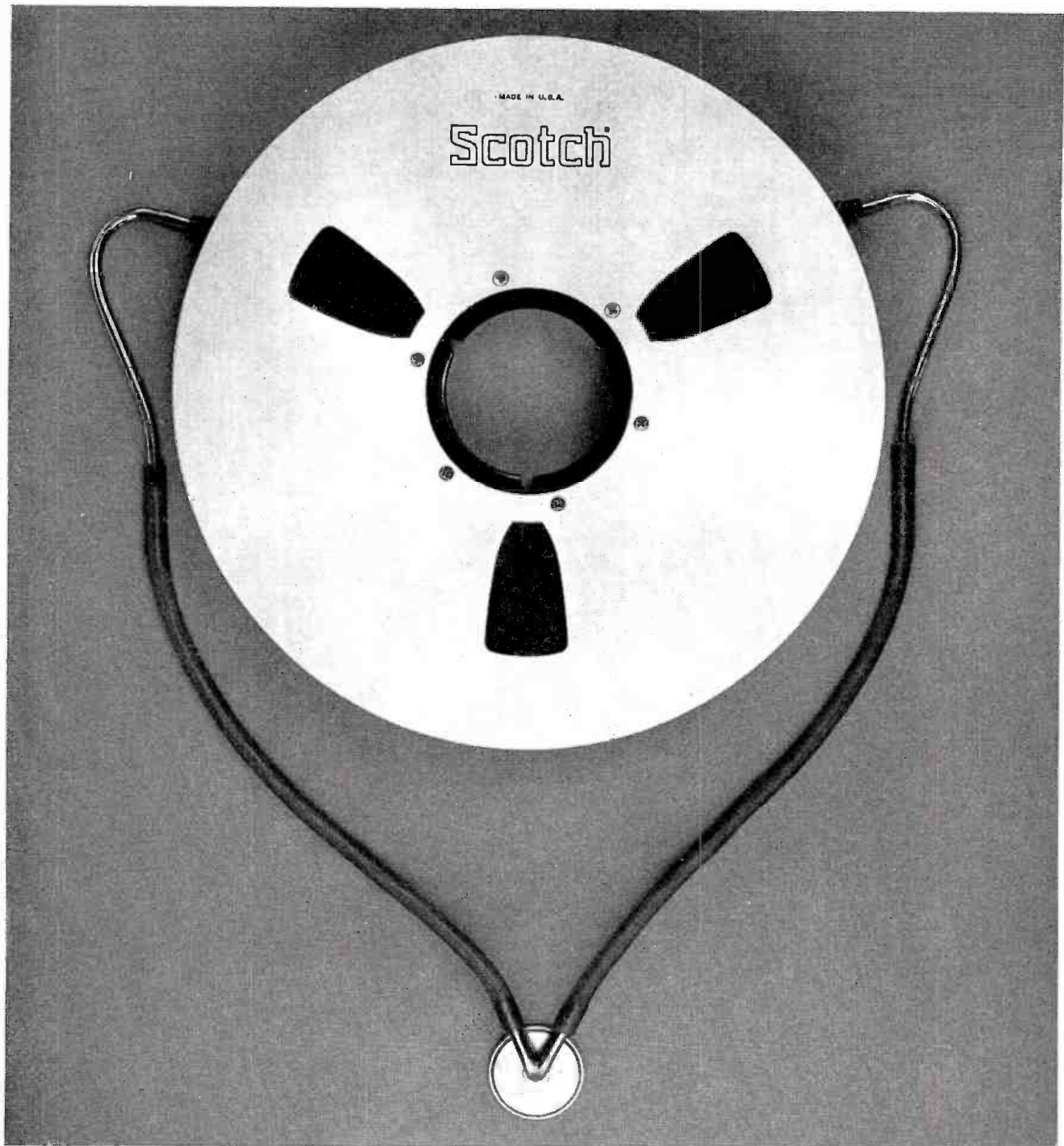
■ Decca Records Inc., New York, announced last week a regular quarterly dividend of 30 cents per share on its capital stock, payable Sept. 30.

■ Universal Pictures Co., New York, announced last week a quarterly dividend of 25 cents per share on common stock, payable on Sept. 28.

### PKL to seek support for 3-2 stock split

The Papert, Koenig, Lois agency, New York, will ask stockholders to support a proposed three for two stock split of all class A and B shares at a special meeting in New York Sept. 17.

To pave the way for the split, stockholders will vote on a measure to increase the number of class A shares by 200,000 and class B shares by 41,818.



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least call your nearby tv station or tape studio for costing and counsel on your next commercials.

Already, over 200 tv stations have signed up for 3M's comprehensive new assistance program—with the number growing every day. *These stations now offer valuable reference materials, as well as production service to help you take full advantage of video tape for commercials. Call your local stations.* (If we haven't scheduled them yet, write 3M Magnetic Products, Dept. MBX-94, St. Paul, Minn. 55119.)

**Magnetic Products Division** **3M**  
COMPANY

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# Baseball plan faces final hurdles

Bids due by Sept. 15 on revolutionary plan for Monday night 'spectacular'; sponsors interested, networks noncommittal

Baseball is playing a waiting game and at the moment it has no choice. It has offered its plan for nationally televised no-blackout Monday night games to networks and advertisers and a decision will probably be known on Sept. 15.

The teams that do not presently appear as home teams on CBS's or NBC's televised weekend games and therefore miss out on the revenue from TV network rights, are hoping the new plan goes through. To those teams, the major league proposal means an equal share no matter what teams turn up on

Monday nights or how often.

The plan, calling for 52 games, two each Monday night, was formally presented last week by the Major League Joint Television Committee. Among the networks, the response has not been enthusiastic. However, among advertisers, particularly blue-chip accounts, there are reports of sharp interest.

The committee has asked for sealed bids to be submitted by Sept. 15 to the office of the Commissioner of Baseball in New York.

**Pick a Pair** ■ Under the plan for the *Monday Night Baseball Spectacular*, two primary games would be scheduled each week for 26 weeks (April 12-Oct. 4, 1965).

One game would be fed to eastern daylight and standard and central daylight stations. Another game would be fed to stations in central and mountain standard and Pacific daylight areas.

The games would start at a uniform time: 8 p.m. EDT and PDT (or 7 p.m. CST for Houston and Kansas City games only). Teams in the other zones which ordinarily start their games at 8 p.m. local time would switch their times for televised games.

The eastern games will be scheduled and played in Bloomington, Minn.; Milwaukee; Chicago; St. Louis; Cincinnati; Detroit; Cleveland; Pittsburgh; Philadelphia; Boston; New York or Washington.

The western games will be scheduled and played in Kansas City, Mo.; Houston; Los Angeles and San Francisco.

All eastern games will have a back-up game being played in case of bad weather, and western zone games being played in Kansas City will have a back-up game scheduled.

**Veiled Words** ■ Networks and sports packagers spoke cautiously last week about their interest in the terms offered. Some advertisers, already in major league baseball on a local basis, noted concern that their identification with teams be impaired by the addition of

a competitive sponsor.

But John Fetzer, owner and president of the Detroit Tigers and a veteran broadcaster, and the guiding force behind the Monday night plan, is more optimistic of its success.

In view of the need for local sponsor protection, the prospectus stipulates the right of baseball to require the buyer of the games to give options on two one-minute announcements during each Monday night game to local team sponsors, to be telecast in the club's home city and its adjacent trade area.

However, this is not mandatory and the rights will be in the hands of the local club. Thus, according to the architects of the plan, the baseball team may waive this provision if a local sponsor conflicts with one of the national accounts.

There is no argument that this is one of the trickiest provisions in the prospectus. However, Mr. Fetzer noted that sponsor conflict is something broadcasters have had to learn to live with and this problem will be no different.

**Too Much Pessimism** ■ The joint committee, which Mr. Fetzer heads, has indicated that there may be less of a conflict than expected. There is a feeling by people close to sports and television that the perennial baseball, football, basketball sponsors would be most interested in the package. But there is growing opinion that these people may be too close to the subject to see other alternatives.

Although there has been no formal mention of sponsors for the national telecasts, some close observers are beginning to discount many beer and tobacco firms as national sponsors. These accounts could wind up as possible regional buyers and as such would be able to back their local teams without conflict.

Other sponsorship provisions in the package are: approval of all advertisers by baseball and the right of baseball to limit the number of national advertisers to no fewer than four. Local commercials during station breaks in major league cities would not be allowed to advertise products that compete with products of regular-season game local sponsors.

**Not in Running** ■ CBS is the only network definitely out of the bidding publicly. It advised the joint committee that its "previous program commitments" would not permit bidding. But the network said it was "enthusiastic" about the plan and "hopes it can be brought to reality."

At ABC and NBC there has been reported interest in the games, but both networks are believed to be cool toward



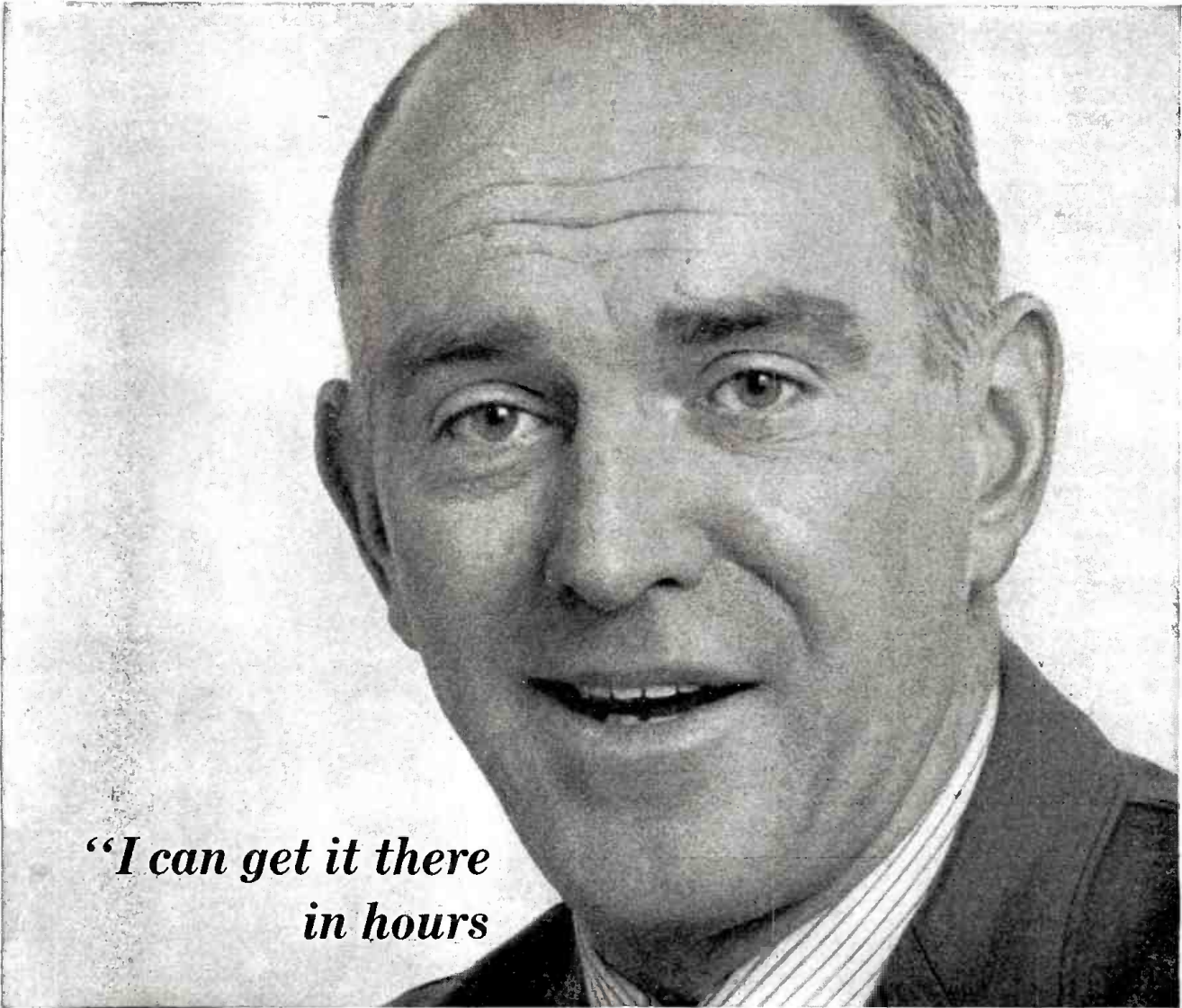
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LOS ANGELES— SAN DIEGO	42	2 hrs. 30 min.	1.15	1.25	1.45
CHICAGO— MILWAUKEE	14	1 hr. 50 min.	1.20	1.40	1.60
ATLANTA— BIRMINGHAM	10	3 hrs. 45 min.	1.50	1.65	1.85

\*Other low rates up to 100 lbs.



***One of a series of messages depicting another growing service of The Greyhound Corporation.***

putting the games on in 1965.

There have been a few general network objections to the Monday night games:

- Contracts for 1964-65 regular season programs run well into the 1965 baseball season. To drop these shows and still pay for them after April would be too costly. (The network schedules for next season show that production costs for the two hours on Monday nights run more than \$200,000 per network [see page 44]).

- Research into audiences that baseball has been attracting in the local TV broadcasts suggests that the Monday night games might rate lower than conventional programming.

- What happens to network programming when games run into extra innings?

Just where the games would wind up if they were not shown on one of the regular networks is still speculation. But there seems to be only one other operation with the organization such an undertaking would require: Richard E. Bailey Sr.'s Sports Network Inc.

SNI said last week it had been invited to take part in the bidding, but did not definitely say it would. The network, which telecasts away games of major league teams back to the various clubs' home territories, said its first responsibility would be to its present clients. However, there does not ap-

pear to be any conflict with SNI's current arrangements and the proposed Monday night games.

**Road Is Clear** ■ According to Mr. Fetzer, the major league clubs were warned a year ago to "bring their local contracts into line and to clear Monday night." This, he said, has now been accomplished.

Although SNI generally acquires rights to an event and then sells them to sponsors (BROADCASTING, Aug. 24), it is not unlikely that it would produce the telecasts if the joint baseball committee goes to SNI with sponsors already signed.

However, there is another bridge to cross if ABC or NBC don't take the games: prime-time clearance on network stations for 26 consecutive Mondays.

There are only 22 markets in the U. S. with four or more commercial TV stations. This would necessitate having a network affiliate, in markets of three or less stations, pre-empt the network to show the games.

But another possibility has been raised: Let the affiliated stations in these markets get the games on a rotating basis. Thus none would have to lose the network for the whole season. How helpful or detrimental to station images this plan would be, however, is unknown. And station reception to such

an idea is still pure conjecture.

"It has taken baseball three years to get this far," Mr. Fetzer said, "and if the plan is dropped and left to die now, it would probably never be done again."

## Directors, producers still far apart

The Directors Guild of America and the Association of Motion Picture and Television Producers locked horns again last week over a matter that could disrupt TV film production.

At issue is the directors' "creative bill of rights," which would give them a contractual right to cut and arrange segments of their own films. They now do this with motion picture film.

The directors feel that editing and cutting their own material would improve its artistic quality. They argue that they are, in effect, willing to take a pay cut to do it, since the extra work would be performed at no increase in salary. Producers foresee director-caused complications delaying production schedules and, perhaps the airing of programs.

Talks have been going on since April 22. Double agents abound, with producer-directors like George Sidney, president of the Directors Guild (and also head of George Sidney Productions), occasionally arguing with their own lawyers on the other side of the table.

Last week, Mr. Sidney threatened to take the matter "directly to the studio presidents." He declined to predict a strike, but hinted that there are other ways for a frustrated director to demonstrate his disappointment.

## NET, AFTRA sign

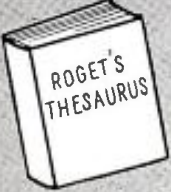
### 1st 3-year contract

The first national contract covering educational television and the American Federation of Television and Radio Artists was signed in early August, it was reported last week.

Both AFTRA and National Educational Television confirmed that a three-year contract had been signed, but withheld details of the pact pending the completion of negotiations for an agreement with WNDT(TV), the educational station for metropolitan New York.

Spokesmen for the union and NET acknowledged that one ticklish issue had been resolved. When educators appear on programs in their roles as teachers, they will not be required to join the union.

A contract with WNDT is expected to be signed within three weeks.

<p>in Synonyms ...</p>  <p>it's Roget's Thesaurus</p>	<p>in TV and Radio ...</p> <p><b>IT'S BROADCASTING YEARBOOK!</b></p>
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formed. The 1965 **BROADCASTING YEARBOOK**—covering both TV and radio—will be on their desks in December (and a full 12 months thereafter). They'll find it more valuable than ever . . . a veritable thesaurus\* of information on every aspect of broadcast advertising. If you have a message for people who make TV-radio decisions, here's **THE** forum wherein to speak up! **Final deadline: Sept. 21** (or—for proofs—Oct. 1). **Reserve the position you want NOW before it's gone!**

\*The Greeks had words for almost everything. "Thesaurus" meant a treasury or storehouse; the 1965 **BROADCASTING YEARBOOK** is a treasure-trove of facts. Get it!

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# Life Line tax status queried

IRS witnesses testify before Patman subcommittee on Capitol Hill

A Texas congressman told the Internal Revenue Service last week that it ought to revoke the tax-free status of the Life Line Foundation Inc. of Dallas, producer of *Life Line*, a daily, 15-minute radio program on 354 stations in the U. S.

Representative Wright Patman (D-Tex.) said *Life Line* commentaries on nuclear testing, medical care, the U. S. Supreme Court, urban renewal, among others, seem to violate IRS code restrictions against any substantial foundation activity that propagandizes or seeks to influence legislation.

Besides, Representative Patman added, the Washington headquarters of IRS has been "considering" for 18 months a revocation recommendation urged by its Baltimore district office (the founda-

tion operates from Washington).

H. L. Hunt, Dallas oilman and near-billionaire whose \$3 million in contributions have kept the foundation going since 1951, defended *Life Line* as a religious and educational service.

To attack them, he said, is to attack "the right of free speech and fair comment."

**Part of Detailed House Study** ■ A subcommittee of the House Select Committee on Small Business, of which Mr. Patman is chairman, questioned IRS witnesses about the Life Line Foundation Monday (Aug. 31) and scheduled another hearing for Sept. 4.

The panel has been studying 524 tax-free foundations in detail (it believes more than 45,000 exist) (BROADCASTING, Oct. 28, 1963) and last week turned its attention for the first time to one operating in the mass media—Life Line.

Mr. Patman suggested that foundation-produced programs that had run afoul of the FCC's fairness doctrine might automatically be evidence that their sponsoring foundations also were exceeding IRS restrictions on propagandizing. Mitchell Rogovin, who heads an IRS staff presently examining foundations, said, "Our conclusion is we couldn't gain too much from using the test [fairness] the FCC uses."

Discussing this point later, Mr. Rogovin said it's not whether a foundation is for or against on an issue, it's "the manner in which they present things. . . . These are extremely difficult issues for our people to grapple with."

Mr. Hunt said in Dallas that ". . . The [IRS] position as applied to Life Line seems to say that, if Life Line will say what the Life Line critics want it to say, then Life Line should retain its tax-exempt status."

The FCC ruled last year after fairness complaints had been filed against stations carrying *Life Line* broadcasts opposing the nuclear test ban treaty that licensees have an obligation to provide time for other views. The public cannot be left uninformed on the ground that the licensee cannot obtain paid sponsorship, the FCC said (BROADCASTING, Sept. 23, 1963, et seq.).

**Foundations Linked to Stations** ■ Mr. Patman showed broad interest in what the IRS knows or, as testimony revealed, doesn't know about foundations that own or provide programs for radio and TV stations. Bertrand M. Harding, acting IRS commissioner, said it would take a review of "thousands upon thousands of files" for his agency to tell Mr. Patman what AM, FM and TV stations, if any, are owned or controlled by foundations. Mr. Patman also wants to know what programs are produced by foundations and what stations carry them.

All this, it seemed to IRS, was some-

thing the FCC might be better prepared to handle, but Mr. Patman suggested it was the IRS's job.

Mr. Rogovin has talked with FCC Chairman E. William Henry. He said he has given the chairman a list of 24 foundations that operate mass media programs. These are all being studied by the IRS to determine whether their informational activities would be grounds for revoking their tax-exempt status.

Mr. Rogovin said he expects "one or two cases" to be concluded shortly. The IRS hasn't, however, asked the FCC to keep it advised of fairness doctrine complaints, he said.

**Life Line Balance Sheet** ■ Since it qualifies as a tax-exempt foundation, the Life Line organization pays no federal income taxes. Information placed in the hearing record last week reveals this financial profile:

Total receipts, 1951-63: \$5.1 million; administrative and operating expenses, \$4.9 million; charitable contributions paid out, \$1,000.

In fiscal 1963, the foundation reported receipts of \$280,835 from talent fees charged for *Life Line* (20% of a station's time charges and a minimum of \$5 per program). Total 1963 receipts from sale of *Life Line* transcripts, other publications and including \$57,000 from a now defunct TV program: \$506,828.

Norman Larsen, Life Line manager, said last week that the foundation has been self-sustaining for several years and doesn't accept contributions. Formerly, however, it did, and under its tax-free status the income was not only exempt from taxes but donors could write them off as charitable donations.

**Hunt Money Major Supporter** ■ The subcommittee said the foundation reported that of \$3,049,703 in donations received from 1951-1960, \$2,928,500 was from Mr. Hunt. Between 1954-1956 114 individuals and organizations



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## Anello offers updated advice on Sec. 315



If someone personally attacks someone else while appearing on the air, the broadcaster should try in every way to afford reasonable time for the person attacked—but where

issues are involved, the obligation is much more general.

This is the advice given broadcasters by the National Association of Broadcasters legal department in a discussion of FCC's fairness doctrine in the revised fourth edition of *Political Broadcast Catechism*. The *Catechism* was first issued in 1960 and covers Section 315 questions on the appearance of candidates.

In his discussion of the commission's fairness doctrine, Douglas A. Anello, NAB general counsel, remarks that "at the risk of oversimplification, the relatively few cases that have been decided by the commission . . . may be broken down into two basic categories: those involving personal attack and those that concern matters of general interest."

If there is a personal attack, Mr. Anello notes, the commission has stated that the licensee has an affirmative duty to take all appropriate steps to see to it that the person attacked is afforded the fullest oppor-

tunity to respond. But he cautions, the personal attack principle is applicable only when the integrity, character or honesty of an individual or group is questioned. It does not, he notes, apply when an individual or group is merely named or referred to in the course of a broadcast.

He also warns that when a political candidate is attacked, the opportunity to respond should be offered to a spokesman and not the candidate himself "lest the chain reaction provisions of Section 315 come into play."

**Controversial Issues** — Where a station broadcasts a program dealing with the issues, Mr. Anello writes, the licensee is under obligation to determine whether opposing points of view have been presented over the station. The licensee is not, he adds, obligated to send copies to any particular person or to afford time to any particular group.

Whether a broadcaster is required to offer free time is difficult and complex, Mr. Anello says. Except for cases of personal attack, he notes, the licensee has wide latitude on how to discharge this obligation. And, he adds, "where no particular person or group is entitled to answer as a matter of right, the question is often academic."

The newly revised catechism, mailed last week to all members by the NAB, contains all amendments and changes in Section 315 made since 1960 plus additional interpretations issued by the FCC.

bought subscriptions to *Facts Forum News* (the foundation was first known as Facts Forum Inc.) and Mr. Hunt bought \$100,000 worth. The organization said it was unable to say to whom these subscriptions were sent.

## NBC adds new voices to revamped 'Emphasis'

NBC Radio is reorganizing its *Emphasis* series of five-minute features, adding new performers and scheduling them so that the same personality will be heard at the same time each week-day, starting today (Monday).

NBC News correspondent Nancy Dickerson, actress-panelist Arlene Francis and NBC sportscaster Lindsey Nelson are joining NBC newsmen Frank McGee, Chet Huntley and Frank Blair and writer-lecturer Howard Whitman as *Emphasis* regulars.

The plans, announced last week by William K. McDaniel, executive vice president in charge of the radio network, call for one *Emphasis* feature each hour from 9:30 a.m.-4:30 p.m. NYT Monday through Friday, a total of 40 a week. Each is to be carried at or about the half-hour, with the exact time of presentation in any market determined by the local NBC affiliate.

Mr. McDaniel said that, subject to such variations in local timing, the daily schedule would be as follows:

At 9:30 a.m., Frank McGee with *Emphasis — Second Thoughts*; 10:30 a.m., Chet Huntley, *Emphasis—Plain Talk*; 11:30 a.m., Arlene Francis, *Emphasis—Women*; 12:30 p.m., Nancy Dickerson, *Emphasis—Woman's Washington*; 1:30 p.m., Howard Whitman, *Emphasis—News of Your Life*; 2:30 p.m., Frank Blair, *Emphasis—Let's Be Frank*; 3:30 p.m., NBC overseas news correspondents, *Emphasis—Life Abroad*

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**TRUCK DRIVER:** "We are now passing the largest brewery in the United States." **NEW HELPER:** "Why?"

wtrf-tv Wheeling

**FOR THE CALS!** Early to rise and early to bed, makes a gal healthy but socially dead!

Wheeling wtrf-tv

**FOR THE GUYS!** Show me a man whose feet are firmly planted in solid ground and I'll show you a man about to try a difficult putt.

wtrf-tv Wheeling

**TEMPER** is a funny thing; it spoils children, ruins men and strengthens steel.

Wheeling wtrf-tv

**MOTHER OF TEN** sighed and said, "It would be nice if you would play around with other women once in a while, like other men do."

wtrf-tv Wheeling

**FLYING HIGH!** The little old lady checked in at the airlines counter to confirm her cross-country flight and inquired: "How long a hangover will I have in Kansas City?"

Wheeling wtrf-tv

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## Pep pills are his for the asking

The acquisition by a CBS News producer of the equivalent of 1,750,000 "pep pills" and "goof balls" worth \$250,000 to \$500,000 on the black market for \$600.28 was described in a special report last Wednesday (Sept. 2) on the CBS evening news with Walter Cronkite (CBS-TV, Mon-Fri., 7-7:30 p.m.).

Four months ago producer Jay McMullen was named to head a new CBS News Fact Finding Unit whose purpose was to chart areas in TV journalism. His first assignment: how difficult is it to secure from legal channels mass quantities of barbiturates and amphetamine drugs?

**Sets Up Front** ■ Mr. McMullen set up an "import-export" firm in mid-Manhattan, had letterheads printed and over the next four months received at a cost of \$600.28 what was believed to be 1,750,000 barbiturate and amphetamine pills with an estimated retail value of more than \$50,000 and of between \$250,000 and \$500,000 on the black market.

Mr. McMullen placed orders with a total of 19 manufacturers throughout the United States during the four months, and nine of these, named in the report, shipped in response. Ten others wrote to "McMullen Services," asking for proof of license or Food and Drug Administration registration. One of these ten notified New York state inspectors of "McMullen services," order.

Last Thursday (Sept. 3) Mr. McMullen conducted an interview in



CBS News producer Jay McMullen with some of the cartons of pep pills and goof balls that were shipped without question to his dummy import-export firm called McMullen Services.

Washington with Food and Drug Administration officials, to whom the drugs were turned over the previous day. They confirmed the drugs were barbiturates and amphetamines and that their value on the Black market ran from \$250,000 to \$500,000. This report was carried on the "Cronkite" program on Thursday.

Rep. Florence Dwyer (R-N. J.) placed the transcript of Wednesday night's program into the *Congressional Record*.

and 4:30 p.m., Lindsey Nelson, *Emphasis—Sports*.

NBC Radio indicated that *Emphasis* is approximately two-thirds sold out. It estimated that a typical *Emphasis* schedule of five 60-second commercials and five 30-second spots would cost \$8,750 per week if bought on a 13-week basis.

## Armstrong, NEA in new radio service

Enterprise Broadcast Features, a radio feature service that emphasizes "target programing" directed at special areas of interest, will be introduced to advertisers and stations this month.

The company is an operation of Armstrong Associates Inc., Basking Ridge, N. J.

Armstrong will provide the active

management of the service while the Newspaper Enterprise Association will furnish source material and commentary for the broadcasts. The NEA special products division will work with Armstrong.

Enterprise Broadcast offers tape features in different fields. Programs now available include: *By-Line*, a series of news reports, analyses, and commentary from people in the arts, industry, and entertainment; *Sportscene*, interviews and tips on various sports; *This Is Living*, tips on family and child care, cooking, etc.; *Gardener's Notebook*, daily instruction in all types of gardening; *Agri-Business*, farm news and reports; *Bridge By Jacoby*, daily hints by a champion bridge player, and *Let's Exercise*, a daily guide of keeping fit.

The programs are from one to four and one-half minutes long. Each separate series includes 10 or more programs a week. Shows may be combined into

longer programs.

The service's programs will be sold exclusively to one station in a particular market area, with prices based on the station's rate card. Advertisers may also buy the programs for exclusive use in markets of their choice. Promotion aids will be available.

Boyd Lewis, president of NEA, and Allan Swenson, president of Armstrong Associates, co-operated in organizing the staff of Enterprise Broadcast Features. They will serve as advisors to the new company.

Other key figures include Joseph Mosbrook, executive producer; Paige Palmer, women's area producer, and Jack Herbert, sales.

The service's main office is at 7 East 43d Street, New York.

## Dudelson outlines AI-TV expansion

American International Television Inc., which has been in the TV distribution business only since May, last week announced an expansion program, including the production of a series for syndication; an increase in the number of features for sale to stations, and a step-up in the TV international distribution of its motion pictures.

Stanley E. Dudelson, vice president in charge of distribution for AI-TV, said he was visiting Munich, West Germany; Rome; Madrid; Paris, and London to study the "foreign distribution market in those areas." Upon his return, he said, he would announce AI-TV's first wholly produced TV series for international syndication. He indicated that TV required series with "a different concept" that would run one-hour or more in length.

He reported that by the end of AI-TV's first fiscal year, April 30, 1965, the company expected to have 101 features in TV distribution in the U. S. and 172 abroad.

AI-TV has already placed in distribution the *Epicolor '64* package of 40 color features, which has been sold in 30 markets, and the *Amazing '65* and *Epicolor '65* packages, consisting of 20 features apiece, each of which has been sold in 20 markets.

AI-TV's features largely fall in the epic, action-adventure class. Titles include "Hercules Against Rome," "Saracens," "Attack on the Moors," "Musketeers of the Sea" and "Colossus and the Amazon Queen." Some of the performers who appear in the features are Anita Ekberg, Aldo Ray, Pier Angeli, Guy Madison, Fernando Lamas, Susan Paget, Steve Reeves, Anthony Steele, Robert Alda and Richard Harrison.

# EIMAC

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

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

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

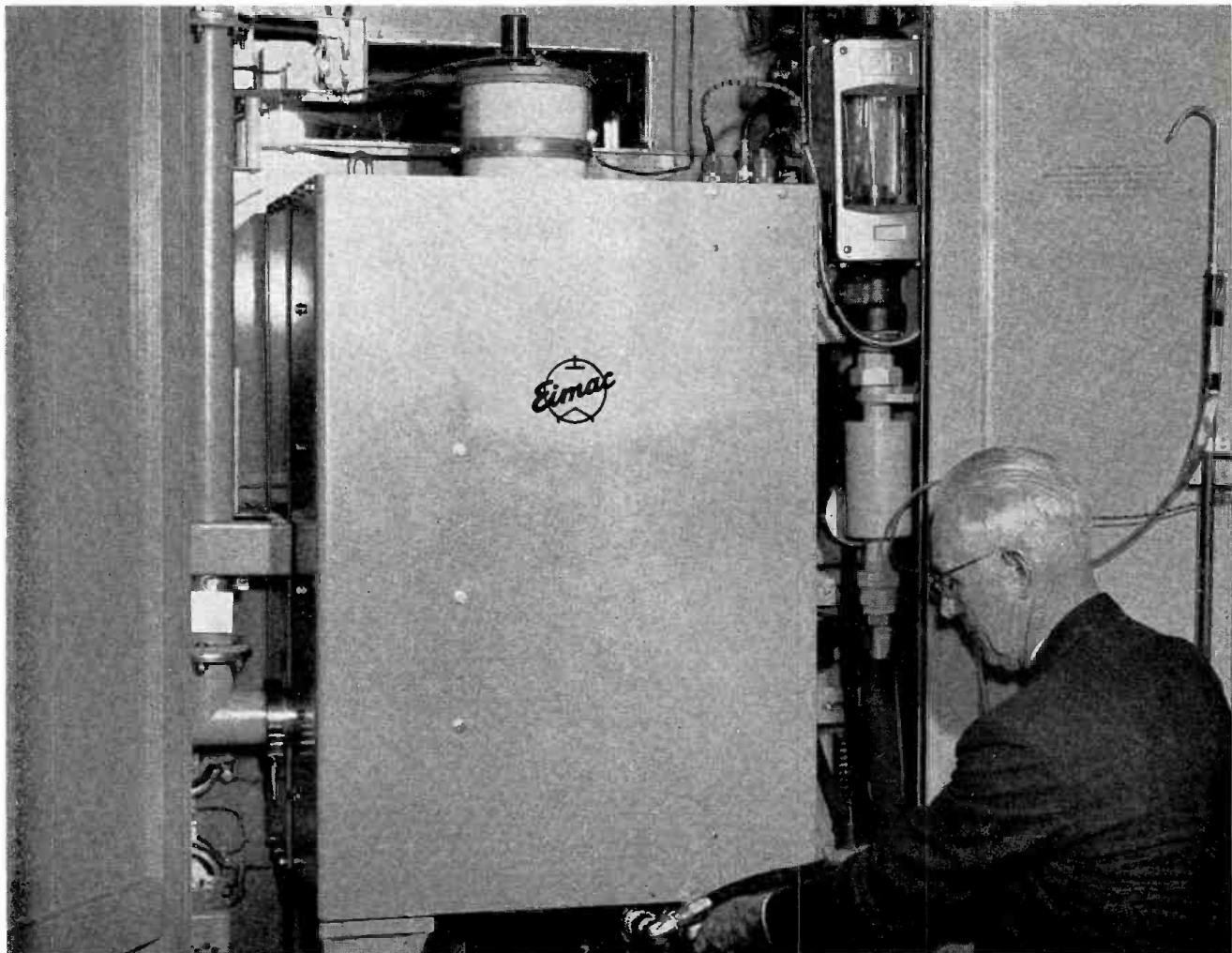
EITEL-McCULLOUGH, INC., San Carlos, Calif.

In Europe, contact Eitel-McCullough, S.A., Geneva, Switz.



### 4KM150 SERIES TYPICAL CHARACTERISTICS

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



# Finishing touches put on programing clinics

NAB's radio sessions will start Sept. 18; reactions to determine permanence of project

Where do you turn when an advertiser wants a moose-mating call to be used in his 30-second radio commercial? How can a radio broadcaster use calendar events in programing and sell them? Are all talk radio stations successful?

These and other ideas on radio programing will be discussed at four radio program clinics starting Sept. 18 under the auspices of the National Association of Broadcasters. The first one will be held in Palo Alto, Calif. Three days later the clinic will be repeated in Memphis, then Omaha and finally Tarrytown, N. Y.

The results of the one-day meetings, authorized as a pilot project by the NAB radio board last winter, will be studied to determine whether the NAB should establish program clinics as a regular

drama. The hope of NAB's program study committee, according to Sherril W. Taylor, radio vice president of NAB, is that broadcasters in attendance at the meetings will participate fully. The committee plans to pass out a questionnaire at each meeting to determine whether the meeting is worthwhile or not.

The Palo Alto meeting, at Rickey's Hyatt House Sept. 18, will hear an NAB staff presentation of new trends in radio programing in capsule form. The ideas will be discussed by Alfred E. Smith, vice president of Honig-Cooper & Harrington Advertising.

At other meetings the program segment will be discussed by George Painter, president of Colonial Coffee Co. (in Memphis); Sam Zais, marketing director, Tidy House Products (in

mers, Commercial Recording Corp., will discuss "Commercial Productions" at the four clinics. Guest speakers on "Trends in Talk and Drama" will be Ben Hoberman, KABC Los Angeles, all four meetings; Jack Wilson, ABC Radio, Palo Alto and Tarrytown, and Jack Thayer, ABC Radio, Memphis and Omaha.

**Audience Quota** ■ Attendance at each clinic is limited to 125; both the Memphis and Tarrytown meetings have reached their quotas.

The Memphis meeting Sept. 21 will be at the Chisca Plaza motor hotel; the Omaha meeting Sept. 23, at the Prom Town House Motor Inn, and the Tarrytown meeting, on Sept. 25, at the Hilton Inn.

The NAB program study committee is headed by Allan Page, KQWA Enid, Okla., and Joseph E. Baudino, Westinghouse Broadcasting Co., as co-chairmen, and John F. Dille Jr., Communicana Stations; Harold Essex, WSJS Winston-Salem, N. C.; Eugene S. Thomas, KETV Omaha and Cecil Woodland, WEJL Scranton, Pa.

## Film Sales . . .

*The Making of a President, 1960* (Wolper): WBNB-TV Charlotte Amalie, V. I. and KALB-TV Alexandria, La.

*Four Science Fiction Features* (Wolper): KWWL-TV Waterloo-Cedar Rapids, Iowa, and KMMT(TV) Austin, Minn.

*The Country Show* (Wolper): WAAY-TV Huntsville, Ala.

*Superman* (Wolper): WDAF-TV Kansas City, Mo.

*Mahalia Jackson Sings the Story of Christmas* (Seven Arts): KCOP(TV) Los Angeles and KVAL-TV Eugene, Ore.

*A Christmas Carol* (Seven Arts): KOMO-TV Seattle and KSLA-TV Shreveport, La. Now in 11 markets.

*Volumes 4 and 5* (Seven Arts): WNAC-TV Boston and WMAZ-TV Macon, Ga.

*Volumes 7, 8 and 9* (Seven Arts): KNTV(TV) San Jose, Calif.

*Volume 8* (Seven Arts): WCCO-TV Minneapolis-St. Paul and KVIQ-TV Eureka, Calif.

*Astro Boy* (NBC Films): WCAX-TV Burlington, Vt.

*Car 54, Where Are You?* (NBC Films): WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn. and WDBO-TV Orlando, Fla.

*Silent Service I and II* (NBC Films): WBRZ(TV) Baton Rouge.

*Lloyd Thaxton Show* (MCA-TV): KFYR-TV Bismarck, N. D.; WICS(TV) Springfield, Ill.; WBRZ(TV) Baton Rouge.



Messrs. Taylor and Baudino



Mr. Page

part of its activities. For several years after World War II, the NAB had its own program department, with Harold C. Fair, formerly of who Des Moines and now with Bozell & Jacobs Advertising, as its first director. Until 1958 Broadcast Music Inc. conducted program meetings around the country for broadcasters.

**Five Elements** ■ The clinics to be open next week will be composed of five main topics: program ideas, patterns in music, news and editorials, commercial production and talk and

Omaha), and Chet Harman, advertising director, Post Shopping Center, Milford, Conn. (in Tarrytown).

A "Patterns in Music" panel at all clinics will consist of Grover C. Cobb, KVOB Great Bend, Kan., moderator; Grahame Richards, Storz Broadcasting; William J. Kaland, Westinghouse Broadcasting, and David S. MacNeil, WCRB Boston.

Speaking on "Radio News and Editorials" at each meeting will be Elmo Ellis, WSP Atlanta and Richard D. Dudley, WSAU Wausau, Wis. Donald Zim-

WOAI-TV San Antonio, Tex.; WNDU-TV South Bend, Ind.; WDAY-TV Fargo, N. D.; WDAF-TV Kansas City, Mo.; KCRG-TV Cedar Rapids, Iowa; KSL-TV Salt Lake City, and WDBJ-TV Roanoke, Va.

*Leave It to Beaver* (MCA-TV): WGAN-TV Portland, Me.; WCPO-TV Cincinnati; WTVF(TV) Decatur, Ill.; WTIC-TV Hartford, Conn., and WTOK-TV Meridian, Miss.

*Bachelor Father* (MCA-TV): WTVH-TV Peoria, Ill., and KRON-TV San Francisco.

*Thriller* (MCA-TV): KRTV(TV) Great Falls, Mont.

*Frontier Circus* (MCA-TV): WBNS-TV Columbus, Ohio.

## Loyal affiliates rally to ABC-TV News

Although ABC-TV's coverage of the national political conventions played to smaller viewing audiences than those of the other networks, ABC officials said last week that affiliate response was highly enthusiastic.

The network released copies of wires from affiliated stations throughout the country praising the network's news department for its reportorial showing against the other networks and repeatedly commending the performance of anchormen Howard K. Smith and Edward P. Morgan. ABC newsman Bill Lawrence was also singled out for praise.

Floor interviews, camera work and commentary all elicited affiliate recognition.

Among those sending congratulatory messages made public by the network were Joseph A. Paretto, WVUE-TV New Orleans; Fred Houwink, WMAL-TV Washington; William Hubbach, KATU (TV) Portland, Ore.; Hudley Crockett, WSIX-TV Nashville; George A. Koehler, WFIL-TV Philadelphia; Donald L. Perris, WEWS(TV) Cleveland; Joseph Higgins, WAII-TV Atlanta; Kenneth H. James, KETV(TV) Omaha; Bob King, WKBW-TV Buffalo; Tom Atkins, WLWI(TV) Indianapolis and William B. Freeland, Jr., WLBW-TV Miami.

## CBS-TV's 'Quest' to be freed of clock

A weekly television dramatic series, *Quest*, which will attempt to escape the "tyranny of the clock" by presenting programs ranging in length from 60 minutes to four hours, will be carried

on CBS-TV during the 1965-66 season.

Details of the project were revealed at a joint news conference in New York held by Plautus Productions, a subsidiary of Paramount Pictures Corp., and CBS-TV. The program is described as a contemporary anthology series dealing with "different aspects of man's search for the seemingly unobtainable—the real truth behind a court sentence, the pursuit of treasure, the solution of a moral dilemma." It will feature a continuing main character.

Herbert Brodtkin, president of Plautus, which is producing the series, hopes to put together a quality show with freedom in length and content.

As now envisioned, *Quest* will run for one hour but certain episodes, when the needs of the story require it, will run for 90 minutes or longer. Some of the stories will continue through two, three or even four weekly telecasts of one hour each, while others will end midway through the second or third telecast periods, to be followed by a completely new story.

Michael H. Dann, vice president of programs for CBS-TV, indicated that on occasion the network would preempt other regularly scheduled shows to permit *Quest* to run more than its allotted hour. He noted that the usual production cost for a one-hour dramatic program is \$145,000 but said that the *Quest* average would be higher.

Filming on the series will probably begin in January 1965. The executive producer of *Quest* is Mr. Brodtkin.

## Radio spectaculars offered for holidays

Charles M. Conner Productions, Houston, is offering a series of taped holiday radio spectaculars to stations in the U. S. and Canada on an exclusive market basis, the firm announced last week.

First of the shows, *The Sound of Christmas Around the World*, runs seven hours and may be broadcast continuously or in 25-minute segments. It is designed for adult tastes, according to the producer, featuring choral groups from around the world, short Christmas readings by famous performers, and vocal and instrumental music by pop artists.

Mr. Connor, the firm's director, plans more holiday spectaculars and also "documentary specials using big-name talent," to "make it possible for radio stations to offer major advertisers something more than weather and newscasts. . . ." His company has just occupied new headquarters at 3511 Link Valley in Houston.

# Networks, FCC tangle over 315

## Charity can't begin at President's home if show isn't on a newscast

The FCC ruled last week that if the networks carry a special program featuring President Johnson in behalf of the United Fund and Community Chest campaigns, they will lay themselves open to demands for equal-time from other presidential candidates. The commission said the obligations of the equal time law could be avoided only if the broadcast meets the criteria for the various news-type programs that are exempt.

But the ruling was more interesting for what it didn't contain than for what it did. This was the annoyance some commissioners felt at the networks for causing the question to be asked. They felt the networks were putting the commission on the spot in their campaign to repeal the equal-time law Section 315 of the Communications Act. The Senate three weeks ago killed a proposal to suspend the law for this year's presidential and vice presidential campaigns.

The commission had been asked by the United Community Campaigns of America to rule that a taped five-minute appearance by President Johnson kicking off a fund-raising drive for the United Fund and Community Chest campaigns would be nonpolitical and therefore outside the scope of the equal-time law (BROADCASTING, Aug. 31).

**Since 1930's**—The networks have been broadcasting presidential appeals for the drive every fall since the 1930's. But they have balked this year, contending that they didn't want to be subjected to equal-time demands from President Johnson's opponents in the presidential election. The special broadcast is scheduled for Sept. 11, at 10 p.m., EDT.

In its reply to the United Community Campaigns, the commission said that the equal-time law makes no distinction between political and nonpolitical appearances by candidates. The commission noted that the only broadcast appearances by candidates that are exempt are those on bona fide newscasts, interview and news documentary programs, and on-the-spot coverage of bona fide news events.

The commission said it would not pass on whether the "presentation of the special message in connection with a particular news-type program would

meet the criteria" for any of the exceptions to the law. "That question is, of course, one initially for the exercise of the good faith judgement of the broadcast licensee," the commission added.

The commissioners who felt the networks raised the issue solely because of their opposition to Section 315 noted that the networks had never before—in all the years they had carried the President's special message—been faced with a demand for equal time from an opposition candidate.

Some also said that no opposition candidate would dare risk the ridicule they felt would attach to a demand for five minutes of free time to offset the time given the President in behalf of the United Fund and Community Chest.

**Networks Know the Law** ■ Furthermore, one commissioner said, the networks "know the law as well as we do. They could put the presentation in a regularly scheduled newscast and avoid any problems. But we're not going to tell them what to do."

What particularly annoyed Commissioners Lee Loevinger and Robert T. Bartley was language in the United Community Campaigns' letter to the effect that the networks had said they wouldn't be able to broadcast the message because of Section 315.

Commissioner Loevinger dissented to the commission letter and Commissioner Bartley abstained from voting on it because they felt the commission should determine the networks' precise view. The position ascribed to the networks, Commissioner Loevinger said, is "patently unreasonable."

An official of the United Community Funds Councils of America, parent organization of the fund-raising group, indicated that the letter might have contained an unfortunate choice of words. Henry Weber, associate executive director, told BROADCASTING the language used was a shorthand version of what the network representatives had said in discussing the matter over the telephone with the group. He said there were no written refusals from the networks.

Meanwhile another request for a declaratory ruling on Section 315 was awaiting commission action. This was from CBS and asked whether coverage of presidential news conferences would subject broadcasters to demands for equal time from the President's opponents in the fall campaign.

It is believed that filmed or taped segments of a news conference carried in a regularly scheduled newscast would be exempt. But FCC officials have been pondering for some time the question of whether live pick-ups and rebroadcasts in special programs would fall within any of the exempt categories.

## Mark Century adds new sales unit, personnel

An expansion in production facilities and sales services of the Mark Century Corp., New York radio and program production company, was announced last week by Milton Herson, president.

The company has created a new sales organization, Mark Century Sales Corp., which is headed by Marvin A. Kempner. The sales force has been increased to nine, exclusive of representation in Canada and Australia. On the production side, Mark Century has opened a new center at 3 East 57th Street, New York, and has added Robert Oakes and Phil Nolan, formerly with the Mars organization, Stamford, Conn., as executive producers.

## Program notes . . .

**NCAA Football** ■ Lindsey Nelson and Terry Brennan will handle play-by-play commentary for the NCAA national football telecasts Saturdays on NBC-TV.

**Teen Tips** ■ *Ingenue* magazine, 750 Third Avenue, New York, is offering a teen-age news service to radio and TV stations and the print media. The news items are available free and can be supplied on an exclusive basis locally.

## KFMB-TV's twist: share-the-screen

Double features on a TV station aren't a new gimmick. But KFMB-TV has come up with a simultaneous double feature that should satisfy even the most avid film fan.

KFMB-TV San Diego planned to put this idea to test Sunday night (Sept. 6) by simultaneously presenting two fea-

ture pictures (see photo). The soundtrack of one movie was to be carried over KFMB radio with the audio of the other on KFMB-TV's regular aural channel.

The San Diego channel 8 station said that the program will be noncommercial.

How was it done? Here is KFMB-TV's formula:

"Video: Film #1 is projected onto a rear screen with the image then being picked up by a vidicon camera which frames it in the upper left-hand quadrant and records for first run on video tape. The process is then repeated with film #2, except that video placement is in the lower right-hand quadrant. The two resulting blank spaces are utilized to title the picture opposite and to announce its audio source.

"Audio: The major technical problem was solved when it was decided to utilize KFMB-TV's sister station, KFMB, to broadcast the second sound track. To accomplish this, the sound track of film #1 is recorded on the primary video tape audio channel and the sound track of film #2 is recorded on the video tape cue track. To obtain broadcast quality, it was necessary to refine the cue track to audio channel standards."



## WSM-TV captures Nimbus signals

Nashville "sat in" with U. S. Weather Bureau meteorologists on Aug. 29 when WSM-TV in that city recorded telemeter signals from the Nimbus weather satellite 575 miles above the earth and broadcast the cloud cover pictures to home receivers.

The first Nimbus weather satellite, successor to the Tiros series, was launched Aug. 28. WSM-TV, under the technical direction of John DeWitt Jr., president of Wsm Inc., established a helical antenna on the roof of its hilltop station. The antenna was hooked to a coaxial filter and to a shortwave FM radio receiver and amplifier.

The audio signals from Nimbus were received on the antenna, and fed into the receiver. They were then amplified and recorded onto audio tape. The tape was played back through a cathode ray tube and the resulting television-type picture on the scope was filmed with a Polaroid camera. The still picture was broadcast by WSM-TV.

Preparations to accomplish the same result by WLAC-TV, also in Nashville failed to produce satisfactory pictures because of trouble at the receiving antenna, according to Ralph L. Hucaby, chief engineer. Mr. Hucaby said he had been in communication with the National Aeronautics & Space Administration for almost a year preparing for a pickup of the Nimbus cloud pictures. He and his technical men modified a regular FM antenna and a shortwave receiver for the event. Their plan was to feed the received signals on to tape and then feed them into a facsimile device which would produce a picture for showing over the air.

## Legislators asked to hold 50-kw limit

The Maryland-District of Columbia-Delaware Broadcasters' Association has written to all Maryland and Delaware members of Congress urging that they oppose possible FCC authorization of clear-channel stations with powers in excess of 50 kw.

Thomas S. Carr, president of the association and vice president and manager of WBAL-AM-FM Baltimore, also sent copies of the letter to association members, suggesting they write to their senators and individual congressmen.

Mr. Carr told the legislators that

higher-power authorization "will cause severe economic injury to untold numbers of local as well as regional stations and equally important, contrary to public interest, will place in the hands of only a few 'special' individuals, a concentration of control in the vital broadcast communications industry."

He noted that national spot business is necessary to a local station and that, if the business was lost to the greater and easier coverage of a higher-power

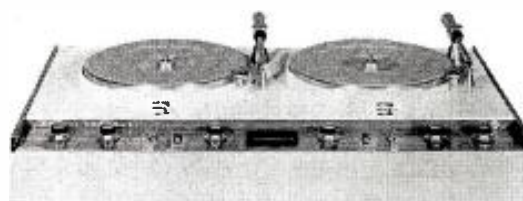
outlet, the local station would be crippled in its local programming. He also claimed there would be technical interference to many stations.

Eight clear-channel stations have applied for permission to experimentally operate with more than 50 kw, the present limit. The commission staff is now preparing a proposal for criteria that the outlets would have to meet. Six want 750-kw, the other two are asking for 500 kw.

### Solid choices

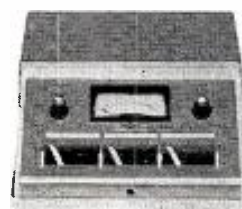
Solid  
State  
Compact  
Lightweight  
Rugged

Collins 808A-1 Remote Turntable Console.



Compact. Completely solid state. Portable. Three channel. Especially designed for broadcast use. Feeds program into telephone lines or remote pickup transmitter.

Collins 212H-1 Remote Amplifier. A completely self-powered three channel solid state remote amplifier. Operates from 1.5-volt flashlight batteries which supply power up to 200 hours. Phono equalizers provide instantaneous switching between two phonos and microphone or between three microphones. Unit is built into a rugged thermoplastic and vinyl-clad aluminum case. Weighs just 11 pounds.



Collins 212Z-1 Remote Amplifier. Mixes input from four microphones, with program line and communication line outputs as well as an auxiliary output for PA feed. Power



source of both 115 v ac and batteries. Designed to work with all mikes having a 30 to 600 ohm impedance. Features automatic switchover to battery in case of ac power failure, back again when power is restored. Transistorized. Weighs 22 pounds including batteries and carrying case.

30 years in the  
Broadcast Business



COLLINS RADIO COMPANY  
Broadcast Communication Division, Dallas

## Too many tall towers, owners and pilots argue

The Aircraft Owners and Pilots Association sent a letter to President Johnson last week requesting a study of the danger to aviation posed by increasing numbers of high radio and television transmitting towers.

Association President J. B. Hartranft Jr. said that neither the FCC nor the

Federal Aviation Agency has authority to solve this problem. He requested the President to appoint a joint industry-government group to investigate and make recommendations for meeting both aviation and broadcast needs.

"We think the problem of proper allocation and use of the lower airspace of the United States is of such magnitude and import to the entire nation that it is time to seek an orderly solution to the conflicting needs of the public for air travel and radio and television

service that depends on the use of this airspace," Mr. Hartranft said.

The *AOPA Pilot*, an association magazine, stated that in the last 10 years the number of transmitting antennas more than 1,000 feet high has increased from 29 to 157; the FCC has applications pending for the construction of 23 more towers, ranging in height from 1,000 to more than 1,600 feet; private planes have collided with the "thin, weblike and difficult to see towers" on at least 18 occasions.

## FATES & FORTUNES

### BROADCAST ADVERTISING

Arthur I. Caplin, director of marketing for beauty salon division of Helene Curtis Industries, Chicago, elected president and chief executive of company's international division. Harold Judelson continues as VP and chief administrative officer of international division. Mr. Caplin joined Curtis in 1943. Charles G. Cooper named marketing director of



Mr. Caplin

beauty salon division succeeding Mr. Caplin. Mr. Cooper joined Curtis in 1953, has served as division's marketing coordinator since 1961.

Paul S. O'Brien elected VP and national sales manager of Mort Bassett & Co., New York. His past broadcast experience includes president of The Paul S. O'Brien Co., regional representative; sales manager of former WNTA-TV (now WNDT-TV) [educational ch. 13] Newark-New York), and service with John Blair & Co.

Thomas C. Marks, for past three years general manager of KFRC San Francisco, joins Robert E. Eastman & Co. as manager of office in that city. John Finley and Ralph Boger join Eastman's Chicago sales staff.

Bernard J. Pilchen, advertising and merchandising manager of Radiant Manufacturing Corp. (producer of movie projection screens), Chicago, joins Sealy Inc. (bedding manufacturer), that city, as assistant advertising manager.

Donald L. Bryant, who fortnight ago was elected president of Miles Products division of Miles Laboratories, Elkhart, Ind. (BROADCASTING, Aug. 24), elected to additional posts of corporate VP and member of board of directors of parent Miles Labs.

M. Belmont Ver Standig, president of his own Washington advertising agency for 20 years, announced his retirement from agency Sept. 30. He will devote full time to supervision and development of corporate acquisition program involving purchase of business and real estate equities.

Arthur W. Ingalls, president of Ingalls Associates, Boston advertising agency, elected to new post of board chairman. Other new appointments: Joseph A. Maynard, president; S. Joseph Hoffman, executive VP; E. Maurica Nugent, assistant treasurer; Milton E. Willeumier, VP in charge of art; Robert Corriveau, general manager; Gordon Chase, senior

art director; Raymond Welch, copy director; Corso Donati, associate copy chief, and Avner Rakov, radio-TV director.

Jack L. Matthews, formerly account supervisor at Clinton E. Frank Inc., Chicago, elected VP and account supervisor at John W. Shaw Advertising, that city.

Eugene J. Hart Jr., John D. Maiben and Roger J. Probert, all members of merchandising division at Young & Rubicam, New York, promoted to supervisors in marketing services and sales promotion department.

Win Kirby joins Venard, Torbet & McConnell, New York, as account executive. He was formerly drug advertising specialist at Spencer Advertising Co., New York, and before that with ABC-TV Spot Sales, that city.

C. L. (Chuck) Williams, account executive with KTVH(TV) Hutchinson-Wichita, Kan., named local sales manager.

David G. Morse, media supervisor for McCann-Erickson, Chicago, joins Earle Ludgin & Co. there as media director.



Mr. Grisham

William F. Grisham, formerly copy group supervisor at Young & Rubicam, Chicago, joins Campbell-Mithun, that city, as director of creative services. He succeeds Robert Blegen, who has returned to C-M's Minneapolis headquarters on special assignment. Stewart L. Sherling, copywriter, promoted to creative group supervisor. Ruth Green joins C-M's Chicago staff as radio-TV writer-producer. Earlier she was radio-TV writer on Chevrolet at Campbell-Ewald; Detroit.

Richard V. Wallace joins Roger O'Connor Inc., New York station representative, as marketing specialist and account executive. He was formerly

## Here's the Answer To Libel Suits:

One slip of the lip, however accidental, can bring about court action—with you as the defendant in a libel suit. It can be costly enough to be disastrous. Now you can hold your loss on any claim to an agreed amount you carry yourself, and let Employers Reinsurance handle the excess. This specially designed policy provides economical protection against losses due to libel, slander, invasion of privacy, piracy, violation of copyright. For details and rates, contact:

**EMPLOYERS REINSURANCE CORPORATION**  
21 West 10th., KANSAS CITY, MO.  
NEW YORK, 111 John • SAN FRANCISCO, 220 Montgomery  
CHICAGO, 175 W. Jackson • ATLANTA, 34 Peachtree, N. E.



with Farley Co., New York publishers representative.

**J. Warren Tomassene**, formerly with WGN-TV Chicago, joins WBKB(TV) there as account executive.

**Seymour Parker**, media planner at J. Walter Thompson, New York, joins Foote, Cone & Belding, that city, as media supervisor. He will handle Clair-ol, Equitable Life Assurance Society of the United States and Health Insurance Institute accounts.

**John E. Kelly**, since 1959 director of advertising for all consumer products of Philco Corp., Philadelphia, joins C. J. LaRoche & Co., New York, as account supervisor.

**John Winnaman**, formerly account executive at KEZY Anaheim, Calif., joins KABC Los Angeles in similar capacity.



Mr. Drew

**Wallace T. Drew** elected president and chief executive officer of Landen Co., new cosmetics and toiletries subsidiary of Beech-Nut Life Savers Inc., New York, which was purchased from Oestreich interests. He also continues as VP of parent company. Mr. Drew formerly served as VP-marketing and director of Coty Inc. and as senior VP of Lennen & Newell, New York. **Charles H. Oestreich** remains as chairman of Lander Co. and **David Oestreich** as VP.

**Thomas J. Ellis**, formerly media director of Allston, Smith & Somple, Greenwich, Conn., joins Scope Advertising, New York, in same capacity.

**Dave Shocklee**, member of sales staff of KWK St. Louis, joins KSD-TV, that city, as account executive.

**Fred Ward**, senior spot buyer on Brown & Williamson account at Ted Bates & Co., New York, joins TV sales staff of George P. Hollingbery, that city.

**John J. McSweeney**, for past two years sales manager of WABC-AM-FM New York, joins sales staff of WINS, that city, today (Sept. 7).

**Norbert J. Kocab**, media director for 5½ years at Marcus Advertising, Cleveland, joins Ohio Stations Representatives as northern regional manager serving company clients in Ohio, Michigan and Indiana.

**Nancy Meeker**, formerly associate media director for J. Walter Thompson Co., Los Angeles, joins Eisaman, Johns & Laws, that city, in same capacity with primary responsibility for media on Great Western Savings & Loan Account.

**Sherwood (Skip) Hinman**, account executive, moves from Chicago office of

Blair Television to New York headquarters. **Bob Carney**, member of Blair TV's sales service staff in New York, moves to Chicago as account executive.

**Peter Falcone** joins J. M. Mathes Inc., New York, as account executive. He was formerly on advertising staff at General Electric, Schenectady, N. Y.



Mr. Mann

**Monty Mann**, formerly VP of Lowe Runkle Co., Oklahoma City, and Tracy-Locke Co., Dallas, appointed director of newly established motion picture and audio-visual production division of Humphrey, Williamson & Gibson, Oklahoma City agency.

**Robert E. Eastman**, president of Robert E. Eastman & Co., New York, named chairman of radio and television committee of United Hospital Fund's 85th annual campaign.

**Ralph Falert** appointed national sales service representative, and **John Chambers** named to local sales staff of WNC (TV) Pittsburgh.

**George W. Diefenderfer Jr.**, formerly general manager of KFNF Shenandoah, Iowa, joins sales department of WLWD (TV) Dayton, Ohio.

**Louis H. Bennit**, formerly associate media director at J. Walter Thompson Co., Chicago, joins MacManus, John & Adams there as media director. He had been with JWT since 1948.



Mr. Fredericks

**Hal Fredericks**, account executive at WBBM Chicago, promoted to national sales manager, reporting to Jack Bivans, WBBM's general sales manager. Mr. Fredericks earlier had been with National Telefilm Associates as well as Balaban Stations, headquartered at WIL St. Louis.

**Charles F. Seefeldt**, formerly research director and assistant marketing director of MacManus, John & Adams, Chicago, joins Bruce B. Brewer & Co., Kansas City, Mo., as research and media director.

**Lawrence C. Corey**, creative research supervisor at Needham, Louis & Brorby, Chicago, promoted to new assignment of director of new product research.

**Waldo L. Gundlach**, formerly of Erwin Wasey, Ruthrauff & Ryan, Chicago, joins Waldie & Briggs there as copywriter.

**Jane Mack**, **Richard A. Delia** and **Thomas F. Papanek** join Needham, Louis & Brorby, Chicago, as creative



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## Nielsen adds three to its NSI staff

**William S. Hamill**, VP of A. C. Nielsen Co. with Nielsen TV Index, named eastern regional manager of Nielsen Station Index. He assumes post vacated by **George Blechta**, who has been appointed VP and overall NSI manager. **Bernard (Ben) Wilson**, account executive for Nielsen since 1956, appointed VP and NSI central regional manager, succeeding **Bill Wyatt**, who was promoted to NSI national sales manager.



Mr. Hamill



Mr. Traylor



Mr. Wilson

**David A. Traylor**, advertiser sales/sales service manager since 1962, named to newly created post of VP and NSI advertiser sales manager. All sales managers report to Mr. Wyatt in New York office (see page 60).

department writers. Miss Mack formerly was with Perrin & Associates there. Mr. Papanek was with Campbell-Ewald, Detroit.

**Jack Devlin**, formerly copywriter with Needham, Louis & Brorby, Chicago, joins creative staff of Earle Ludgin & Co. there.

**Martin Katz**, head of his own New York sales promotion firm and previously for nine years director of sales promotion and sales development for Blair Television, joins Franznick-Medén Inc., New York, as director of sales promotion services. In new post, Mr. Katz will head agency's sales promotion division.



Mr. Katz

**Joyce Donovan** and **Helene Fleming** join TV department of Carson/Roberts, Los Angeles, as assistants to Elaine

Hudson, broadcast media supervisor. Miss Donovan had been with Television Advertising Representatives; Mrs. Fleming was with Los Angeles office of Erwin Wasey, Ruthrauff & Ryan.

**Fred Goldstein**, formerly of Morse International, New York, joins Cunningham & Walsh, that city, as creative research manager. **Walter Smith** joins C&W's creative services division.

**Tom Livezey**, formerly of wvch Chester, Pa., joins WHOL Allentown, Pa., as account executive-announcer.

**Roger H. Strawbridge** appointed account executive at WEEI Boston.

**Richard E. McFarland**, formerly of Carson/Roberts, Los Angeles, joins Charles Bowes Advertising, that city, as account executive.

**Richard Woodies** appointed account executive at WNAC Boston.

**Mary Klein**, media director of Bruce B. Brewer & Co. and its predecessor

organization, Ferry-Hanly Co., Kansas City, Mo., has announced her plans to retire later this year.

**Richard Kurtz**, research project director at Grey Advertising, New York, joins Fuller & Smith & Ross as research director for Pittsburgh office.

## THE MEDIA

**C. Leslie Golliday**, WEPM Martinsburg, elected president of West Virginia Broadcasters Association, replacing **John P. Carr**, WDNA Elkins. Other officers elected: **William Becker**, wvow Logan, VP; **Robert Harvit**, wBTH Williamson, secretary-treasurer. **Mary Sonis** continues as executive secretary.

**Ron Hickman**, president of New Jersey Broadcasters Association and former general manager of WNNJ Newton, N. J., appointed general manager of WKER Pompton Lakes, N. J.



Mr. Hickman

**Robert S. Wheeler Jr.**, KHOZ Harrison, elected president of Arkansas Broadcasters Association, replacing **Don Whitney**, KOSE Osceola. Other new officers: **Lee Bryant**, KARK-AM-FM-TV Little Rock, first VP; **DeWitt Waites**, KPCA Marked Tree, second VP; **Chester Pierce**, KADL Pine Bluff, secretary-treasurer.

**Alvin E. Brizzard**, former assistant VP of Security First National Bank's entertainment industry division and controller of Hal Roach Studios, joins Golden West Broadcasters, Los Angeles, as VP in charge of finance.

**A. Dale Smith**, floor merchandise manager of E. J. Korvette Co., Chicago, named manager of WLTH Gary, Ind., successor to WGRY, that city, effective today (Sept. 7) under new ownership of Northwestern Indiana Broadcasting Corp.

**Tom Johnson**, currently radio station consultant and manager of KTOK Oklahoma City in mid-1930's, appointed business relations manager of Better Business Bureau of Oklahoma City. He replaces **Hal Cramer**, former VP of General Mills, who resigned.

**Buddy Deane**, radio-TV air personality in Baltimore for 13 years, has announced his retirement from that role to enter active management of his own station, KOTN Pine Bluff, Ark. Mr. Deane is presently awaiting FCC approval of purchase of second station, KWEL Midland, Tex.

**Jerry Jacob**, sales manager of WAMM Flint, Mich., named station manager.

**Elton Rule**, ABC VP and general manager of KABC-TV Los Angeles, appointed television chairman of fifth an-

a smart addition to any newsroom

UNITED PRESS INTERNATIONAL

## Goldenson—JFK trustee

Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters Inc., New York, is one of 15 added trustees of John F. Kennedy Center for the Performing Arts, to be built in Washington. Mr. Goldenson, appointed by President Johnson Aug. 26, was named for term expiring Sept. 1, 1968.

Among 45-man board is Frank H. Ricketson Jr., 17% stockholder of Frontier Broadcasting (KFBC-AM-TV Cheyenne, Wyo. and KSTF [TV] Scottsbluff, Neb.).

nual International Broadcasting Awards competition sponsored by Hollywood Advertising Club. James G. Riddell, ABC VP and chief executive officer of its western division, is 1964 general chairman of IBA.

R. H. (Rick) Armstrong, sales manager at KASK-AM-FM Ontario, Calif., promoted to station manager.

## PROGRAMING



Mr. Lenz



Mr. MacCallum

Carl H. Lenz, executive VP and director of Modern Talking Picture Service, New York, elected president and chief executive officer. He succeeds Frank H. Arlinghaus, co-founder, who died Aug. 24 (BROADCASTING, Aug. 31). William H. MacCallum, VP-director and also co-founder of Modern in 1937, elected executive VP and chairman of executive committee. Milton F. Lewis, VP of A. G. Becker & Co., Chicago and New York, and member of MTPS board, named to executive committee with Messrs. Lenz and MacCallum.

N. Donald Ringsred resigns at VP-sales of Alexander Film Co., Colorado Springs, Colo., and as director of Motion Picture Alexander Corp., New Orleans. No explanation for resignation was given.

Louis Lichtenfield, president of Signet Productions, Hollywood, has been signed by Universal City Studios, Universal City, Calif., to design, staff and supervise new optical and title department to be housed in multi-million

dollar laboratory building now under construction on Universal lot. Frank Brandt, executive producer at Signet, will continue with that company in his over-all creative capacity.

John H. Barwick named manager of association instructional materials division of Association Films, New York. He joined firm in 1963 as consultant on educational film techniques.



Mr. Calley

John N. Calley, VP of Filmways Inc., Hollywood, for past four years, elected to newly created post of executive VP. Before joining Filmways, Mr. Calley was VP in charge of radio-TV at Ted Bates & Co., production executive at Henry Jaffe Enterprises and held several program production and sales posts at NBC-TV.

Martin Small, formerly with KDES Palm Springs, Calif., named special projects manager of Richard H. Ullman Associates, wholly owned sales division of Morton J. Wagner Cos., Hollywood.

George Hankoff joins MGM-TV syndicated sales, New York, as general sales representative. He was formerly salesman at Westinghouse Broadcasting Co. that city.

John Clement, announcer at KBOM Bismarck-Mandan, N. D., since 1961, promoted to program director.

Terrell L. Metheny Jr., former air personality, production and music director at WKY Milwaukee, joins WKLO Louisville, Ky., as program director.

F. William Erb, since January 1962 senior account executive at WLW Cincinnati, promoted to program director.



Mr. Kirshner

Don Kirshner, executive VP of music division of Screen Gems-Columbia Pictures, New York, since May 1963, elected president of division. In new post, Mr. Kirshner will be in charge of all television and motion picture music for SG and Columbia Pictures. He was previously president of Alden Music-Dimension Records, assets of which were acquired by Screen Gems and Columbia Pictures last year.

Lawrence C. Johnson joins WNBC-TV New York as executive producer for public affairs programs. He had been assistant program director and producer of documentary and public affairs programs at WABC-TV, that city, since 1960.

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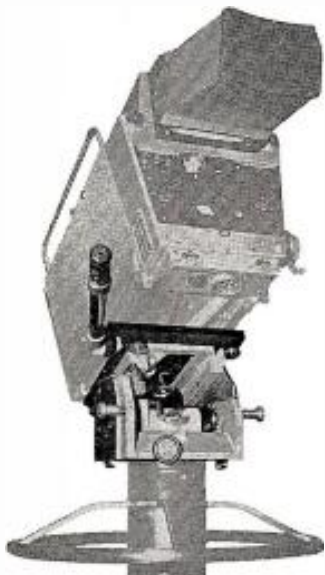
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**Roger Lefkon**, WNBC-TV unit manager, named to staff of producer-directors on general assignment.

**Jim (Dandy) Reese**, announcer at WBEE Harvey, Ill. (Chicago), promoted to program director.

**Paul Gionfriddo**, formerly writer-producer at WTIC-AM-FM-TV Hartford, Conn., joins WBBM-TV Chicago documentary department as writer-producer.

**Linda Bennett**, actress-singer-dancer, has been placed under exclusive five-year contract to NBC-TV. Miss. Bennett's first appearance will be on *The Bell Telephone Hour*, Sept. 8, 10-11 p.m. EDT.

**Forrest Tucker**, star of "The Music Man," joins WCFL Chicago as disc jockey in 6:30-9:30 a.m. period, effective Nov. 2, replacing **Josh Brady**, who moves to new time period.

**Bob Weesner**, formerly of WANE-TV Fort Wayne, Ind., joins WLWC(TV) Columbus, Ohio, as producer-director. **Dave Sanford** and **Ray McIver** appointed staff director and set-up supervisor, respectively, at WLWC(TV). **Ed Kennedy** named sports director of WLW and WLWT(TV) Cincinnati.

**Harry Francis** appointed program director of KCMO-TV Kansas City, Mo. **Gene Cless**, KCMO-TV staff director, promoted to production director succeeding Mr. Francis. Mr. Cless, former program and production director of KSWs-TV Roswell, N. M., joined KCMO-TV in 1961. Mr. Francis joined KCMO-TV in 1953, was named production manager in 1959.

**Jack Philbin** named executive producer and **Ronald Wayne** appointed producer of *The Jackie Gleason Show: The American Scene Magazine*, which starts its third season on CBS-TV Saturday, Sept. 26, 7:30-8:30 p.m. PDT.

**Carl N. Kramer** appointed art director of KYW-TV Cleveland.



Mr. Pointel

**Charles (Hank) Pointel**, formerly news and program director of wsjs Winston-Salem, N. C., joins WBIG Greensboro, N. C., as program director. He succeeds **Lloyd Gordon**, who becomes director of WBIG's enlarged news department. Mr. Pointel will also serve as on-air sportscaster.

**Mel Stuart**, currently producer and director of 90-minute documentary, *The Making of the President, 1964*, for Wolper Productions, will also serve as

producer-director of *The Way Out Men*, first of series of hour-long documentaries which Wolper is producing for Minnesota Mining & Manufacturing Co. sponsorship on ABC-TV. **Jeff Myrow** named staff assistant to Mr. Stuart.

## INTERNATIONAL



Mr. Britton

**Leon Britton**, Far East general manager of United Artists Television, joins Seven Arts Productions International as Far East supervisor and Japan representative for all theatrical, non-theatrical and TV distribution. He will report to Norman B. Katz, VP in charge of foreign operations, and make headquarters in Tokyo. Previously, Mr. Britton was Far East supervisor for RKO and Associated Artists Productions.

**R. B. Baker** named general manager of CBS Television Network Sales of Canada Ltd., Toronto. He will direct sales of non-syndicated CBS programs in Canada.

**J. W. R. Graham**, director of television operations at Toronto for Canadian Broadcasting Corp., assigned to develop plans for CBC participation of 1967 Montreal World's Fair.

**Edward Purves**, formerly with Canadian Community Newspapers Representatives, Toronto, appointed representative for CKFM-FM Toronto, CJFM-FM Montreal and CJOB-FM Winnipeg, Man., with Standard Broadcast Sales Ltd., Toronto.

**Andrew R. Newcorn**, formerly marketing manager for European division of Pepsi-Cola Co., joins J. M. Mathes Inc., New York, as international account executive.

## NEWS

**Dave Crane**, formerly of WIP-AM-FM Philadelphia, appointed news director of KLAC-AM-FM Los Angeles. He succeeds **Charles Arlington**, who was named KLAC's special assignment editor.

**Jack Underwood** appointed public affairs director and assistant program manager of wowo Fort Wayne, Ind.

**Byron W. Kolbert** joins news staff of WVOX-AM-FM New Rochelle, N. Y. He had been in Army as broadcast instructor at Department of Defense Information School at Fort Slocum, N. Y.

**Julius Frandsen** appointed general Washington manager of United Press International. He succeeds **Lyle Wilson**, VP-general manager, who has retired. **George Marder** is manager of broadcast news department; **John M. Vogt** is manager of Washington. Capi-

tal News Service, and Grant Dillman is Mr. Frandsen's chief deputy.

**Dick Richmond**, director of news and public affairs at WQAD-TV Moline, Ill., resigns to become VP of Financial Public Relations, St. Louis. He will also serve as editor of firm's *Missouri Insurance Journal*.

**Merritt Hadley** joins news department of WGBS Miami. He is former news director of KFMB San Diego, Calif.

**Peter Jennings** joins staff of ABC News, New York. Mr. Jennings was formerly news commentator and anchorman for national news over Canadian Television Network, Ottawa.

**David Monsees** and **Ruth Anson** join air staff of *The News Hour* at KABC-TV Los Angeles.

**Dave McGee**, newsman at KODA Houston, resigns to join night news staff of KILT, that city.

**Chris Norton**, formerly news director of ksoz Point Lookout, Mo., joins sales and news staff of WAWA West Allis, Wis.

## EQUIPMENT & ENGINEERING



Mr. Wanner



Mr. McGregor

**Louis R. Wanner** appointed to newly created position of chief engineer of electronic tube division of Sylvania Electric Products. Mr. Wanner, who joined Sylvania in 1948 as senior engineer, will make his headquarters in Seneca Falls, N. Y. Since last year he has served as chief engineer of Sylvania's receiving tube operations at Emporium, Pa. **Charles C. McGregor**, manager of industrial relations for Sylvania's picture tube operations, named to new post of manager of industrial relations for electronic tube division.

**Ted Leitzell**, PR director of Zenith Radio Corp., Chicago, since 1945, has resigned for reasons of health. Mr. Leitzell joined Zenith in 1942, served as director of National Association of FM Broadcasters from 1962 to 1964. He plans to reside at his Evanston, Ill., home and do freelance writing and foreign languages and mathematics study.

**Ansel Kleiman**, general manager of Viking of Minneapolis Inc., joins acoustic division (headsets, microphones, precision switches, and related electronic and acoustic products) of The Telex Corp., Minneapolis, as general mana-

## SRA selects 3 committee chairmen, and staff

**Arthur H. McCoy**, president of John Blair & Co., named chairman for 1965 of awards program of Station Representatives Association, New York. **Edward P. Shurick**, VP of H-R Television, will serve as chairman of association's TV trade practices committee, and **Thomas Harrison**, president of Blair Radio, will be chairman of radio trade practices committee.

Serving with Mr. Shurick will be **Walter Nilson**, The Katz Agency;

**Jack Fritz**, Blair TV; **Lon King**, Peters, Griffin, Woodward; **Charles Standard**, The Meeker Co.; **Robert Kizer**, Avery-Knodel, Inc., and **James O'Grady**, Young Television.

Serving with Mr. Harrison will be **Thomas Taylor**, Peters, Griffin, Woodward; **Wilmot H. Losee**, AM Radio Sales Co.; **Martin Beck**, The Katz Agency; **James Alspaugh**, H-R Representatives; **Frank Boyle**, Robert E. Eastman Co., and **Robert A. Burke**, Adam Young Inc.

ger. Previously, Mr. Kleiman was VP of Electronic Teaching Laboratories, Washington.

**Harold Johansen** appointed assistant chief engineer of KETV(TV) Omaha. He fills position left vacant by recent promotion of **Larry Sibilis** to KETV chief engineer.

**John Andrew** joins Rust Corp. of America as sales engineer for Washington area. He was formerly broadcast equipment sales manager at Vitro Electronics, Silver Spring, Md.

**Joe Munisteri**, since 1955 service manager of broadcast sales division of Telepro Industries, Cherry Hill, N. J., promoted to sales manager of that division which handles company's line of twin doublers, rear screen projectors, cueing systems and other equipment for broadcasting.



Mr. Munisteri

**Keith U. Clary** appointed manager of personnel for RCA Victor Home Instruments division at Indianapolis, succeeding **Paul R. Slaninka**, who becomes commercial operations manager of

RCA's parts and accessories division in Camden, N. J.

**Andrew Friedenthal**, chief engineer of WJR Detroit, will retire Dec. 31 after 38 years with station. Mr. Friedenthal, on leaving post at WJR Nov. 15, will become general broadcast consultant. He joined engineering staff of WJR in October 1926, was promoted to engineer in charge of station's studios in 1927, became assistant chief engineer in charge of studio operations in 1938 and WJR chief engineer in 1954.



Mr. Friedenthal

**Frank A. Emmet** joins Phaostrom Instrument & Electronic Co. (manufacturer of precision measuring meters), South Pasadena, Calif., as marketing director. For 30 years Mr. Emmet has headed his own firm representing national manufacturers supplying radio, electronic and TV industries.

**Donald W. Kilbrith**, formerly communications marketing specialist with RCA International, Clark, N. J., appointed to newly created position of systems sales representative for Entron

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Inc., Silver Spring, Md., manufacturer of community, master and educational TV systems.

**Les Moskowitz**, formerly with Westinghouse Electric Co., Blairsville, Pa., appointed product development manager for Indiana General Corp.'s magnetic equipment division in Milwaukee.

**Robert J. Gilson**, formerly general manager of military products division and director of systems management of General Dynamics, Rochester, N. Y., elected VP in charge of engineering of Subscription Television Inc., Santa Monica, Calif.

#### FANFARE

**William R. Cox**, former press relations director of IIT Research Institute, Chicago, joins Frito-Lay Inc., Dallas, in newly created post of PR director.

**John Hofmann**, account executive at KGO San Francisco, joins KKHI-AM-FM, that city, as director of promotion and sales development.

**Robert D. Chase**, sports director of wowo Fort Wayne, Ind., assumes added duties as promotion director.

#### ALLIED FIELDS

Representative **John Dingell** (D-Mich.), member of House Commerce Committee, won party nomination for new term in primary election last Tuesday (Sept. 1) in which he and Representative **John Lesinski** (D-Mich.) had been forced to oppose each other because their congressional districts were merged by Michigan reapportionment.

**Allen E. Koenig**, formerly of KFAC Los Angeles and KPX(TV) San Francisco, appointed assistant professor of speech and dramatic arts at Eastern Michigan University, Ypsilanti. Mr. Koenig will serve as director of broadcasting instruction and head teaching team lecturing over closed-circuit TV.

**Thomas B. Petry**, for past year assistant director of educational TV program of U. S. Office of Education, Washington, appointed executive director of Educational Television Council for Central New York. Item published Aug. 24 in these pages erroneously identified Mr. Petry as VP of Syracuse University and director of its Radio-TV Center. University post is actually held by Kenneth G. Bartlett, council president, who made announcement.

#### DEATHS

**Dupuy G. Warrick**, 67, former VP and general counsel of KMBC Kansas City, Mo., died Sept. 2 at Pebble Beach, Calif., after long illness. He was prominently identified with steel and banking

#### Engineers lauded



Dr. McMurtry

**Dr. Burton J. McMurtry**, manager of Sylvania Electric Products' optics department on West Coast, named recipient of 1964 Alfred Noble Prize

awarded annually at Western Electronic Show and Convention in Los Angeles. Dr. McMurtry has worked on new laser device. **Dr. Eugene W. Greenfield** of Washington State University, Pullman, was winner of Sixth Region Achievement Award of Institute of Electrical & Electronics Engineers for "outstanding contributions to engineering education, research and inventions, and to literature." **William J. Moreland**, VP-general manager of Conrac division of Giannini Controls Corp., Glendora, Calif., elected to four-year term on Wescon board of directors.

operations in Kansas City after his association with Arthur B. Church, president and principal owner of KMBC-AM-TV, who retired from broadcasting several years ago.



Mr. Steffy

**George W. Steffy**, 54, president and general manager of WNEB Worcester, Mass., died Aug. 31 at Massachusetts General hospital after short illness. Veteran broadcaster and former president of Massachusetts

Broadcasters Association, Mr. Steffy began his career at WEAN Providence, R. I. He later moved to WNAC Boston, where he subsequently served as program director, VP, and executive VP of WNAC stations and Yankee Network. Mr. Steffy left WNAC in July 1960 with purchase of 75% interest of WNEB.

**Virginia Henry Blum**, 43, aide to her father, NBC newsman Bill Henry, died Aug. 27 of cancer at Georgetown University hospital in Washington.

**Irving M. Lesser**, 68, head of Major Television Products Inc. and Motion Picture Distributors Inc., both New York, died Aug. 27 at his home in that city. Mr. Lesser had been associated with his brother, Sol, in production of *Tarzan* motion picture series and in motion picture distribution field.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 27 through Sept. 2, and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—special hours. \*—educational. Ann.—announced. CH—critical hours. CATV—community antenna television.

New TV stations

APPLICATIONS

\*Pelham, Ga.—Georgia State Board of Education. UHF channel 14 (470-476 mc); ERP 422 kw vis., 42.2 kw aur. Ant. height above average terrain 1238 feet, above ground 1195 feet. P.O. address State Office Building, Atlanta. Estimated construction cost \$709,935; first year operating cost \$55,000. Studio and trans. locations both Pelham. Geographic coordinates 31° 07' 55" north latitude, 84° 05' 55" west longitude. Type trans. GE TT-57A, type ant. GE TY-25A. Legal counsel Harry M. Plotkin, Washington; consulting engineer A. Earl Cullum Jr., Dallas. Principal: state board of education. Ann. Aug. 31.

New York—Theodore Granik. UHF channel 75 (836-842 mc); ERP 272 kw vis., 71.6 kw aur. Ant. height above average terrain 125 feet, above ground 188 feet. P.O. address 750 Park Avenue, New York. Estimated construction cost \$292,075; first year operating cost \$225,000; revenue \$250,000. Studio and trans. locations both Brookhaven. Geographic coordinates 40° 47' 45" north latitude, 72° 59' 32" west longitude. Type trans. GE TT56A, type ant. GE TY25H. Legal counsel Samuel Miller, Washington; consulting engineer Morton Morrison WPAC-AM-FM Patchogue, N. Y. Mr. Granik has 25% interest in Granik Enterprises Inc.; 20% interest in Tutortape Laboratories Inc.; 25% interest in Granik Broadcasting Network; is director of Struthers Wells Corp.; is radio and television producer, and is Washington attorney. Ann. Aug. 27.

New AM station

APPLICATION

Saratoga Springs, N. Y.—Channel 900 of Saratoga Springs, N. Y. Inc. Seeks interim operation on 900 kc, 250 w. D. AM Broadcasters of Saratoga Springs Inc. owns 100% of stock of Channel 900. Ann. Aug. 26.

New FM stations

ACTIONS BY FCC

Sioux City, Iowa—Donald A. Swanson. Granted CP for new FM on 103.3 mc, channel 277, 100 kw. Ant. height above average terrain 200 feet. P.O. address c/o Donald A. Swanson, Evely, Iowa. Estimated construction cost \$37,000; first year operating cost, \$36,000; revenue \$38,000. Principal: Donald A. Swanson. Mr. Swanson is Iowa farmer. Action Aug. 26.

Opelousa, La.—KSLO Broadcasting Co. Granted CP for new FM on 107.1 mc, channel 296A, 3 kw. Ant. height above average terrain 207 feet. P.O. address c/o William E. Jones, KSLO Building, North Court Street, Opelousa. Estimated construction cost \$15,800; first year operating cost \$18,215; revenue \$16,000. Principal: William E. Jones (100%). KSLO Broadcasting is licensee of KSLO Opelousa. Action Sept. 1.

APPLICATIONS

Hattiesburg, Miss.—Hub City Broadcasting Inc. 103.7 mc, channel 279, 50 kw. Ant. height above average terrain 130 feet. P.O. address Box 1008, Hattiesburg. Estimated construction cost \$29,351; first year operating cost \$18,000; revenue \$24,000. Principals: Charles W. Holt (51%), Connie I. Holt (24.5%) and Robert N. Robinson (24.5%). Mr. Holt has 70% interest in Broadcast Service of Montgomery Inc., licensee of WHHY Montgomery, Ala.; 60% interest in Broadcast Service Inc., licensee of WHNY McComb, Miss., and 55% interest in Broadcast Service of Mobile Inc., licensee of WSIM Prichard, Ala. Connie Holt has 10% interest in WHHY and 15% interest in WSIM. Mr. Robinson has 20% interest in WHHY, 30% interest in WSIM. Ann. Aug. 27.

Toms River, N. J.—Beach Broadcasting Corp. 92.7 mc, channel 224, 2.1 kw. Ant. height above average terrain 351 feet. P.O. address 305 Lexington Avenue, Toms River. Estimated construction cost \$40,251; first year operating cost \$23,755; revenue \$46,500. Principals: Edwin L. Olson (49%), Angela D. Olson (49%) and William Joseph Bee (2%). Mr. Bee is school teacher and manager of car wash. Ann. Aug. 27.

Ownership changes

ACTIONS BY FCC

KBUZ-AM-FM Mesa, Ariz.—Granted assignment of license from Greater Phoenix

Broadcasting Co., owned by Sherwood R. Gordon (100%) to Retherford Broadcasting Inc., owned by W. S. Retherford (100%). Consideration \$252,500. Action Aug. 26.

KGEN Tulare, Calif.—Granted assignment of license from Meldean Upp to Pappas Electronics Inc., owned by Emmanuel J. Pappas (45%), Mario John Pappas (45%) and Harlton J. Pappas (10%). Consideration \$88,500. E. J. Pappas is general manager of KCVR Lodi, Calif., M. J. Pappas is general manager of KVEG Las Vegas and H. J. Pappas is D. J. and salesman at KVEG. Action Aug. 27.

WSEB Sebring, Fla.—Granted assignment of license from William K. Diehl and Milton J. Hinklein (each 30%) and others, d/b as Highlands Broadcasting Corp., to H. Philip Nesbitt (63.69%), Emil L. O'Neil (31.85%) and others, tr/as Dixon Industries Inc. Consideration \$32,500 and covenant not to compete in broadcasting, in Sebring, for five years. Dixon is parent company of licensee of WHFS(FM) Bethesda, Md. Action Aug. 31.

KART Jerome, Idaho—Granted 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. Action Aug. 27.

WROZ Evansville, Ind.—Granted assignment of license from J. B. Fuqua to Rexalan Corp., owned by J. B. Fuqua (100%). No financial consideration; transaction of asset transfer. Mr. Fuqua has 100% interest in WJBF(TV) Augusta, Ga., and KTVE(TV) El Dorado, Ark. Action Aug. 31.

KANS Larned, Kan.—Granted assignment of license from Hoagland-Downie, owned by Don H. Hoagland and Marvin Downie (each 50% before) to Don H. Hoagland (100% after). Consideration \$12,000. Action Aug. 31.

KMUW Wichita, Kan.—Granted assignment of license from Municipal University of Wichita to Wichita State University. No financial consideration. Action Aug. 27.

WBSM-AM-FM New Bedford, Mass.—Granted acquisition of positive control of licensee corporation, Southern Massachusetts Broadcasters Inc., by George Gray (45% before, 65% after) through purchase of stock from Chauncey L. Landon (20% before, none after). Consideration \$16,000. Action Aug. 31.

WCBQ Whitehall, Mich.—Granted assignment of license from Paul A. Brandt (100%) to White Lake Radio Corp., owned by Clarence Stielstra (30%), Raymond Plank (30%), Elden Stielstra (10%) and Leonard Schoenherr (30%). Consideration \$37,500. Mr. Stielstra is engineer at WELL Battle Creek, Mich., Mr. Plank owns WKLA Ludington, Mich. and is co-owner with Mr. Schoenherr of WMTE Manistee, Mich. Action Aug. 27.

KEVE-AM-FM Golden Valley, Minn.—Granted assignment of license and CP from Western Broadcasting Corp., owned by James A. McKenna Jr. (100%) and John Poole Radio Properties Inc., owned by John Poole and family (100%) d/b as Minneapolis-St. Paul Radio Broadcasters to Western Broadcasting, John Poole Radio and Hudson Land Corp., owned by James A. McKenna Jr. (100%) all d/b as Minneapolis-St. Paul Radio Broadcasters. Consideration \$10,000 for right to undivided one-half interest in Western Broadcasting share of assets in joint venture. Mr. McKenna has 80% interest in WCMB Harrisburg, Pa.; 81% in WNAM Neenah-Menasha, Wis., and 32% interest in WAWA West Allis, Wis. Mr. McKenna is partner of law firm of McKenna and Wilkinson, Washington. Action Aug. 31.

WNJH Hammonont, N. J.—Granted assignment of license from Hammonont Broadcasting Co., owned by William S. Halpern (49.3%), Louis N. Seltzer (49.3%), Sylvia C. Halpern (0.7%) and Marian H. Seltzer (0.7%) to New Jersey Broadcasting Co., owned by J. William Harrell (99.96%), Ronald N. Covert (0.02%) and Robert Harrell (0.02%). Consideration \$60,000 and agreement not to compete for five years within 50 mile radius of city, except for proposed in Burlington. Mr. J. W. Harrell is Baltimore businessman; Mr. Covert is attorney. Action Aug. 26.

KGCL Miami, Okla.—Granted assignment of license from Miami Broadcasting Co., owned by Ruth E. Brown, executrix of estate of Kenyon Brown (99.995%) and William A. Searle (.0005%) to Miami Radio Inc., owned by Carrol J. Jackson (19.50%), B. M.

EDWIN TORNBERG & COMPANY, INC.

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531





Jackson (19.50%), Louis Mirjanich (10%) and Miami Investment Co. (51%), owned by Gilbert W. Davis, Henry Garwood, Louis Mirjanich, Roy E. Green, Leon L. Bedell, Charles R. Ammerman, Dr. Walter D. Jackson and others (each 5.26%). Consideration \$148,000. Action Aug. 26.

KOME Tulsa, Okla.—Granted transfer of control of licensee corporation. KOME Inc. through sale of parent corporation, Franklin Broadcasting Co., owned by W. F. Johns Jr. (23.9%), Donald Purcell (2.19%), Charles P. Stanley (2.7%), John E. Broderick (.98%) and others to Wagenvoerd Broadcasting Inc., owned by David W. Wagenvoerd (66.3%), Myrtle Robbert (16%) and Fred P. Westenberg (17.3%). Consideration \$425,000 and \$75,000 covenant not to compete within 50 miles of KOME for period of five years. Wagenvoerd is licensee of WWOM New Orleans and owns Wagenwest Inc., licensee of KVM New Iberia, La. Action Aug. 26.

WHHL Holly Hill, S. C.—Granted acquisition of positive control of licensee corporation, Palmetto Communications Corp., by Pascal M. Earle (50% before, 52.5% after) through purchase of stock from William H. Vandiver (10% before, 7.5% after). Consideration \$500. Remaining stockholders are Doris S. Rickenbacker (30%) and Robert C. Rickenbacker Jr. (10%). Action Aug. 26.

KBST Big Spring, Tex.—Granted acquisition of control of licensee corporation, Snider Corporation, by B. Winston Wrinkle (42.8% before, 100% after) through purchase of stock from Patricia James Withers (28.6%, none after) and Robert M. Newgard (28.6%, none after). Consideration \$72,800. Action Aug. 31.

KEPS Eagle Pass, Tex.—Granted assignment of license from Uvalde Broadcasters Inc., owned by E. J. Harpole (96%), Rae Harpole (2%) and Mary E. Harpole (2%) to Eagle Pass Broadcasters Inc., owned by same individuals in same percentages. No financial consideration; transaction of asset transfer. Action Aug. 31.

KLUR(FM) Wichita Falls, Tex.—Granted transfer of control of licensee corporation, Nortex Broadcasting Inc., from Don A. Wade (15%), J. W. Terrell and W. H. Hall (each 42.5%) to Fred S. Marks (100%). Consideration \$1,000 and assumption of approximately \$15,200 in liabilities. Mr. Marks is local businessman. Action Aug. 31.

WKVK Virginia Beach, Va.—Granted assignment of license from Roy Marsh, receiver, to Atlantic Communications Corp., owned by C. Braxton Valentine Jr. and Arthur W. Arundel (each 50%). Consideration \$136,102. Mr. Valentine is attorney. Mr. Arundel is 100% owner of WAVA-AM-FM Arlington, Va.; WARR-FM Warrenton, Va.; WXVA Charles Town, W. Va., and has 10% interest in WHAG Halfway, Md. Action Aug. 31.

#### APPLICATIONS

WALA-AM-TV Mobile, Ala.—Seeks assignment of license and TV CP from Pape Television Inc., owned by Delphine G. Pape, Marion R. Vickers, Thomas E. Twitty Jr. and Thomas H. Wall as trustees for William O. Pape to Roywood Corp., owned by Royal Street Corp. (51.02%), Philip M. Stern (22.04%), Edgar B. Stern Jr., Thomas B. Lemann and Leo Gottlieb as trustees for Edgar B. Stern Jr. (12.24%), Thomas B. Hess and Jesse D. Wolf as trustees for Audrey S. Hess (5.71%), Continental Communications Corp. (8.16%) and Richard W. Greenebaum (0.82%). Contingent on grant of transfer of control from Pape to Roywood Corp. Ann. Aug. 31.

WALA Mobile, Ala.—Seeks assignment of license from Roywood Corp., owned by Royal Street Corp (51.02%) which is owned by Edgar B. Stern Jr. (79.43%), A. Louis Read (11.92%) and Dwight W. Martin (4.98%), and Philip M. Stern (22.04%). Edgar B. Stern Jr., Thomas B. Lemann and Leo Gottlieb as trustees for Edgar B. Stern Jr. (12.24%), Thomas B. Hess and Jesse D. Wolf as trustees for Audrey S. Hess (5.71%), Continental Communications Corp. (8.16%) and Richard W. Greenebaum (0.82%) to WUNI Inc., owned by Leon S. and Peggy S. Gilbert (100%). Consideration \$248,000. Mr. Gilbert has 2.25% interest in La Clede Broadcasting Corp., licensee of KATZ St. Louis. Ann. Aug. 27.

KCKY Coolidge, Ariz.—Seeks assignment of CP from Craig E. Davids, Kathleen E. Davids and Paul Dean Ford d/b as Coolidge Broadcasting Co. to Pinal County Broadcasting System, owned by same individuals at same percentages. No financial consideration; transaction of asset transfer. Ann. Aug. 31.

KVEC-FM San Luis Obispo, Calif.—Seeks assignment of license from San Luis Obispo Broadcasting Corp., owned by John C. Cohan (100%) to Central California Communications Corp., owned by John C. Cohan (54.7%), Edward S. Shattuck (11%), Robert Klein (2.9%), William M. Oates (3.7%) and others. Consideration \$50,000.75. Central Cali-

fornia is licensee of KSBW-AM-FM-TV Salinas; KNCS Hanford; KSBY-TV San Luis Obispo, and is applicant for new AM in Santa Maria, all California. Ann. Aug. 26.

WBZL Brazil, Ind.—Seeks assignment of license from Community Broadcasting Corp., owned by John A. and Elaine E. White (jointly 88.2%) and Casey A. Heckman (11.8%) to Albert S. Tedesco. Consideration \$32,500. Mr. Tedesco owns WIXX Oakland Park, Fla. and owns, jointly with his wife, KTCR Minneapolis and KDUZ Hutchinson, Minn. Ann. Aug. 26.

KDBC Mansfield, La.—Seeks assignment

#### CATV BOXSCORE

Permits granted	25*
Permits granted since	
October 1963	195
Communities with applications pending	239
CATV systems in operation	1,400†
Total CATV subscribers	1,600,000†

New permits: Stephen Vaughan, Haleyville, Ala.; Cambria Electronics (Robert L. Davis), Cambria and Foothills Cable TV Co. (A. F. Scott), Tehachapi, both California; James Thrash of Atlanta, Lafayette, Ga.; Herrin Cable Vision Co. (Frederick Gregg), Herrin, Ill.; Al Leighton and Herb Gross (of Gross-Leighton Inc.), Detroit Lakes, Minn. (Mr. Gross is president and Mr. Leighton is vice president of Detroit Lakes Broadcasting Corp., licensee of KDLM, that city); Bill Holt manager of Milan Telephone Co., Milan, Mo.; Paper City TV Cable Corp., Gorham, N.H.; Better TV Inc. of Bennington, Hoosick Falls, Antenna Vision, Little Falls, Valley Cable Vision Co. (George O. Vosburgh), Nelliston and Salamanca Television Cable Corp. (Joseph Hardy), Salamanca, all New York; Ash-tabula Cable TV Inc. (N. R. Drenning), Ash-tabula, and Eyesville Cable Co. (Harold D. Black), Crooksville and Roseville, all Ohio; Charles Kee, Redmond, Ore.; Tel-Video Inc. (Salvatore Gaetano Jr.), Farrell and Highland Cable Corp. (K. Meyers), Latrobe, both Pennsylvania; Floyd County CATV Inc. (Wayne Arnold), Floydada, Hale Center, Levelland and Lockney, all Texas; Center Video of State College, Pa. (Roy Hancock), Wellsburg, W. Va., and R&B Cable TV Corp. of Cody, Powell, Wyo.

\* Reported to National Community Television Association Aug. 21-Sept. 2. All figures provided by NCTA.  
† NCTA estimate as of Sept. 1, 1964.

of license from DeSoto Broadcasting Corp., owned by Mrs. Mildred C. Sewell (26.6%), Dr. W. R. Hargrove (26.6%), Howard E. Sewell (26.6%) and Arthur L. Green (20.2%) to Leon Buck. Consideration \$45,000. Mr. Buck was 50% owner and commercial manager of WEZJ Williamsburg, Ky. Ann. Aug. 31.

KFIZ Fond du Lac, Mich.—Seeks transfer of control of licensee corporation, KFIZ Broadcasting Co., from A. H. Lange (35.9%, deceased), to Louis A. Lange (none before, 35.9% after) and from Emery Martin (34.8%, deceased), to E. W. and R. A. Martin (none before, 34.8% after), both parties acting as executors. No financial consideration. Ann. Aug. 26.

KFIZ Fond du Lac, Mich.—Seeks transfer of control of licensee corporation, KFIZ Broadcasting Co., from Charles F. Coffman (22.7%), deceased, to Henry J. Borne (none before, 22.7% after) acting as executor of estate. No financial consideration. See application above. Ann. Aug. 26.

KOBE Las Cruces, N. M.—Seeks assignment of license from Mesilla Valley Broadcasting Co., owned by Jimmie D. Goyer, Edwin E. Merriman and Robert W. Tobey (each 33.3%) to Las Cruces Broadcasting Co., owned by Walter Rubens (49.99%), Nancy R. Rubens (0.01%), William Blieden (49.99%) and Dorothy N. Blieden (0.01%). Consideration \$204,250. Mr. Rubens was sales manager of KFDM-TV Beaumont, Tex. Mr. Blieden has 50% interest in Blieden Investment Co.; owner of Wm. Blieden Co. Insurance agency; chairman of board of Beaumont State Bank, and has less than 5% interest in Jefferson County Savings and Loan, all in Beaumont, Tex. Ann. Aug. 26.

WMTS-AM-FM Murfreesboro, Tenn.—Seeks assignment of license from Arthur D. Smith Jr. to WMTS Inc., owned by Joyce R. Ehrhart (100%). Consideration \$175,000. Mrs. Ehrhart is housewife. Ann. Aug. 27.

KZFM(FM) Corpus Christi, Tex.—Seeks assignment of CP from Master Music Inc., owned by Jack Jester (20.05%), Ronald J. Williams (22.95%), C. M. Goode (6.10%), Dr. Ernesto Sierra (5.61%), Charles R. Steinmetz and others to Gulf Business Music Inc., owned by Charles W. Balthrope (55%), William D. Balthrope (30%), Hugh F. Gillogly (5%), Clara L. Cunningham (2%), Edwin L. Shook (2%), Robert T. Marion (2%), Mary H. Whaley (2%) and Makle B. McBryde (2%). Consideration \$104,250. Mr. C. W. Balthrope is majority stockholder in Camel Co., licensee of KAML Kenedy-Karnes, Tex.; Lance Properties, music publishing and advertising firm in San Antonio; Sound Distributors Inc., licensee of KEEZ (FM) San Antonio, and Texas Wired Music Inc., San Antonio. Mr. W. D. Balthrope is manager of Texas Wired Music and is executive with Sound Distributors Inc. Mr. Gillogly is sales manager of Texas Wired Music. Mr. Shook is chief engineer at KEEZ. Mr. Marion is service manager at KEEZ. Ann. Aug. 26.

KMOO Mineola, Tex.—Seeks assignment of license from J. A. Windham tr/as Mineola Broadcasting Co. to KMOO Inc., owned by J. A. and Faye J. Windham (each 50%). No financial consideration; transaction of incorporation. Ann. Aug. 28.

KJR Seattle, KNEW Spokane, Wash. and KXL Portland, Ore.—Seeks assignment of licenses from Sinatra Radio, owned by Frank Sinatra (80%), Nancy Sinatra (5%) and Jack Entratter and City National Bank of Beverly Hills (15%) as co-trustees and Dena Pictures Inc., owned by Danny and Sylvia Fine Kaye (each 50%) d/b as Seattle, Portland, and Spokane Radio to Dena Pictures Inc. (80%) and Alexander Broadcasting Co. (20%) owned by Lester M. Smith (100%) d/b as Seattle, Portland, and Spokane Radio. Consideration \$700,000. Ann. Aug. 28.

KPOW Powell, Wyo.—Seeks relinquishment of negative control of licensee corporation, KPOW Inc., by N. A. Trask and Florence E. Westwood (each 50% before, 42.5% after) through sale of stock by corporation to William A. Mack (none before, 15% after). Consideration \$6,750. Mr. Mack is station manager of KPOW. Ann. Aug. 27.

#### Hearing cases

##### INITIAL DECISIONS

■ Hearing examiner Jay A. Kyle issued initial decision looking toward granting application of Salem Broadcasting Co. for new daytime AM on 800 kc, 500 w, DA, in Salem, Ohio; conditioned to precluding pre-sunrise operation with daytime facilities. Action Sept. 1.

##### OTHER ACTIONS

■ Commission took following actions to assure continued AM broadcast service to Irondale, Ala., over facilities which must be vacated by WIXI, now operated by W. D. Frink, tr/as Jefferson Radio Co.

By memorandum opinion and order, pursuant to Sec. 309(f) of Communications Act, granted Birmingham Broadcasting Co. temporary authority to operate WIXI's facilities for period of 90 days from Sept. 8, 1964, date of cessation of operations by Jefferson Radio Co.; further, waived Sec. 1.571(c) of rules to accept for filing Birmingham Broadcasting Co.'s application for new AM on facilities, and made latter ready for processing on Oct. 8 along with any competing applications which may be filed by date.

By another memorandum opinion and order, denied Jefferson Radio Co.'s petition for special temporary authority to continue operating until frequency is assigned to someone else, but authorized it to operate WIXI until 3 a.m. EST Sept. 8.

■ Commission decision of Sept. 11, 1963, denied Jefferson Radio Co.'s application for license to cover CP as result of hearing concerning misrepresentations, unauthorized transfer and failure to file required information and, subsequently, dismissed application to assign CP to new corporation owned jointly by Frink and Dorsey E. Newman. Several extensions of time were given Jefferson Radio Co. to cease operation pending court appeal. On July 30, 1964, U. S. Court of Appeals affirmed commission. Action Aug. 31.

#### Routine roundup

##### ACTIONS BY REVIEW BOARD

■ By order in Boston TV channel 5 proceeding in Doc. 8739 et al., granted motion by WHDH Inc. to extend time to Sept. 8 to file oppositions to petition by Boston Broadcasters Inc. for review of examiner's adverse ruling. Member Nelson not participating. Action Sept. 2.

■ Granted petition by TVue Associates

Continued on page 95

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.

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

Detroit: Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple Group. Box J-10, BROADCASTING.

Wanted: Station manager with good record who has money to buy a 20% interest in a successful, old-time station making money, but not as much as it should. Small, competitive market; full-time, network, good frequency, good reputation. Top share of audience. Confidential. Box J-12, BROADCASTING.

North East metropolitan station needs two people. Salesman and sales manager. Young proven dynamic salesmen with real selling ability wanted to be primed for managerial position with smallest of group of stations. Opportunity and earning power unlimited. Remuneration plan excellent, salary, commission, bonuses, profit sharing, five figures. This is a genuine opportunity, and offers a real future. Must be able to furnish good references, plus proof of past performances. Send complete resume, plus recent photo to Box J-81, BROADCASTING.

### Sales

KMUS, Muskogee, Okla., needs experienced time salesman. Contact Horace Boren, Owner, Box G-214, BROADCASTING.

Chance for small market salesman to move up. High rated station. Established accounts to take over. Write Box J-35, BROADCASTING or call 218-724-0259 evenings. This is a top opportunity if you can produce.

South . . . immediate opening for a salesman with management potential for Negro appeal radio station. Guaranteed beginning salary with liberal compensation plan. Write Box J-56, BROADCASTING.

Midwest major market Country-Western and Old-time station needs experienced salesman. Draw against 20% commission, plus other benefits. Box J-62, BROADCASTING.

Immediate opening for aggressive salesman, some announcing. Good base salary plus commission on sales. Number one station in growing college market. Contact Bob Clark, KFLY, Corvallis, Oregon.

If you have perspiration, inspiration, enthusiasm, we have opportunity. KFRO, Longview, Texas.

Salesman-Announcer who can produce. Salary plus commission! Youthful organization! Send resume, references, picture, to KWPR, Box 570, Claremore, Okla.

Immediate opening. Salesman-announcer-assistant manager. Excellent opportunity. Bill Tedrick, KWRT, Boonville, Missouri.

Aggressive salesman, single station friendly market, write or phone Ron Clark, WHLT, Huntington, Indiana.

A growing good music station in Pennsylvania's third market needs top notch salesman capable of being No. 2 man in station. Real hustler will make excellent return on salary plus commission. Contact Tom Kroh, General Manager, WNAK, Wilkes-Barre, Penna.

Swingin' station in swingin' market needs swingin' salesman! You'll make sales manager if you're good enough. W-WOW, Conneaut, Ohio.

## Sales—(Cont'd)

Use our service to find "live" leads toward better selling and management positions. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417.

Are you tired of being just a salesman with no opportunity for advancement to the executive level? If you are and if you are aggressive, hard working, with a solid sales record behind you . . . then you want us. The OK Group is one of the oldest and most successful Negro programed radio properties. We have openings in our top three cities . . . New Orleans, Houston, Memphis . . . for successful radio salesmen. If you've got sales ability we can promise you realistic earnings between \$8,000 and \$14,000. If you've got executive ability we can promise you an opportunity within a year of becoming one of our assistant managers and eventually a managerial chance. Write: Stanley Ray, Jr., OK Group, 505 Baronne St., New Orleans, La.

### Announcers

California calls! First phone man needed to help keep us #1 in highly competitive market. Send tape, complete resume, and photo to Box H-48, BROADCASTING.

\$140 weekly plus excellent fringe benefits for experienced and versatil TV and radio announcer. Powerful Midwestern outlet in city under 100,000. Box H-208, BROADCASTING.

Immediate opening Colorado. Experienced announcer and number two man. Extra mazzoola for good personality capable assisting boss an hour or two daily on sales and copy. Top work references essential. Box H-369, BROADCASTING.

Top 40 dj. Lively sound, tight board. Great Lakes—Top 100 market. Many benefits. Box H-392, BROADCASTING.

Wanted: First rate Top Forty disc jockey for New England's third largest market. Send tape and resume to Box J-2, BROADCASTING.

Immediate opening for sign on announcer at Missouri station. Recognized as one of finest stations in the state. Must also have news gathering experience. Salary no object for right man. Box J-28, BROADCASTING

Twenty four hour radio station seeks experienced Top Forty announcer. Sidewalk level glass studios located in center of capital city. Rush tape and resume. Box J-34, BROADCASTING.

Needed immediately. Experienced announcer with 3rd class ticket for C & W format. Send tape and resume. Box J-45, BROADCASTING.

5-kw Michigan station has opening for a good announcer with first phone. Send full information and tape to Box J-47, BROADCASTING.

Pennsylvania small market needs staff announcer with versatility. Replies must include past experience, audition tape and expected salary. Box J-49, BROADCASTING.

Radio announcer who can make news beat and do writing of almost any kind for broadcast. This is a key job. Box J-50, BROADCASTING.

Florida Top 40 needs top notch personality who can also do news and production. Start \$125 wk. Key spot at newly equipped, top rated station. First phone will help, though not required. Send complete resume, references, and air check. Box J-58, BROADCASTING.

## Announcers—(Cont'd)

Top Texas country station seeking top djs with first phones. Box J-71, BROADCASTING.

Wanted at once—2 announcers with 1st phone. No maintenance and little experience needed. Beautiful area and can double on sales. Box J-80, BROADCASTING.

Young, single Rock Jock—6-10 p.m. slot; lots of teen dances. Send tape immediately or call: KCRG, Cedar Rapids, Iowa.

Have opening for experienced announcer-copywriters-production man. This will be key inside man in number one station in market. Contact Don Heinen, KFLY, Corvallis, Oregon.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Hawaii radio station needs announcer, experienced on combination work. Minimum license requirement, 3rd class with broadcast endorsement. Send tape, resume and references, which will be checked, by air mail to KMVI, Box 550, Wailuku, Hawaii.

Needed immediately. Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate. Big band sound. Send audition tape and resume to KOAM, P. O. Box F, Pittsburg, Kansas. Good starting salary.

Opening for good beginner announcer. Send tape and resume to KSTV, P. O. Box 102, Stephenville, Texas. Beginners only need apply.

Needed immediately. Experienced announcer with first phone (no maintenance). Some selling. Send tape, resume references and salary requirements to: KSYX Radio, Box K, Santa Rosa, New Mexico.

Immediate opening. Announcer first phone. No maintenance. Middle of the road format. Prefer married, stable individual. Secure position. Send tape, photo, resume, salary requirements to Bob Douglas, KTLI, Tillamook, Oregon.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

Newsman: 1st phone required. Chance to work for No. 1 news operation at No. 1 station. Send tape, photo, resume. Contact: Jack Rieley, WAMS, Wilmington, Delaware.

Immediate opening for experienced newsman with emphasis on local news gathering and reporting. Forward tape and resume. WASA, Havre de Grace, Md.

Wanted experienced announcer. Station WCLW, 771 McPherson St., Mansfield, Ohio.

Immediate opening for morning man, capable on news, sports and announcing. Permanent position. Send tape and resume, WDDY, Gloucester, Virginia.

Conscientious announcer to work with quality radio. Production and writing ability desirable. Send resume, tape and photo to: Mr. George DeForest, WDEA, Ellsworth, Maine.

Announcer-dj needed immediately for South Florida middle-of-road station. Format experience helpful. 3d phone mandatory. Rush tape, resume to Ron Beckey, WJNO, West Palm Beach, Florida.

## Announcers—(Cont'd)

Top forty announcer with a smooth personal ity . . . no screamer . . . 3rd phone required. WKIN, Kingsport, Tenn.

Announcer-experienced C&W and pop, 5-7 a.m. and 11-3 p.m. shift, good permanent position with fast growing small chain, opportunity for advancement. Send tape and resume. Hudson Millar, Jr., WKUL, Cullman, Alabama.

Need announcer with FCC third-class radio-telephone license with broadcast endorsement. Send references, complete background, photo and tape to John M. Spottswood, WKWF, Key West, Florida.

Great chance for man on his way up. If you qualify for this job, you will not be stuck in a corner. You will learn radio from one end to another, because that's the way we operate. If you've entered radio on purpose and want to go up we're interested in you. We swing 24 hours per day with 5000 watts. We are number one in ratings and sales. We have a dj position open. We're looking for a man with a gleam in his eye. Do not apply if you're not doing your best where you are. Please send a personal letter, along with resume and on the air tape, to WLEE Radio, P. O. Box 8765, Richmond, Virginia.

Need immediately adult announcer. Drifters and screamers need not apply. Send tape and complete information first letter. Excellent opportunity for right man. All inquiries considered. All tapes returned. New station. New staff. New opportunities. WLTH, 3669 Broadway, Gary, Indiana, Telephone 219-884-9409.

New Jersey fulltimer has immediate openings for experienced announcers with first class tickets. Several part time combo men also needed for weekend work. No maintenance. Adult operation. Tape and resume to, Call, or Stop to See: John Bennett, Program Director, WRAN, Dover, New Jersey, 366-1510.

Need announcer with 1st phone license. Write or call. Lew Kurtz WSER, Elkton, Maryland. (Area code 301) 398-3883.

Announcer-newsman. 3rd required. Send tape, resume, salary and availability. Ken Gaughran, WVOX, New Rochelle, N. Y.

I want resumes and tapes from announcer-salesman who will work for \$100 per week plus 15% commission. I may hire 2 people by October 1st. 3rd phone and endorsement necessary. Basic Top 100 and C&W. Aircheck tape please. Rush to Shorty King, WWDS, P. O. Box 187, Everette, Penna.

We need two men—a swingin' jock and a play-by-play man, like quick. We have a tight, swingin' operation. If you can fill the bill, send photo, resume, and tape immediately to W-WOW, 211 Main Street, Conneaut, Ohio. 44030

Are your talents appreciated? Perhaps one of our employers needs you now. Move up! Write: Broadcast Employment Service 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

The OK Group with an expanded programming plan is looking for capable Negro disc jockeys with a knowledge of Negro appeal music including rhythm & blues and spirituals. Write Stanley W. Ray, Jr., 505 Baronne Street, New Orleans, La.

C&W-dj-announcer . . . Immediate opening in central Virginia. Tape . . . resume . . . photo to: Larry Martin, P O Box 1079, Lynchburg, Va.

## Technical

1st. phone engineer needed immediately. 5,000 watt station. Send resume to Box H-180, BROADCASTING.

Proficient radio engineer for Southwest resort city. Box J-16, BROADCASTING.

Qualified engineer trainee with first phone for network station. Box J-25, BROADCASTING.

Wanted chief engineer for Northeastern major market daytimer. No announcing strong on maintenance. Box J-70, BROADCASTING.

Chief engineer for Eastern FM station. Box J-79, BROADCASTING.

Immediate opening for chief engineer. 5 kw Midwest daytimer. WAIK, Galesburg, Illinois.

## Technical—(Cont'd)

Chief engineer for 5 kw directional. Prefer man who is strong on maintenance but with some announcing ability. Call Monroe MacPherson, WION, Ionia, Michigan, between 8:00 and 9:00 a.m.—EST. Phone 616-527-4400.

Chief engineer for 1 kw/250 in unusually pleasant living area. Strong on maintenance. Prefer relief announcing but not essential. Mail resume, photo, recent earnings to Jim Nicholson, WMGW, Meadville, Pennsylvania.

Wanted engineer with 1st class license. Must be good on production. No announcing. Number 1 rated station in area. Write or phone Chief Engineer, P. O. Box 600, Flint, Michigan. Phone OW-4-4146.

From Chiefs to "Indians," we place 'em all. Radio, and/or television opportunities our business. Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

## Production—Programing, Others

Must have . . . Thoroughly experienced news director. Must have above average air presentation. Must be able to gather, write, and above all, dig out local news. Midwest regional five kilowatt. Send complete resume, references, photo, audition tape first letter. Salary commensurate with ability and experience. Box H-262, BROADCASTING.

Production man, Top 40 station, upper Midwest. Create sharp spots using music, effects, staff announcers and own voice. No writing. Occasional air shift. Opportunity, Box H-393, BROADCASTING.

Production program director needed for all-English AM, FM radio network in the West Indies. Should be young but mature man. Thoroughly experienced and with history of proven success. Creative and energetic. Capable of taking full charge of program department. Able to produce all types of commercials and work effectively with commercial library. Send tape, picture to Box J-19, BROADCASTING.

Program director for Negro appeal station who knows production music format and is hot idea man on commercials. Must understand equipment operation. Write Box J-57, BROADCASTING.

Double opening. Sports director for considerable play-by-play. News director to gather, write, air local news. Some board duties for both. Send tapes, resumes, snapshots to KHAS, Radio, Hastings, Nebraska.

Conscientious and energetic news director. Send experience and background to George J. Volger, General Manager, Radio Station KWPC, Muscatine, Iowa—phone 319-263-2442.

Newsman experienced in gathering, writing and delivering. Some weekend dj work also. Contact Rick Rawlins, WFIN, Findlay, Ohio.

News director. Excellent working conditions. Must furnish good references. Immediate employment. Phone 219-743-3366. Bill Hausman, Program Director, WGL, Fort Wayne, Indiana.

Newsman. Brisk, mature delivery for #1 pop station. Gather, write, edit and broadcast news as part of combined radio-TV news team. Rush tape, newswriting samples, and references or call Durham Caldwell, WHYN, Springfield, Mass. 413-785-1911.

Radio newsman—Detroit. Experienced newsman to write, edit and air major station newscasts. Mature, authoritative delivery. Send resume, tape and photo to: Mr. Frank Maruca, WKNR, Box 1300, Detroit 13, Mich.

Georgia daytimer needs experienced news director for local news, and mobile reports. Good position for the right man. WLBB, Carrollton, Ga.

Newsman for expanding department. Must be thoroughly experienced and conscientious. Have good references and flexibility, big voice required. Fast pace operation. Resume tape and credentials to John Slope, news director, WPOP, 410 Asylum St., Hartford, Conn.

Radio production instructor needed immediately. Broadcasting experience desirable. Bachelor's degree necessary. Contact Mr. Williams, Cambridge School of Broadcasting, 687 Boylston Street, Boston. 267-4380.

## Situations Wanted—Management

Desire opportunity. Good management record, can offer thorough knowledge of radio, all phases. Excellent references, completely qualified. Prefer small market. Box J-7, BROADCASTING.

If your radio station is in the red I guarantee to put it in the black within two months—with no gimmicks—just plain hard work, know how. Box J-27, BROADCASTING.

General Manager, with proven abilities in building smaller market floundering stations desires to manage larger market station. Will only consider legitimate offers of \$12,000 annually, plus commission. Box J-31, BROADCASTING.

Manager/sales manager. Thorough knowledge station operation. Fifteen years selling direct; local, retail, regional. Seeks responsible connection only. Small, medium market. Highest industry references, Box J-84, BROADCASTING.

## Announcers

Experienced young Top 40 anncr. Desires position in medium market. Excellent references. Box H-272, BROADCASTING.

Experienced, prefer East. Dependable, veteran, single, presently employed, twenty-four. Available, will locate. Box H-339, BROADCASTING.

Experienced, first phone dj desires advancement to good music station in East . . . Box H-364, BROADCASTING.

Announcer, dj, experienced, Top 40, dependable, draft free, third phone. Box H-387, BROADCASTING.

Negro dj, bright delivery, specialty R&R, third phone license, some experience. Prefer small market, will consider all. Box H-391, BROADCASTING.

There once was a fast, clever jock. Four years: interviews, news, and rock. Have third class ticket. Jimmy Cricket! Check me out; I'll improve your stock. Box J-1, BROADCASTING.

Newsman-dj-first phone, currently employed—prefer Washington, D. C., or Conn. area. Box J-11, BROADCASTING.

Screamer—seeks free-lancing in Cleveland. Telephone 271-7116 or write Box J-15, BROADCASTING.

Experienced gal dj/announcer, copywriter, 3rd phone, tight board, good music preferred. Tape on request. Available Sept. 1st. Box J-18, BROADCASTING. Phone A.C. 717-533-2622.

First phone announcer. Prefer New York, Conn., New Jersey, Florida, or near D. C. In my late 30's. 18 months experience. Box J-20, BROADCASTING.

Format jock with good mature voice seeks contemporary slot east of Mississippi, 6 months experience, very reasonable. Box J-23, BROADCASTING.

Top 40 announcer, not floater or drifter, 5½ years experience, not interested in fast turn over stations. Production techniques. Age 26, seeks position in North or Midwest. 3rd class phone. Single. Box J-26, BROADCASTING.

50 mile radius N.Y.C. (N.J. preferred). Experienced announcer/dj/newscaster. 3rd phone. Young, single, draft free. Tight board. Any format. Excellent references. Box J-40, BROADCASTING.

Pop radio deejay with third phone. Willing to work hard. Box J-52, BROADCASTING.

Northeast—Experienced announcer with adult appeal, good music stations only. Box J-54, BROADCASTING.

The swingiest of the swinging dj's. 1st phone too! Now at number 1 Pulse rated station. Right offer gets me. Box J-60, BROADCASTING.

Young, 23, Virginia 1st phone announcer-dj. 4 months experience, leaving active military duty in October. Box J-68, BROADCASTING.

Man, 29, no experience, good voice, excellent knowledge of music . . . MA degree . . . first phone . . . easy going. Hard worker. Ex teacher. J-72, BROADCASTING.

## Situations Wanted

### Announcers—(Cont'd)

Light experience but intelligent, hard-working, mature, and cheap. 3rd phone. Resume, Box J-74, BROADCASTING.

PD's! Win an announcer/copywriter! 28, BS degree, 3rd phone. Send now for your free resume. Box J-75, BROADCASTING.

School of Broadcasting and Announcing graduate, Negro. Ambitious, hard worker, some experience. Married. Box J-82, BROADCASTING.

Announcer/1st phone . . . age 23, some experience. Writing and sales ability included in package. Available now. Will relocate. Jox J-85, BROADCASTING.

C&W announcer, 1st phone, and copywriter. 11 years experience. Present position for 1½ years . . . honorable reasons for leaving. Write or phone WRON Ronceverte, W. Va., Tom Hall.

Young, easy to get along with, first phone with dj experience seeks employment. H. Caplan, 11360 Evans Trail, Beltsville, Md.

College student wants permanent announcing-dj position in Maryland, Virginia, Delaware, Southeastern Pennsylvania. Top 40—middle road experience. Speech degree. Personable. Michael Hoyer. 914-429-8652.

Station sold. 1st phone announcer-salesman, newsman wants solid opportunity with future. Family man. 10 years experience all phases. Available now. Would consider TV. Norm Decker, R. D. #1, Delaware, Ohio. 614-369-2582.

If you can use a personality from a top rated Midwest metropolitan station with 7 years experience; who enjoys personal appearances; and who also does comedy in nightclubs, then contact Chuck Blakey, Hotel Flatiron, Omaha, Neb.

First phone, announcer, engineer with experience now available. Paraplegic confined to wheelchair. Ground level facilities necessary. Will relocate. Calvin Marvin, 1400 S. 7th St., Paragould, Ark.

Attention Midwest: Need an up and coming young married announcer? Will listen for \$125. Phone 612-388-2991.

Broadcast school graduate—single—21, veteran—will relocate anywhere—FCC 3rd with endorsement. Write Jack DeWaard, 1940 N. Lincoln, Chicago 60614.

Top 40 deejay, excellent production, Pulse rated first in segment in competitive Midwest metro market. Has talent for writing and producing commercials. Fast, interpretive news delivery with knowledge of news. Available now. Call 1-319-324-0123 for the interesting story.

Excellent R-TV announcer . . . Talented . . . Much experience . . . 28 . . . write, wire Gene Johnson, 609 DeLaVina, Santa Barbara, Calif.

### Situations Wanted—Technical

Experienced first phone maintenance and operating engineer. Sober and dependable. Box H-255, BROADCASTING.

1st phone—inexperienced. South preferred—Available immediately. Box J-5, BROADCASTING.

I can offer you seven years of engineering experience. Four in broadcast including two chief. Cartridge equipment a speciality. No announcing. Box J-33, BROADCASTING.

Experienced Chief Engineer-announcer. \$90. Phone 302-Olympia 2-9314, Mornings only. 9:30-11 EDT.

First phone engineer. Want transmitter watch and maintenance work. Eight years experience. Available immediately. William Blum, Route 3, Bloomington, Indiana. Phone 812-339-0464.

## Technical—(Cont'd)

Attention: Busy station owners. \$200 buys sharp, young first phone. Clean cut, personable, friendly. Can sell, type, run tight board. Finest references—3 years last job. Limited technical, but will double your present sales within 6 months. This nice guy with pleasant voice available immediately. Eddie Post, YMCA, Washington, D. C.

Engineering proofs—Directional systems—Reasonable. S.O.S., 270 Northcrest Road, Chattanooga, Tennessee. Phone 998-3346.

Chief engineer. 23 years experience in FM multiplex, AM directional, station construction, management. \$150 minimum start. If serious, call Don Udey, 217-245-6925 collect.

### Production—Programing, Others

Twelve years radio and TV experience now available. All phases of radio—air personality, continuity and production, news. Television—sales experience only. Currently employed. Married. Age thirty four. Reference from present employer available. Box H-334, BROADCASTING.

Newsman, college graduate with 2 years experience in medium market, seeks position with news minded station. Have done play-by-play sports. Military service completed. Salary not as important as growth potential. Will consider all sincere offers. Write Box H-366, BROADCASTING.

Radio-TV sportscaster. 11 years experience. News and staff background. Box J-3, BROADCASTING.

Sports announcer—part time. Let me handle your sports programming. Heavy on play-by-play. New York, New Jersey, Conn. area only. Box J-13, BROADCASTING.

Sports director, four years play-by-play, wants opportunity in Midwestern radio-TV. Seven years total experience, college trained, ability to write and promote. Married. Box J-17, BROADCASTING.

Sports (play by play) news, music. first phone, West. \$180.00. Box J-22, BROADCASTING.

Hey, look me over. Number one announcer wants program director position in metro-market. Young, aggressive, hard-working family man. Experienced in programming, production, news and sports. Must have best offers and opportunity. Are you ready for number one? Box J-24, BROADCASTING.

7 years experience, tops in board, news, sports. Married. Even C&W. Looking for future. Station builder, third ticket, let's help each other. Box H-32, BROADCASTING.

Sportscaster, newsman . . . seeking play by play . . . excellent references, first phone. Box J-39, BROADCASTING.

News director. 12 years experience. Journalism graduate. Deep authoritative delivery. World traveler. Prefer East coast or Florida. Box J-46, BROADCASTING.

Experienced, young newscaster looking for position with strong local news team. Box J-55, BROADCASTING.

Program director—15 years radio & TV experience. Air work optional. Good on news. Now employed. Prefer good music. Box J-61, BROADCASTING.

Farm director available. Experienced, mature. Member of NATRFD. Excellent references. Box J-63, BROADCASTING.

Small market pd is ready and well prepared to move up. Strong on production. Box J-65, BROADCASTING.

Do you need a professional to do a professional job of programming? Do you need a dynamic news director? I have the background, experience and know-how to make either of your operations the talk of your market. Prefer California. Box J-67, BROADCASTING.

Operations director-chief engineer-announcer, seeking position in Northeast in similar capacity. Good references, seven years experience, now working in Southern metro market. Desire good pay in return for reliable, quality work. Box J-78, BROADCASTING.

## Production—Programing, Others

### Continued

Sports fanatic who has excellent references. Mature play-by-play specialist. Want to locate with station which is fully sports minded and will let me carry the ball. Box J-83, BROADCASTING

Journalism graduate wants opportunity in radio. Experience more important than salary, 28, veteran. Box 647, San Marcos, Texas.

20 years experience in all phases. Desire middle of road net station. Love special events, color on all sports, talk programs, etc. Open for interviews. Call Don Matney, Lexington, N. C. 246-4046 after 6 p.m.

### TELEVISION—Help Wanted

#### Management

Person to become assistant general manager of TV-AM combination in Mid-West city under 100,000. College graduate under 34 years. Send complete info and present income. Box J-76, BROADCASTING.

#### Announcers

\$140 weekly plus excellent fringe benefits for experienced and versatil TV and radio announcer. Powerful Midwestern outlets in city under 100,000, Box H-209, BROADCASTING.

Announcer-copywriter wanted for Midwest TV station. Excellent working conditions, good employee benefits, opportunity to learn directing. Send picture, tape, full information, including salary expected to Box H-306, BROADCASTING.

Wanted—Announcer with radio to television experience for Southeastern VHF. Send full details, photo, and audio or video tape, salary requirements with first reply. Box H-347, BROADCASTING.

Experienced announcer switcher for major Texas market. Box J-42, BROADCASTING.

Television announcers-salesman-talent in growing Colorado market. Salary and commission. Call KREY TV, Montrose, Colorado. Carl Anderson.

#### Technical

Maintenance chief for Texas station, superior technical qualifications. Box J-41, BROADCASTING.

Engineer technically qualified, reliable, for Texas VHF. Box J-44, BROADCASTING.

### Production—Programing, Others

Television production manager needed immediately for the key station of a major group located in the Midwest. We want a man with heavy administrative and directing experience, who is looking for the chance to move upward with a growing and progressive group. College degree, experience in creative color programing desired. Send complete resume of education, experience and current salary to Box H-343, BROADCASTING.

Wanted—Newsman with reporting and photographic background. On camera experience desirable. Southeastern VHF. Full details, photo, audio or video tape, salary requirements in first reply. Box H-346, BROADCASTING.

News director—Midwestern capital city. Radio-TV operation seeks good on-the-air man who can also direct news operation. Must have solid news background. Send resume, salary requirement to Box J-6, BROADCASTING.

Opportunity for alert, dependable director, resort city. Box J-43, BROADCASTING.

Newsman—Top station in major Florida market needs strong on-the-air newsman with college journalism background. Must have television training or experience. Box J-51, BROADCASTING.

## Production—Programing, Others

### Continued

**Producer/director**—immediate opening for a young man with at least two years experience directing variety of live programing. College degree preferred. Send resume of education and experience to Personnel Department, WLWT, Cincinnati, Ohio. 45202

## Situations Wanted

### Management

**Station manager/operations manager** experienced all facets of daily operation, including sales, programing, production, network negotiations, and NAB code affairs. Desires affiliation with aggressive VHF. Presently employed—available within six weeks. Resume and references upon request. Box J-36, BROADCASTING.

**TV station manager**, wanting to relocate, will consider all offers. 25 years experience, knows all facets of TV; sales, production, P/L, programing, promotion, etc. Age 42. Finest references. Best qualified to manage small or medium market or assistant in larger market. Complete resume upon request. Box J-53, BROADCASTING.

**Television administrator** seeks added opportunity and responsibility. Over a decade and a half of commercial broadcasting, I have served through the chairs of almost every department. Particular recognition has been achieved in the P's of production, programing, PR, promotion, and public service. Lack of challenge prompts change from present role with a major group operation. Write Box J-59, BROADCASTING.

### Sales

**TV sales executive** with invaluable experience in sales, sales service, programing, production and sales promotion, seeks sales position with major Midwest or Southwest VHF outlet. Box J-37, BROADCASTING.

## Technical

**Supervisory or CE**. Single of multiple station operation. Experienced TV, AM, FM, including management. West coast preferred. Resume on request. Box J-69, BROADCASTING.

## Production—Programing, Others

**Says NYC advertising agency executive:** "... One of broadcasting's most talented." References similar, plethora. Currently #1 daily kiddies show, major 3-VHF market. Additional 7 live hours weekly; midnight impresarioing, variety commercials sponsor-requested. \$13,000. Box H-323, BROADCASTING.

**I know television production VTR** . . . ATR 21. SOF . . . live for information. Box J-21, BROADCASTING.

**Program manager** with fourteen years experience in programing, production (VTR and Local/live), film buying, promotion, news and public affairs, and overall operation of successful medium size VHF plant. Will relocate with major Southwest or Western VHF. Box J-38, BROADCASTING.

**Award winning news director**. Top-rated on-the-air delivery, extensive major market experience in public affairs and special events programing. Resume, references, VTR available. Box J-48, BROADCASTING.

**Ten years big city experience**, ETV and commercial. Facilities management. Film production management. Cinematographer with own camera. Scenic and lighting design. J-64, BROADCASTING.

**Experienced assistant producer** local TV programs for network O&O in top three market. Also continuity writer, talent, film producer. BS degree in radio-TV. Female; limited office skills. Excellent references. Box J-77, BROADCASTING.

## WANTED TO BUY—Equipment

**Either 500w or 2 kw low channel VHF Television transmitter**. Send price, condition and location to Box 3500, Glenstone Station, Springfield, Missouri.

**Would like to buy a DuMont type TA-161 or TA-162 5 kw low band amplifier** used with DuMont Acorn series TV transmitters. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

**ETV station** interested in used Houston Fearless Panoram. Write Greg Harney, WGBH-TV, Boston, Massachusetts.

**Used AM transmitters 250 w-1 kw, consoles, turntables, recorders** for immediate cash sale overseas. Send full details and price in first reply to Box J-14, BROADCASTING.

**Wanted used TV equipment** channel 7-13-2 5 kw transmitter, antenna line, monitors, vidicon Filu camera, projectors gen sijuc, audio and video facilities, etc. Also 5 kw, 1 kw, and 500 w. AM transmitters. RCA Radio Station XEAW, Apartado Postal 628, Monterrey, N. L. Mexico.

## FOR SALE—Equipment

**Television/radio transmitters, monitors, tubes, microwave, cameras, audio, Electro-Ind, 440 Columbus Ave., N.Y.C.**

**Parabolic antennas, six foot dia., new, solid surface with hardware, dipoles, etc. \$100.00 each.** S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

**For sale . . . Four Machtronics video tape recorders, model MVR-11.** These units are in excellent operating condition, recently factory reconditioned and include manual tape tension controls. Price—\$5,000 each. Box H-197, BROADCASTING.

**REL 3 kw FM transmitter, condition good,** available immediately, \$2000, F.O.B. KAVE, Carlsbad, New Mexico.

**Jampro JA-8 FM antenna, gain 8.3, tuneable end caps, new co-ax lines, top half of FM band, ready for shipment.** 500 Pounds. \$2,200. Box H-352, BROADCASTING.

**Heliac coaxial cable, HJ5-50 type, new, 85' ft.** FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

**Don't let lighting stop you.** Stay on the air. Transmitter automatic reset for all transmitters. Guaranteed. Write for Brochure: Quad "L" Electronics, P. O. Box 826, Lake City, Florida.

**More broadcasters** are discovering the fastest way to locate the best buys in used equipment. Write for our listings. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

**Microphone, Altec Lansing 639 A, complete with brackets, arms, etc., and 25 foot cable.** Like new. Top condition. \$175. Steve Elaine Production, 59 Oviedo Court, Pacifica, Calif.

**Schafer 1200 automation system.** Perfect condition, 3 years old, used only 2 years; replaced by live programing. Two racks include Ampex 351 recorder, three Ampex 352 playbacks, three Concertone playbacks with new Ampex motors, two Seeburg changers with deluxe bases, all playback electronics, sequence selector, clock, cue amp, audio sensor with latest QTD photocell modifications. Includes remote control for all units, three extra inputs for automatic logger, etc., instruction book and all cables. Must move immediately for new FM installation. Cost over \$13,000, will sell as above for \$6,250.00 or less the Concertones and 1 changer for \$5,595.00. Broadcast Engineering Services, 12761 Nutwood, Garden Grove, Calif. Ph. 521-0171.

**Cartridge tape.** Two Collins PB-150 playbacks and one matching recording amplifier. Very clean. Good condition. Package price \$500.00, WOMN, Decatur, Georgia. 404-377-2627.

## FOR SALE—Equipment—(Cont'd)

**Radio/TV towers 125 ft., insulated, 4 legs, self supporting, perfect condition.** Maker offer. Fred McNally, Rapid City, S. Dakota. 342-7047.

**Tapak duplex recorder, instruction manual, excellent condition.** \$50.00. WNLC, P. O. Box 1031, New London, Connecticut.

**Antenna—RCA TF6AH** adjustable to any channel 7 through 13. Completely assembled on ground for your inspection. Also 3½-inch transmission line, Sanford Terry, WRVA TV, P. O. Box 2370, Richmond, Va.

**Raytheon KRT-1000A 1 watt complete microwave, fld switcher TS30D, we want TG2A, etc.** Box J-86, BROADCASTING. Ph. 212-EN-2-5680.

**New 4½" I.O. tubes** (English Electric Valve Co.) types P-811 and P-822. Condition perfect except factory inspection showed small blemish on some, small burn in line (over-scan only) on others. Cost \$1400 new, have been selling as above for \$1,000. Have six each left, sell immediately for \$795.00 each; will include personal warranty. John Ledbetter, Broadcast Engineering Services, 12761 Nutwood, Garden Grove, Calif. phone 521-0171.

## 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, 3221 Steiner St., San Francisco.

**JOCKEY JOKER!**—A collection of six gag-files now in one edition. Contains over 500 One Liners, Gags, sound effect bits, station breaks, ad libs, etc. . . . \$7.50. Show-Biz Comedy Service—(Dept. J), 66 Parkway Court, Brooklyn, N. Y. 11235.

**Commercial Crystals** and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrinding, repair etc. BC-604 crystals; also service on AM monitors and H-F 335E FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 96, Temple, Texas.

**Unique interview ideas!** Background data on the wonderful world of conversation by tape recording. Local angles. Free. World Tapes for Education, Inc., Dallas, Texas. 75215

## INSTRUCTIONS

**FCC first phone license preparation by correspondence or in resident classes.** Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

**Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training.** Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

**1ue nationally known 6 weeks Elkins training for an FCC First Class License.** Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

**FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure.** Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

**Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License.** 14 East Jackson St., Chicago 4, Illinois.

**Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved.** Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

## INSTRUCTIONS—(Cont'd)

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting September 23, January 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

R&I 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 Sept. 8.-Oct. 13.-Nov. 17. For reservations write or call Radio Engineering Institute, 1338 Main St., Sarasota, Florida.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Develop network announcing technique! Authoritative news! Personalized, taped home study. Also elementary. Consultation invited. Free brochure. Hal Fisher, Broadcasting Consultant, 678 Medford Brd, Patchogue, New York. 11772.

## Help Wanted—Announcers

### GOLDEN OPPORTUNITY

Top rated Midwestern radio and television station needs man to double as bright, well paced Top 40 announcer who can attract the young without antagonizing the old on radio, and do a smooth, personable Dick Clark type record hop on television. Send resume, tape and photo to:

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### ANNOUNCERS

Will pay top Salary, absolutely, to Best man in R&B. Here's a chance to work in a market in the first five. Send resume, Tape and 8x10 glossy photo to,

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You Can't Top A  
Classified AD  
in

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## Production—Programing, Others

### SALES PROMOTION MANAGER

For CBS Owned Radio Station in Top 10 Eastern market. Heavy experience in sales and audience promotion. Also general experience in research and merchandising. Skill in producing print pieces. Position requires man with ideas and expertise. Excellent FIVE figure salary, benefits and future.

Interested and qualified men send resume and work samples to:

Box H-395, BROADCASTING

## Situations Wanted—Announcers

### AVAILABLE CRACK AIR-PERSONALITY

Proven success in medium markets. Want to move to major market. Voices, etc. A true funny man, 1st phone. Minimum \$160 per week. Write:

Box J-29, BROADCASTING

## Production—Programing, Others

### ATTENTION!! High-Power, 24 Hour EASTERN METROS!

The Trend Today is Toward news. Have proven news format available for station who wants to lead the market.

Box J-66, BROADCASTING

## TELEVISION—Help Wanted

## Production—Programing, Others

### TELEVISION PROMOTION MANAGER

We need live wire equipped to develop a strong department but willing to carry a heavy load now while we are growing. Essential experience: Producing TV and Radio promos and basic layout for print and outdoor.

Contact WKBD, Channel 50, Kaiser Broadcasting, P. O. Box 50, Detroit, Michigan. 48231

### ASSISTANT PROMOTION MANAGER

Progressive ABC Radio-TV Operation has immediate opening. Must be able to write copy, plan budgets, handle exploitation, press and public relations, etc. Prefer woman with secretarial skills, but will consider male assistant. Send resume, salary requirements and examples of your promotion work to:

Dick Braun  
Promotion Manager  
KBTW  
1089 Bannock Street  
Denver, Colorado

## EMPLOYMENT SERVICE

■ THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS ■ JOB HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE ■ MANAGERS TO TRAFFIC GIRLS ■ THE INDUSTRY'S BEST ARE IN OUR FILES ■ ■ ■ ■ ■ BROADCAST PERSONNEL AGENCY ■ SHERLEE BARISH, DIRECTOR ■ 527 MADISON AVE. ■ NEW YORK, N. Y. 10022 ■ ■ ■ ■ ■

## MOVE TO THE ROCKIES!!!

We are the only agency in the seven-state Rocky Mountain area specializing in radio and TV personnel. Immediate openings for Managers, Salesmen, Engineers, Traffic, Copy, and other categories. Send inquiry and resume to:

RADIO AND TV DIVISION  
COLORADO BUSINESS INSTITUTE  
SUITE 641 EQUITABLE BLDG.  
DENVER, COLORADO 80202

## FOR SALE—Equipment

### REMOTE THERMOMETER

(Electronic)

Outside temperature from mike position. Installed in less than 1 hour. Over 300 stations now use the Electra Temp. Increased sales allow a new price to TV and Radio Stations. The New Mark II, is reduced from \$94 to \$75. Offer good until Oct. 1964. Send for brochure.

ELECTRA MET INC. P. O. Box 6111  
1246 Shafter St. San Diego 6, Calif.

## MISCELLANEOUS

### The Audio-Pulse of News

Dramatic, 1st person quality actualities and voice reports attract listeners and advertisers. Automatic telephone feeds plus Special Delivery tapes ideal for news conscious and budget conscious independent stations. Personalized tags and promos with your call letters. Write, wire, or phone: Jack Brody, Republic News International, 7523 Spring Lake Dr., Bethesda, Md. 301-365-1918.

## HELP! HELP! Growing Pains

Need FM Manager, TV and Radio Announcers; TV and Radio Engineers; TV and Radio Time Salesman; TV Newsmen; Producer-Director.

Openings in Fort Wayne, Indianapolis, Lafayette, and Bloomington.

Send full details of qualifications to:

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BLOOMINGTON, INDIANA  
(IF FOR ON AIR, SEND TAPES  
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**WANTED TO BUY—Stations**

**WANTED**

Profitable station in East or Midwest. Experienced group has money to buy now. Can go up to \$350,000. We will deal in complete confidence. Write:

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Systems or Franchises.  
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**Radio-TV combination**

Top 50 markets

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1. BOOMING SOUTHWEST. Top market. Daytimer. Excellent deal available to qualified buyer.
2. GULF COAST. Exclusive. Industrial economy. \$80,000 down.

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4. ROCKY MOUNTAIN. High Power. Full time. \$180,000. 28% down.

**JACK L. STOLL & ASSOCIATES**

6381 Hollywood Blvd.  
Los Angeles 28, California

Continued from page 89

Inc. and United Artists Broadcasting Inc. to extend time to Sept. 9 to file reply to Broadcast Bureau's opposition and comments regarding applicants' joint request for approval of agreement relating to withdrawal of application in Houston TV channel 23 proceeding in Doc. 15212-3. Action Sept. 1.

■ In proceeding on application of Hubbard Broadcasting Inc. for new FM in Minneapolis in Doc. 15441, dismissed as moot Hubbard's petition to enlarge issues as to financial qualifications of Contemporary Radio Inc. (WAYL), Minneapolis. Contemporary's application was dismissed without prejudice by examiner on July 29. Action Aug. 31.

■ Granted Broadcast Bureau petition to extend time to Sept. 4 to file appeal from examiner's memorandum opinion and order in proceeding on AM applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex. Action Aug. 27.

**ACTIONS ON MOTIONS**

By Chief Hearing Examiner  
James D. Cunningham

■ Designated Examiner Chester F. Naumowicz, Jr., to preside at hearing in proceeding on applications of Vaughn-Hanssen Co. and Cape Canaveral Broadcasters Inc. for new AM's in Melbourne and Eau Gallie, respectively, both Florida, in Doc. 15584-5; scheduled prehearing conference for Oct. 1 and hearing for Nov. 4. Action Aug. 26.

■ In proceeding on applications of Marine Broadcasting Corp. and Onslow Broadcasting Corp. for new FM's in Jacksonville, N. C., granted Marine's petition to continue Sept. 2 prehearing conference to Oct. 7 and Sept. 21 hearing to Oct. 28. Action Aug. 26.

By Hearing Examiner Millard F. French  
■ Granted motion by Bigbee Broadcasting Co. to continue Sept. 1 hearing to Nov. 16 in proceeding on its application for a new AM station in Demopolis, Ala. Action Aug. 27.

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., upon Midwest's request, continued Sept. 15 hearing conference to Sept. 18. Action Aug. 25.

**FOR SALE—Stations—(Cont'd)**

**PACIFIC NORTHWEST REGIONAL**

Fulltime station on good frequency with annual average gross of over \$140,000 for past two years. Needs Local ownership to develop full profit potential. Good real estate included. \$175,000 on terms.

Box C-201, BROADCASTING

**FLORIDA**

1 kw, D; CP for 5 kw \$110,000.00, terms no brokers. Illness forces sale.

Box J-8, BROADCASTING

**WEST GREAT LAKES  
MAJOR MARKET**

Excellent daytimer in top 75 market. \$500,000 all cash firm for physicals including valuable real estate. Price less than double recent years annual gross. Substantial principals only (no brokers) can write owner.

Box J-73, BROADCASTING

By Hearing Examiner Jay A. Kyle

■ Granted joint request by Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. to extend time from Aug. 31 to Sept. 15 to exchange lay exhibits, and from Sept. 8 to Oct. 5 for notification of witnesses desired for cross-examination in proceeding on applications for new FM's in Dover-New Philadelphia and New Philadelphia, respectively, both Ohio. Action Aug. 31.

By Hearing Examiner  
Chester F. Naumowicz Jr.

■ In proceeding on applications of Charles County Broadcasting Inc. and Dorlen Broadcasters Inc. for new AM's in La Plata and Waldorf, respectively, both Maryland, and application of Dorlen Broadcasters Inc. for renewal of license of WSMO(FM) Waldorf, upon request of Dorlen Broadcasters, set aside procedural dates established by examiner's order released June 25, and continued Sept. 21 hearing pending further order. Action Aug. 31.

By Office of Opinions and Review

■ In proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc. et al., for renewal of license, assignment of license, and transfer of control of KSHG-TV Las Vegas in Doc. 15008-8, granted petition by Wallerstein and Williams to extend time to Sept. 8 to file reply to opposition of Broadcast Bureau to petition for immediate favorable action on applications for renewal of license and for transfer of control. Action Sept. 1.

■ Granted petition by Broadcast Bureau to extend time to Sept. 22 to file oppositions to petition for reconsideration in proceeding on revocation of license and SCA of Carol Music Inc., for WCLM(FM) Chicago. Action Aug. 28.

■ Granted petition by Broadcast Bureau to extend time to Sept. 15 to file application for review in proceeding on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga.; WDMG Inc. for renewal of license of WDMG Douglas, Ga.; WMEN Inc. for renewal of license of WMEN Tallahassee, Fla.; and B. F. J. Timm for new AM in Jacksonville, Fla. Action Aug. 28.

**BROADCAST ACTIONS**

by Broadcast Bureau

Actions of Sept. 1

■ Granted renewal of licenses for following: WBST(FM) Muncie, Ind.; WFGA-TV Jacksonville, Fla.; WRLX(FM) Hopkinsville, Ky.; KBNY Newport, Ark.; KSIS Sedalia, Mo.; WDXL Jackson, Tenn.; WKCS(FM) Knoxville, Tenn.; WRBD Pompano Beach, Fla.; KHOG Fayetteville, Ark.; KUOA-FM Siloam Springs, Ark.; and WENN Birmingham, Ala.

■ WVEC-TV Hampton, Va.—Granted license for TV; and CP to reduce aur. ERP to 31.6 kw, and change type aur. trans.

■ WAAY-TV Huntsville, Ala.—Granted license for TV.

■ WPRO-TV Providence, R. I.—Granted licenses covering changes for TV; and change location of auxiliary trans. to new main trans. and ant. site.

■ KMSO-TV Missoula, Mont.—Granted licenses covering changes for TV; and installation of auxiliary ant. system.

■ WORG Orangeburg, S. C.—Granted license covering installation of alternate main trans.

■ KKHI-FM San Francisco—Granted license covering installation of vertical ant., and changes in ant.-trans. location, ERP, and ant. height.

■ KLIR-FM Denver—Granted license covering changes in ERP and ant. height, and installation of new trans. and ant.

■ WLOE-FM Leaksville, N. C.—Granted license covering installation of new trans. and ant.

■ KAMD Camden, Ark.—Granted license covering change in DA and ground systems, increase in daytime power, and installation of new daytime trans.; specify daytime trans.

■ WPNX Columbus, Ga.—Granted license covering use of old main nighttime and auxiliary daytime trans. as alternate main nighttime and auxiliary daytime trans. at main trans. site; remote control permitted, daytime only, using DA-N.

■ WNVY Pensacola, Fla.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

■ WCLW Mansfield, Ohio—Granted license covering use of old main trans. as alternate main trans. at main trans. site.

■ WBIX Jacksonville Beach, Fla.—Granted license covering change in ant.-trans. and studio location, increase in power, installation of new trans. and changes in ant. system; specify type trans.; condition.

■ WIIC Inc., Pittsburgh—Granted CP and license for new low power auxiliary.

■ KRNR Roseburg, Ore.—Granted license covering increase in daytime power.

■ WEDC Chicago—Granted mod. of license

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 2

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,936	67	79	342
FM	1,164	49	188	279
TV	529 <sup>1</sup>	61	85	170

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 2

	VHF	UHF	TV
Commercial	509 <sup>2</sup>	162	671
Noncommercial	58	50	108

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31

	AM	FM	TV
Licensed (all on air)	3,916	1,143	522
CP's on air (new stations)	66	46	56
CP's not on air (new stations)	88	204	88
Total authorized stations	4,070	1,393	666
Applications for new stations (not in hearing)	159	196	79
Applications for new stations (in hearing)	80	37	65
Total applications for new stations	239	233	144
Applications for major changes (not in hearing)	184	54	37
Applications for major changes (in hearing)	45	5	10
Total applications for major changes	229	59	47
Licenses deleted	0	0	0
CP's deleted	0	0	0

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

to change name to Denmark Enterprises Inc.

WRHC Jacksonville, Fla.—Granted extension of completion date to Oct. 15.

■ Granted licenses for following FM's: WBMP Elwood, Ind.; KELO-FM Sioux Falls, S. D.; KBHS-FM Hot Springs, Ark.; ERP 2.4 kw.

### Actions of Aug. 31

WIS-TV Columbia, S. C.—Granted CP to reduce aur. ERP to 63.2 kw, and change type aur. trans.

WSPA-TV Spartanburg, S. C.—Granted CP to reduce aur. ERP to 44.5 kw, and change type aur. trans. and type ant.

WEAT-TV West Palm Beach, Fla.—Granted CP to install alternate main trans. at main trans. and ant. location.

\*WDSB-TV Duluth, Minn.—Granted mod. of CP to change main studio location.

K0BAZ Glendo, Wyo.—Reconsidered and set aside August 3 and 28 actions which dismissed license application, cancelled CP and deleted call letters.

■ Remote control permitted for following: KJAY Sacramento, Calif.; conditions; WMMN Fairmount, W. Va.; conditions;

WLLH Lowell, Mass.—Granted licenses covering increase in daytime power, change in ant.-trans. and studio location, and changes in ant. system and in ground system; increase in daytime power of synchronous amplifier; and change in auxiliary trans. location.

KLFY-TV Lafayette, Ind.—Granted CP to reduce aur. ERP to 49 kw, and change type trans.

■ Following were granted extensions of completion dates: \*KCSM-TV San Mateo, Calif., to Dec. 11; WNEM-TV Bay City, Mich., to Feb. 3, 1965; KLFY-TV Lafayette, La., to Feb. 28, 1965.

K07FM Roseburg, Winston-Dillard and Melrose, all Ore.—Granted assignment of CP of VHF-TV translator to Liberty Television Inc. (KEZI-TV Eugene, Ore.); consideration \$2,500.

WSUG Clewiston, Fla.—Dismissed application for renewal of license for failure to prosecute.

■ Granted renewal of licenses for following: WSEB Sebring, Fla.; WBNT Oneida, Tenn.; WJCW Johnson City, Tenn.; WMTS Murfreesboro, Tenn.; WJWB Brooksville, Fla.; \*WKBY(FM) Lexington, Ky.; WENO Madison, Tenn.; WMFS Memphis; WTLO Somerset, Ky., and WYGO Corbin, Ky.

### Actions of Aug. 28

WJAC Johnstown, Pa.—Granted license covering increase in power, installation of

new trans. and DA-1, change in frequency and in ant.-trans. location, and changes in ground system; delete remote control operation.

WMSJ Sylva, N. C.—Granted license covering change in ant.-trans. location; remote control permitted.

WSSV Petersburg, Va.—Granted license covering use of old main trans. as alternate main nighttime and auxiliary daytime trans. at main trans. site.

KMTV(TV) Omaha—Granted CP to reduce aur. ERP to 14.4 kw, and change type aur. trans.

WFBG-TV Altoona, Pa.—Granted CP to reduce aur. ERP to 22.9 kw, change type aur. trans. and change studio location.

WWAY(TV) Wilmington, N. C.—Granted mod. of CP to change type trans., and type ant., ant. height to 1170 feet, and make changes in ant. system; condition.

WEYE Sanford, N. C.—Granted renewal of license.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KNOT Prescott, Ariz.; KTDO Toledo, Ore., and specify type trans.; KHAS Hastings, Neb., and changes in ant. system, and change in ant.-trans. location; remote control permitted.

WGEM-TV Quincy, Ill.—Granted CP to change aur. ERP to 31.6 kw, and type aur. trans.

\*KBYU-TV Provo, Utah—Granted mod. of CP to change ERP to 74.1 kw (DA) vis., and 36.3 kw (DA) aur.; type trans., trans. location to near Kearns, Utah, and ant. height to 2890 feet; and make changes in ant. structure; conditions.

### Actions of Aug. 27

WCBG Chambersburg, Pa.—Granted license covering change in hours of operation, installation of DA-N, changes in ground system, change in ant.-trans. location, and specify main studio location; remote control permitted daytime only; conditions.

WTAP Parkersburg, W. Va.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site; remote control permitted.

WTKI Durham, N. C.—Granted license covering use of main nighttime trans. as auxiliary daytime trans.

KRSY Roswell, N. M.—Granted license covering installation of auxiliary trans.

KBNO-FM Houston—Remote control permitted.

KSSS Colorado Springs—Granted change in remote control authority.

WENR-FM Chicago—Remote control permitted; without prejudice to such action as

commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in Report of Network Study Staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission.

Columbia Broadcasting System Inc., New York—Granted extension of authority for wireline delivery service of programs to CFRB, CKAC, CJAD and others under control of Canadian Broadcasting Corp., for period of one year beginning Sept. 15.

■ Granted licenses covering increase in daytime power, and installation of new trans. for following: WGED Chester, S. C.; WHAR Clarksburg, W. Va.; WHHV Hillsville, Va.; WREL Lexington, Va.; WATO Oak Ridge, Tenn., and change to DA-2; KVNI Coeur d'Alene, Idaho, and change ant.-trans. and studio locations and remote control point, make changes in ant. system and in ground system.

WAVE-TV Louisville, Ky.—Granted CP to reduce aur. ERP to 20 kw, and change type aur. trans.

### Actions of Aug. 26

KEEN San Jose, Calif.—Granted license covering increase in nighttime power and changes in DA system; conditions.

WOKJ Jackson, Miss.—Granted license covering change in hours of operation to unl., changes in ground system, and installation of DA-N.

KCTV Coachella, Calif.—Granted licenses covering change in hours of operation, and installation of DA-2 and new trans.; and use of old main trans. as auxiliary trans. at main trans. site, with DA-2.

WMQM Memphis—Granted license covering changes in ant. system and changes in ground system.

WTXL West Springfield, Mass.—Granted license covering change in type trans. for auxiliary nighttime and main daytime use.

KTIP Porterville, Calif.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site; remote control permitted for auxiliary purposes.

KPRS Kansas City, Mo.—Granted license covering installation of new trans.

WBEI Elizabethton, Tenn.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WWJ-TV Detroit—Granted CP to reduce aur. ERP to 9.77 kw, and change type aur. trans.

WGMR-FM Tyrone, Pa.—Granted mod. of CP to change ant. system, decrease ERP to 6.8 kw and increase ant. height to 990 feet; remote control permitted.

KNOP North Platte, Neb.—Granted mod. of CP to change hours of operation on 1410 kc from 1 kw, D to 500 w-DA-N, 1 kw-LS; remote control permitted, daytime only; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: WROX Clarksdale, Miss.; KEEP Twin Falls, Idaho; KGOS Torrington, Wyo.; KOEL Oelwein, Iowa, and make changes in DA system (2 main trans.); condition.

### Actions of Aug. 24

WKIG-AM-FM Hazard, Ky. — Granted change in remote control authority.

WDHF Chicago — Remote control permitted; condition.

### Action of Aug. 20

WHO-TV Des Moines, Iowa — Granted mod. of licenses to change name for TV and auxiliaries; and low power auxiliary to Palmer Broadcasting Co.; and to reduce aur. ERP of TV to 47.9 kw.

### Action of Aug. 17

KWRG New Roads, La.—Remote control permitted.

## Processing line

■ In accordance with commission's action of Aug. 31 granting waiver of Sec. 1.571(c) allowing below-described application to be placed at top of processing line, notice is hereby given that on October 8, following application: Irondale, Ala., Birmingham Broadcasting Company, Req: 1480 kc, 5 kw, D, Class III, will be considered as ready and available for processing, and that pursuant to Sec. 1.227(b)(1) and Sec. 1.591(c) of commission's rules, application, in order to be considered with application or with any other application on file by close of business on October 7 which involves conflict necessitating hearing with application, must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on October 7 or (b) earlier effective cut-off date which application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Action Aug. 31.



**"N**EVER operate your department in fear of management." That is the standing order of Manager Gene Dobson to his news executives at WTVT (TV) Tampa-St. Petersburg, Fla.

After this initial command, the ex-newspaperman limits his mandates to the news department to advice and counsel. "My philosophy is to hire the best people we can find, then let them do the job," Mr. Dodson says to express his pride and confidence in WTVT's prize-winning news team.

Mr. Dodson and his WTVT colleagues were amused by the news expansion flurry last fall when the networks enlarged early evening news shows to 30 minutes and several stations began offering an hour of information. WTVT pioneered in this area, beginning a 60-minute news show Nov. 5, 1956. Last summer this was expanded to 90 minutes when other stations were adopting the hour format.

WTVT was and is a leader in editorializing, too. The station's first opinion was aired in early 1958, a policy that has continued five days a week ever since. "This is one of the most important parts of our daily schedule," Mr. Dodson says. He confers every morning with the news director and editorial researcher on possible subjects but does not interfere in the final decisions of the news department.

**Participation Breeds Insight** ■ "A station's responsibility to inform and enlighten the public on public issues is equally as important as its ability to entertain," the WTVT manager says. He insists that his staff executives participate actively in community affairs and he sets an example by his own activities.

WTVT has 20 fulltime people in its news department and two remote units, one equipped with video tape. WTVT's licensee, WKY-TV System, has many well-known alumni of its new operations, including Frank McGee and Frank Blair (NBC).

When Mr. Dodson speaks on the principles of newsgathering it is more than book theory. Rather, his convictions stem from long experience in the field dating back to his Oklahoma University days. It was then that he abandoned plans to become a lawyer and turned to journalism.

Following stints with the university's newspaper and humor magazine, he held a number of jobs with Oklahoma newspapers prior to World War II service.

After the war he joined the Washington AP bureau as a reporter in December 1945. In September 1947 he resigned to become news editor of the *Norman Transcript*. From there he made the transition to broadcasting.

Operating under the tenet that a station executive's prime responsibility

## Initiative is the first rung on the ladder

is to know his community, Mr. Dodson also believes that FCC members should be required to know licensees and understand the day-to-day operations of a station. He would require every commissioner to serve an "internship" at both radio and television stations. Reading mail, answering the phone, selling, producing, listening to complaints—"all these things would give them a feeling for the actual operating problems of the individual stations," he said.

One of Mr. Dodson's assets is a sense

## WEEK'S PROFILE



**Eugene Benedict Dodson**—VP, WKY-TV System Inc. & mgr., WTVT(TV) Tampa, Fla.; b. Woodward, Okla., Nov. 25, 1912; U. of Oklahoma, 1933, BA (journalism); Wewoka (Okla.) News, 1932; Oklahoma News, 1933; Daily Oklahoman, 1934-42; U. S. Army, Office of Censorship, 1942-45; reserve colonel; AP, Washington, 1945-47; news ed., Norman (Okla.) Transcript, 1947-49; prom. mgr. WKY-AM-TV Oklahoma City, 1949-51; adm. asst., 1951-55; asst. mgr., 1955-56; acting mgr. 1956-57; mgr., WSFA-TV Montgomery, Ala., 1957-58; mgr. WTVT, 1958-present; CBS-TV Affiliates board, district 3; immed. past pres., Florida Assn. of Broadcasters, Tampa Philharmonic Assn.; pres.-elect, Greater Tampa Safety Council; bd., Boys Club of Tampa; bd., Rotary; University Club; Tampa Yacht & Country Club; former member, NAB Editorializing Committee; m. Grace Beaulieu, April 4, 1941; children—Jean Ann, 17; George B. 13; hobbies—golf, hunting, fishing, yardwork.

of humor and his appreciation of a good joke. "It takes a sense of humor to operate in this business," he says. The weekly meeting of WTVT department heads always kicks off with an anecdote the manager has picked up in his frequent travels within the area and throughout the country.

His flair for humor was further demonstrated during his newspaper days and while at WKY-TV Oklahoma City, when Mr. Dodson helped to write and starred in several annual gridiron banquets there, famous for uninhibited treatment of Oklahoma's stormy politicians.

**An Excellent Mentor** ■ P. A. (Buddy) Sugg, the former WKY-TV and NBC executive, who is now retired in the Tampa area, had a marked influence on Mr. Dodson's broadcasting philosophy. Mr. Dodson succeeded Buddy Sugg as manager when the latter joined NBC. Mr. Sugg earlier had persuaded Mr. Dodson to forsake the newspapering field in 1949 and join WKY-TV as promotion manager. WKY-TV System is a subsidiary company of the Oklahoma Publishing Co.

"I was so thoroughly convinced of the opportunities presented by television that I reluctantly left the newspaper field and have been in broadcasting ever since," Mr. Dodson said. "I have never regretted the decision." WKY-TV was going on the air at this time and, while he worked out his notice with the *Norman Transcript*, he drove to Oklahoma City each night to promote the opening of Oklahoma's first TV station.

**Outwits Saboteurs** ■ The Oklahoma Publishing Co. also formerly owned WSFA-TV Montgomery, Ala., which Mr. Dodson managed in 1957 when the station was to originate a live, remote telecast of Martin Luther King for NBC-TV. Ten minutes before Reverend King was to go on the air, someone sabotaged the WSFA-TV power supply, knocking the station off the air. However, the remote feed to NBC went through as scheduled and WSFA-TV telecast a kinescope of the controversial program a week later.

Mr. Dodson explained the program was later carried, despite the earlier sabotage, because "nobody but management should program a station," by whatever means used. He also felt that the Montgomery people were entitled to know what was said by a national figure in their home town.

He disagrees with the trend toward having citizens advisory committees to advise stations on programing. This, he feels, is unwarranted interference with the licensee's responsibility to program his own station and, besides, "you can't effectively program your station through such a committee."

## The \$9.1 million weekly gamble

**T**HE journalism function of television has lately been so much in the news that the approach of the 1964-65 season of entertainment program has been virtually unnoticed. Yet the new season is almost here. In the next few weeks the networks will lay out a schedule that will collectively cost them \$9.1 million a week.

That is more money than television has ever spent before, but it will probably buy just about what the expenditures of past seasons have bought, the scorn of most critics and the affection of most other viewers.

Until the whole new season has been exposed to view, it is risky to predict its fate, although the history of past seasons is of some value in making guesses about the new one. The big hits that command the largest audiences will more than likely be those that the critics deplore. There is bound to be a *Beverly Hillbillies* of 1964-65 that is liked by no one but the people.

If the regular series that begin their appearances this month seem heavily weighted in favor of escapist drama and light comedy, they will be leavened by generous portions of documentaries and news specials that this political year is bound to generate. For the habitual viewer the new season promises more than enough light divertissement. For the discriminating viewer of more serious purposes there will be satisfaction to be found if he will but exercise his discrimination in planning his viewing.

## News, politics and pundits

**T**HE political conventions are over. The candidates have been nominated. The campaign is on, and it is likely to be rough, tough and ugly from now until election day.

Many issues will be debated. There is one issue not to be found in either party platform. It is not partisan.

The issue is television.

The candidates have not made it an issue. Just the opposite. Each party intends to make television its major campaigning vehicle.

The issue has been invented by the newspaper columnists. It is competitive, not political. Syndicated columnists and editorialists have attacked television as the villain of the conventions, dominating the halls with its gear and the delegates with its manpower.

Television, to use the news vernacular, beat the pants off the press. (So did radio, nationally, regionally and locally.) Broadcasters were there first with the most. And they were on the air with the news before a single line of type could be set. The politicians loved it.

It's time the pundits recognized that the broadcaster happens to have a newer, better, faster, sprightlier mousetrap. It may be true that the political conventions are an obsolete, 19th century institution. But it is also true that as long as the parties persist in having them, it is the duty of the journalism media to cover them.

What the extent of that coverage should be is another question. That constitutes editorial judgment.

Last week we posed the question whether the expense involved in covering the conventions—\$16 million—is justified, particularly when many viewers who have a choice prefer regular entertainment programming.

All networks and station owners are concerned. Last July, following the GOP convention in San Francisco, WTMJ-AM-TV Milwaukee, commented editorially as follows:

"We believe that network officials should seriously consider abandoning the idea of covering future . . . conventions like a football game—from start to finish. Instead, they

should study the advisability of limiting live coverage to convention highlights such as important speeches and roll call votes. Other secondary formal developments could be taped and included in convention roundups to be broadcast at convenient times. Such a plan would please those Americans wanting to be kept informed on important developments and also those who desire that their daily programs be disturbed as little as possible."

If the obligation is to cover the news and the responsibility is to the public, this may be one answer.

## A ray of reality

**I**T would be appropriate to the subject of this homily if we could tell you now, while the outcome still appears uncertain, that broadcasters have irrevocably won the right to carry computerized projections of election results while the counting, or even the voting, is still in progress.

It would be satisfying, as well as appropriate, but unfortunately we cannot go that far. We do think it obvious, however, that the networks made significant, and we would like to think auspicious, progress last week in their meetings with the special committee of state governors concerned with this issue.

The governors talked with network officials and wire-service authorities, as reported elsewhere in these pages, and then concluded that they should do nothing more until after the Nov. 3 elections. The networks made clear that they intend to continue to project winners according to responsible statistical standards, and they also made clear that they will be most careful not to mislead viewers or listeners.

The governors, "greatly encouraged" by the "attitudes and suggestions" of the media, specifically decided to take no position on legislation pending or proposed in Congress to limit the reporting of election returns. It is an eminently sensible decision.

There is no evidence that reporting of computer projections of the eastern vote will have any more effect on western voting than reporting of the actual eastern tabulations has had in the past, and that, essentially, is what the argument is all about. We would like to think that the nation's legislators will concur with the governors, especially not losing sight of the fact that the chairman of the conference and its chief spokesman was the governor of Nevada, three time zones behind the East, and that among the members—none of whom offered any dissent—was the governor of Hawaii, six zones way.

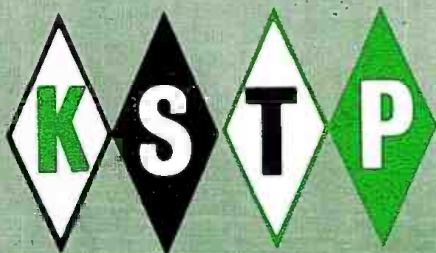


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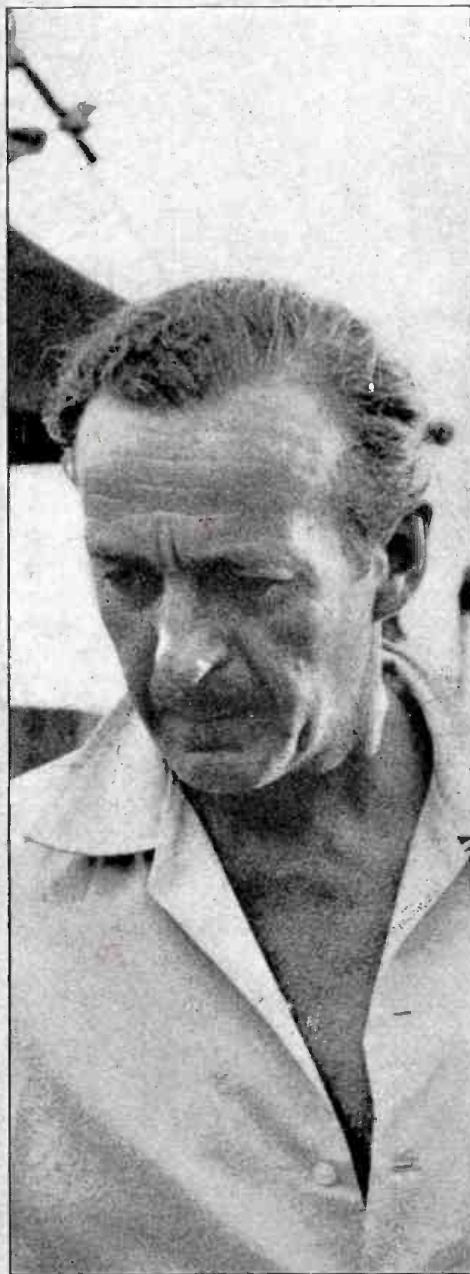
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**REMEMBER THESE GREAT NAMES IN THAT GREAT MOVIE?**

If you're looking for the big pictures with top names, look no further than the newly released **Columbia Post-'50 Group II**. David Niven, Deborah Kerr and Jean Seberg in "**Bonjour Tristesse**," in color, is one good example. Other box office hits include "Pal Joey," "Picnic," "Strangers When We Meet," "Song to Remember"... 60 in all.

**SCREEN GEMS**