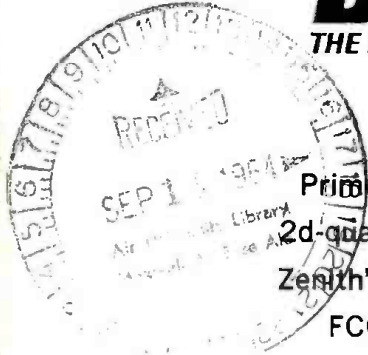




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FEB65 ATSA
(01-600) 64-8159
Maxwell Air Force Base
Montgomery Ala
NEWSPAPER



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Prime-time producers see tape as daytime vehicle. p31
2d-quarter spot TV grows 18.2% to \$263.7 million. p34
Zenith's Wright finds pay TV a magnetic enterprise. p44
FCC's Ford to propose plan for tall-tower farms. p78

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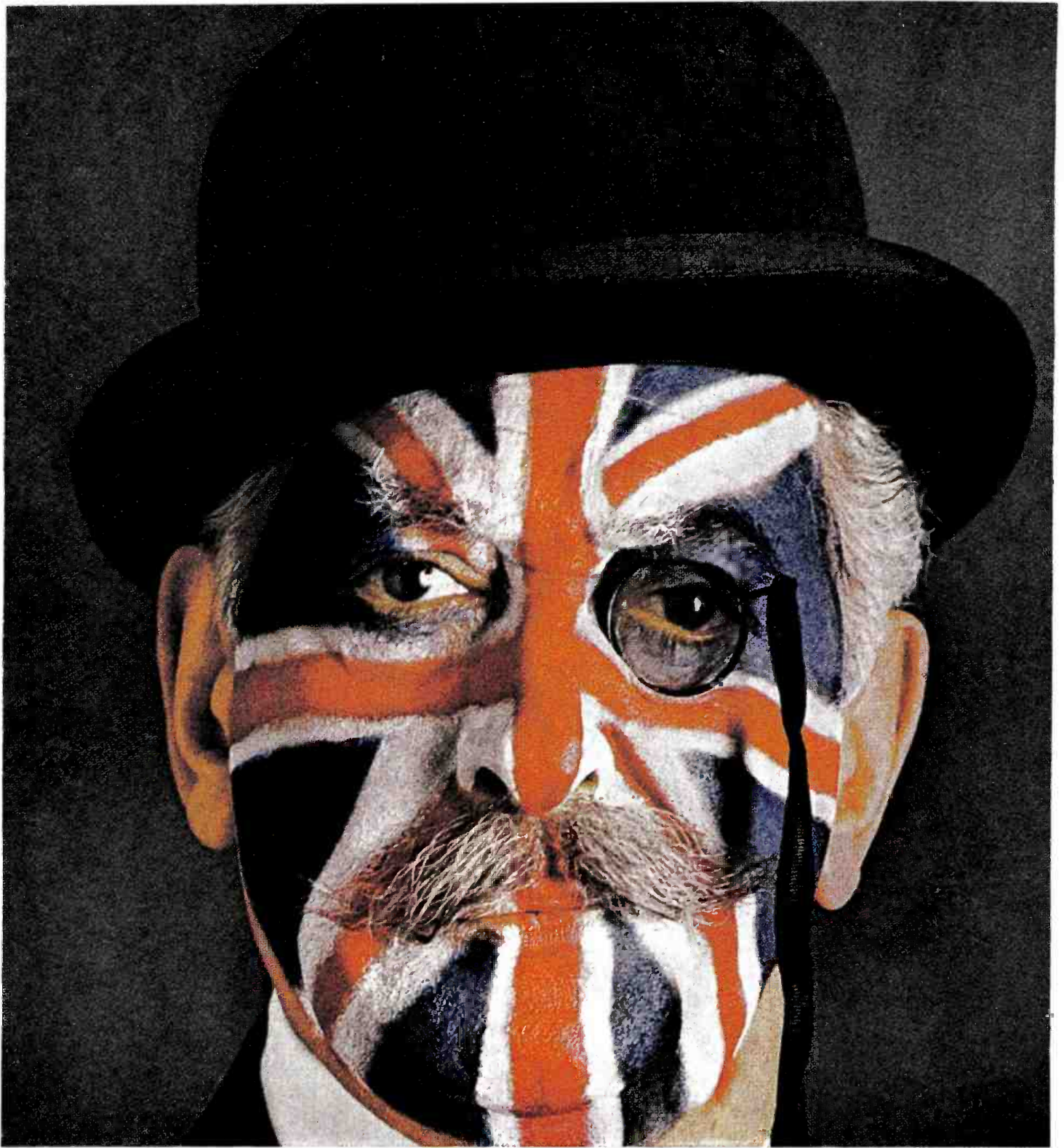


FOR GUARANTEED RATE PROTECTION FOR COMMUNITY RESPONSIBILITY
 FOR FIXED POSITION SPOTS TO DELIVER THE LARGEST AUDIENCES FOR CIRCULATION
 FOR MARKET INFORMATION FOR RELIABLE MERCHANDISING SUPPORT
TO BE THE DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION!

WCCO |  

Minneapolis—St. Paul

contact your nearest
Peters, Griffin, Woodward, Inc.
"Colonel" for the complete story



PHOTOGRAPH BY STANLEY SILVER

What! You still haven't heard of BRITISH CALENDAR?

How frightful! It's marvelous. A series of cracking good quarter-hour films... specially for American TV. Brim full of things British. Terribly current...all about Royalty, Sport, Politics, Fashion, Science, Education, Space...and all that. Dash it all man, you absolutely

mustn't deprive your viewers! Now, you can show British Calendar every week or every two weeks on a continuous basis. Or if you wish, weekly using thirteen or twenty-six issues. And of course, the whole thing is free. All you pay is the shipping. Drop us a line at:

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BRITISH CALENDAR
16mm., B/W, S.O.F., Approximately 13 minutes



*"St. Louis television
is a
brand-new ball game!"**

PAT FONTAINE

... a leading lady on the American television scene ...
returns to St. Louis...to be a bright new star on KTVI.

* Pat will be a hard-hitter
for a powerful new KTVI
team coming to bat in St. Louis.

BROADCASTING, September 14, 1964

**THE
EXCITING
NEW**

KTVI Channel **2**

ST. LOUIS abc HR



**IT'S HERE!!!
A NEW SEASON...**

It's a new season for television, too . . . and KRLD-TV is the favorite again for 1964-65 in the Dallas-Fort Worth market with a 40% Metro Share of Audience and 73,000 Homes Per Average Quarter-hour, Sign-on to Sign-off, Monday thru Sunday.*

Put your money on the perennial winner and defending champion . . . Channel 4. See your ADVERTISING TIME SALES representative.

*ARB
June/July '64

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

Ownership quotas

This is multiple-ownership week at FCC. On Wednesday commission is scheduled to consider proposed rule-making involving mutual funds' ownership of broadcast properties. Proposal is aimed at resolving dilemma posed by funds and other financial institutions that technically violate multiple-ownership rules by owning 1% of two or more group owners whose total number of properties exceeds ownership limits allowed by FCC. Proposal, in which commission would ask for comments on how to bring compliance with rules has been on and off agenda umpteen times.

But this is only warm-up for what should be lively session at special meeting Friday. Commission then will consider entire multiple ownership issue. Staff, which has been studying matter for months, has dredged up long list of proposals made over years—including suggestions to limit ownership of VHF TV's to three, if stations are in major markets, and to limit licenses to ownership of one station of any class—AM, FM or TV—per community. Suggestions for loosening rules as means of aiding UHF are also included. Staff has not made recommendation to commission; will ask for direction on how to proceed in drafting proposed rulemaking. Issue is thorny. Number of commissioners are unhappy with present rules, which limit ownership to seven stations in each service (of which, in TV, no more than five can be VHF's). But there are sharp differences of opinion on how rules should be changed.

Escalator stopped

Movement is afoot to inject greater choice into election of Radio Advertising Bureau board chairman, starting this year. In past, nominating committee each year has proposed one nominee and board members have elected him. Nominating committee's choice traditionally has been incumbent chairman of board's executive committee. Since executive committee chairman is named by board chairman, effect of past procedure is that, knowingly or not, board chairman has designated his own successor. This year, in recognition of growing dissatisfaction with this system, nominating committee, headed by Wendell Mayes of KBWD Brownwood, Tex., is expected to suggest two and possibly more nominees and let board make free choice.

First "victim" of this break with tradition, if it turns out that somebody else is elected, would be Harold Krel-

CLOSED CIRCUIT®

stein of Plough stations, current chairman of board's executive committee. There's nothing, of course, to keep nominating committee from including him among possible choices—and in fact it's believed he will be included. This year's board chairman is Victor C. Diehm, WAZL Hazelton, Pa. Election meeting is set for Nov. 13 in New York.

Armed and ready

Senator John Tower (R-Tex.), who blistered FCC and Democratic National Committee in last week's attack on use of fairness doctrine (see page 70) would be delighted if Democrats were to challenge him to back up his charges. He released correspondence conducted with FCC Chairman E. William Henry in speech, but has two files bulging with more documentation. Stations, constituents and some sponsors have been writing Senator Tower for years and he'd welcome dare to spread it on record.

At spots' cost

Helene Curtis Industries, one of TV customers that yelled loudest last January when Procter & Gamble ultimatum against piggyback adjacencies was followed by NAB tightening of piggyback control, now feels "broadcasters have outsmarted themselves." Helene Curtis official says company has embarked on concerted program to use as little spot TV as possible, taking up slack with more network TV and print. Curtis is cutting back spot markets, moving to stations that charge no premium for piggybacks and, in some cases, using conventional minute announcements instead of multiproduct spots. Company does have spot TV campaign planned in 30 major markets, but says number would be larger if piggyback problem had not come up.

Last winter Curtis lawyer had talked about legal action against P&G and NAB on grounds that P&G was using its vast buying power in unfair competition against smaller competitors, but there's no disposition now to go to court. Adjustments in Curtis advertising strategy have been made without damage to efficiency, company officials say.

Expert advice

John S. Hayes, president of Newsweek-Washington Post stations, will move to Democratic National Committee headquarters this week to co-

ordinate radio-TV for Johnson-Humphrey ticket. He'll work with Doyle Dane Bernbach in placement of broadcast advertising, of which some \$3 million is ticketed for TV spots.

Two other well-known broadcasting names are now identified with vice presidential campaign of Senator Hubert Humphrey. Morris Novik, former owner of WOV (now WADO) New York, and Gerald Bartell, chairman of Macfadden-Bartell, which now owns WADO among other properties, are handling radio-TV for Humphrey campaign, with Mr. Novik in New York and Mr. Bartell in Washington.

Run at own risk

Broadcasters hoping for guidance from FCC, on whether broadcasts of President Johnson's news conferences during campaign raise equal-time question may be disappointed. Request for ruling has been made by CBS, and commission is expected to consider matter this week. But if thinking of some commissioners and key staff members prevail, commission will reply, in effect, "it depends." Whether other presidential candidates would be entitled to equal time as result of Johnson news conference depends on content of particular broadcast, said one commissioner. "We can't rule in advance," he said. "We need a factual situation before us."

Question, incidentally, is regarded by some commission officials as more network needling as result of failure of Congress to suspend equal-time law this year. As was true when networks raised equal-time question in connection with proposed Johnson broadcast in behalf of United Community Funds and Community Chests (BROADCASTING, Sept. 7), FCC staffers feel CBS query is part of campaign for repeal of equal-time law.

New ratings, new price

Hooper-Holmes Bureau Inc., Morristown, N. J., newcomer to radio audience measurement field, reportedly has wound up preliminaries for proposed price structure of its planned, diary-based national radio ratings service. Company expects to make its pricing presentations before individual radio networks, beginning this week. Hooper-Holmes, which has no relationship to C. E. Hooper, is 64-year-old company that in recent years has specialized primarily in personal investigations for major insurance companies (BROADCASTING, Feb. 10).



October 5, 1912 *Woodrow Wilson said today that his western campaign tour removed doubt of his popularity in that region. As proof, the Democratic nominee for President, who is the Governor of New Jersey and the former President of Princeton University, told reporters that crowds everywhere had greeted him as "Doc," "Woody," and "Kid."*

The Associated Press Brings 116 Years of Experience and Reliability to the 1964 Election Story.
THE ASSOCIATED PRESS *The Prestige Service*

WEEK IN BRIEF

Video tape may be new production factor in daytime TV programs. At least six major production firms are developing total of some 20 properties on tape for fringe-time presentation. See . . .

TAPE NEXT FOR DAYTIME TV? . . . 31

National and regional spot TV spending hit \$263.7 million for second quarter, up 18.2% from same period last year. Biggest gain came from confections and soft drinks, TVB says. See . . .

SPOT TV UP FROM '63 . . . 34

FCC now seeding field for antenna farms. Planned rule-making proposal would seek to eliminate air hazard complaints from Federal Aviation Agency by grouping antennas on FAA-approved sites. See . . .

FCC RISES TO PROBLEM . . . 78

RKO's pay-TV experiment in Hartford impresses Zenith, which now poises to take leap itself. Study of Hartford convinces Zenith pay TV is workable, poses no major threat to commercial television. See . . .

ZENITH FOR PAY TV . . . 44

Puzzled FCC investigates possibility of revising financial standards for UHF applicants. Problem: U's in multi-V markets need to be strong, but upper band shouldn't be limited to big money outfits. See . . .

HOW MUCH MONEY IS ENOUGH? . . . 52

Fairness doctrine problems peak quadrennially. Strouse, Pierson and Cox debate issue. Senator Tower labels it 'Frankenstein'. Democratic state committees start monitoring to counter political right. See . . .

THE STATE OF FAIRNESS . . . 68, 70

Bob Hope and associates sell 52.5% of KOA-AM-FM-TV Denver and KOAA-TV Pueblo, Colo., for \$6,318,600. Buyers are group already in company, Metropolitan Television Co., led by President Ralph Radetsky. See . . .

\$6.3 MILLION SALE . . . 46

Pepsi-Cola hits the spots with new selling theme, plans to spend more in radio-TV. Some 400 TV outlets and more than 3,000 radio stations will carry new pitch, both on local and network basis. See . . .

PEPSI ALTERS THEME . . . 40

CBS 8, opponents 2 in second game of American League vote on approval of purchase of Yankees. Finley, Allyn score on network. Justice Department takes time out for word from sponsor, Ballantine. See . . .

CBS SWEEPS DOUBLEHEADER . . . 46

Willard Schroeder tells Michigan broadcasters that National Association of Broadcasters should aim at improving government and public relations. Also wants smaller board, more frequent meetings. See . . .

SCHROEDER LISTS NAB GOALS . . . 56

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

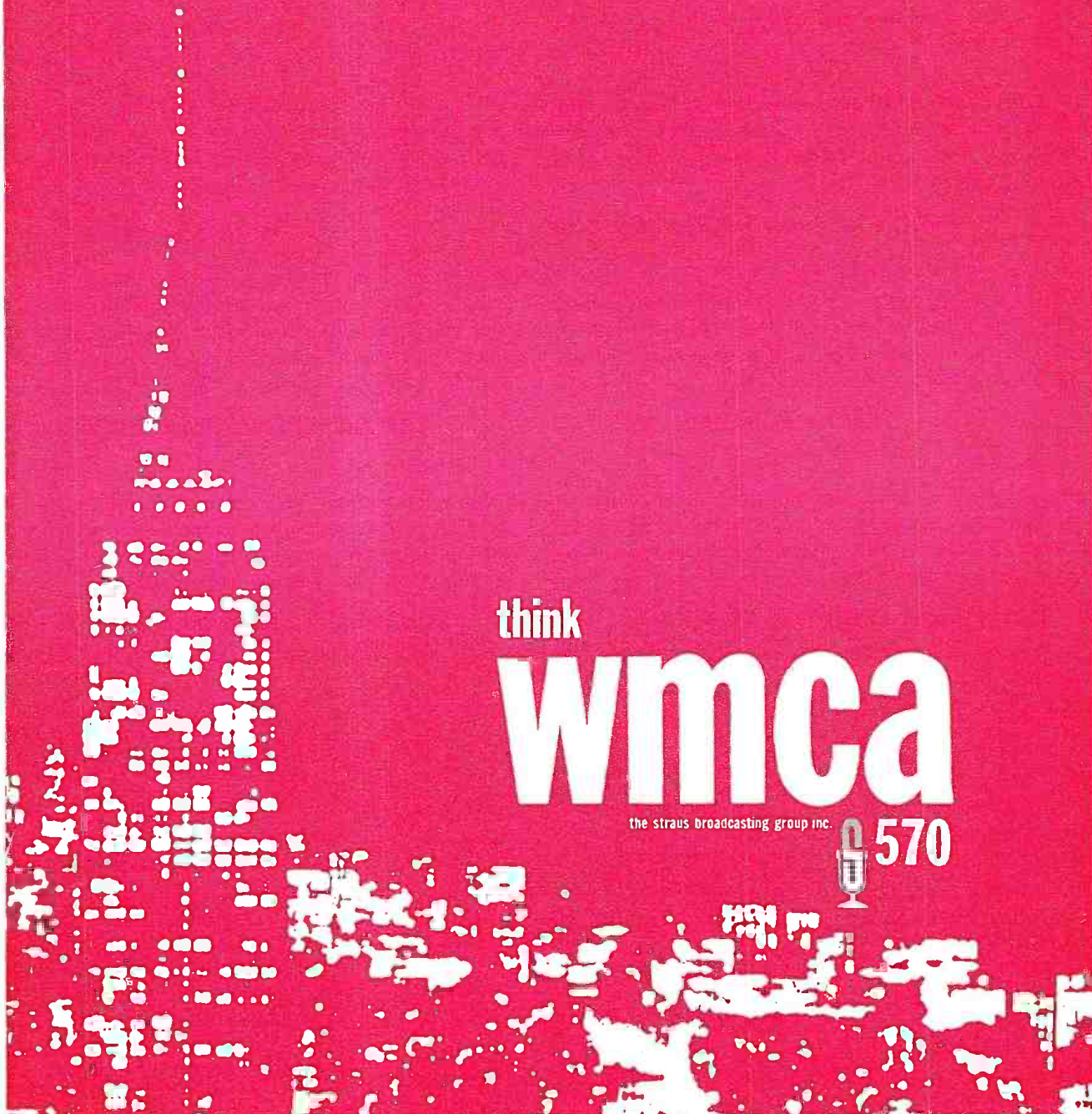
Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

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NEW YORK
RADIO



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the straus broadcasting group inc.



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

RKO's plea to FCC opposed by Philco

Philco Broadcasting Co. last Friday (Sept. 11) told FCC that RKO General Inc.'s plea for reconsideration of commission's channel 3 Philadelphia decision should be dismissed as it fails to offer any "new facts or arguments." Philco also said RKO has no grounds to claim injury to its private interests resulting from commission's decision.

RKO claimed that its four-year involvement in the channel 3 case cost more than \$2 million which could be recovered only by acquisition of Philadelphia stations. RKO said most of loss was due to termination of its CBS affiliation for WNAC-TV Boston in view of prospect of Philadelphia operations (BROADCASTING, Aug. 31). Following termination of CBS contract WNAC-TV affiliated with ABC, with a lower rate of remuneration, RKO said.

Philco said "The public interest required that NBC be denied a renewal of its license [for WRCV-AM-TV Philadelphia] and an opportunity to use that license to obtain a Boston station overrides any private interest of RKO."

Commission's 5-0 vote denied proposed swap of NBC's Philadelphia stations with RKO's WNAC-AM-TV and WRKO-FM in Boston (BROADCASTING,

Aug. 3). Federal agency ordered exchange of Philadelphia properties with Westinghouse Broadcasting Co.'s Cleveland outlets KWY-AM-FM-TV. Philco's application for new station on channel 3 had been denied.

Philco did agree with RKO's position that it violates FCC rules to order exchange with Westinghouse. Rules, Philco reiterated, prohibit assignment to any party but one of licensee's choice and require that commission act only when application has been filed.

It would also create an overlap situation, Philco said, if Westinghouse were to operate stations in both Philadelphia and Baltimore (WJZ-TV). Philco further noted that an exchange with Westinghouse was never an issue in channel 3 case.

Deal closed for outlets in Detroit, Huntington

Capital Cities Broadcasting Corp. disclosed Friday (Sept. 11) that on previous day it completed its purchase of WJR-AM-FM Detroit and WSAZ-AM-TV Huntington, W. Va. Capital Cities' \$15.1 million purchase was approved by FCC earlier this summer (BROADCASTING, Aug. 3). Capital Cities said it has increased its total debt to \$36 million and repurchased 78,285 of its own shares. There are 1,353,729 shares out-

standing.

Capital Cities also owns WROW-AM-FM and WTEN(TV) Albany, N. Y.; WTVD(TV) Durham, N. C.; WPRO-AM-TV Providence, R. I.; WBKB-AM-TV Buffalo, N. Y.; WPAT-AM-FM Paterson, N. J., and WCDC(TV) Adams, Mass.

Richard Fitzpatrick dies

Richard S. Fitzpatrick, 44, veteran employe of U. S. Information Agency and co-founder of Washington chapter of Sigma Delta Chi, professional journalism society, died Friday (Sept. 11) of respiratory ailment at Fairfax (Va.) hospital.

Communications psychologist and head of USIA's report library at time of his death, Dr. Fitzpatrick joined in founding SDX chapter in 1936 and served as secretary for more than 20 years.

Survivors include his wife, Virginia; and two sons, Edward, 18, and Scott, 7. Services are to be held today (Monday).

LBJ TV spot draws 1st political blood

First airing of TV spot for Democrats' Johnson-Humphrey ticket set off row Friday (Sept. 11) in Washington where GOP and Democratic party chair-

Editorial, critics fail to sway Md. election official

Maryland county election official, who plans to prevent networks from getting voting returns from his polls before balloting ends on West Coast (see page 72), stuck to his guns Friday (Sept. 11) after being criticized by Maryland secretary of state and editorial on WTOP-AM-FM-TV Washington.

Meanwhile, Senator Jacob K. Javits (R-N.Y.), author of plan for national election day that would stagger poll closing hours across country to give effect of uniformity, was understood to be writing Senate Rules Committee that Maryland incident showed need to have prompt hearings on his measure, S 3118.

R. Thomas Loftus, chairman of board of supervisors of elections, Prince Georges county, said board

cooperated with news media during spring primary but now not only won't cooperate, but will withhold results. Refusal last week was to NBC request for November election coverage.

Primary, Mr. Loftus said, affected only Maryland voters, but at least nine U. S. senators have raised serious questions whether network computer predictions based on fractional early returns in East on Nov. 3 could alter outcome in West where polls would still be open (BROADCASTING, Aug. 17).

Secretary of state had said results must be posted immediately, "but I expect they won't be ready until 10:30-11 p.m." eastern time (which would be after polls close on West Coast), Mr. Loftus said.

He requested opportunity to answer WTOP editorial and expected chance would come shortly, he said.

(Ben Strouse, president of WWDC-AM-FM Washington, at news conference Friday on stations' endorsement of President Johnson [see page 76], said he also contemplated editorializing against withholding of poll results. He said he has considered suit against election board and would "look into the matter" this week.)

Prince Georges is suburban Washington county with 150,000 registered voters. Voting is by machine; polls close at 7 p.m. and conceivably results could be tabulated within hour.

Fulltime job for Mr. Loftus is as recorder of debates on floor of U. S. Senate.

men signed pledges to conduct clean campaigns.

Dean Burch, Republican chairman, said spot (on NBC-TV's *Monday Night at the Movies*, Sept. 7) pictured Senator Goldwater as reckless man who might trigger nuclear war. Mr. Burch promptly tried to file complaint with Fair Campaign Practices Committee, but Charles P. Taft, committee chairman, said, "I don't see our group as a necessary element in a complaint of this kind." Group, nonpartisan organization, is more concerned with smaller campaigns, he said. Bigger ones can always get publicity for complaints.

To Mr. Burch's charge that spot libeled Senator Goldwater, John M. Bailey, Democratic chairman, said any image of Republican nominee "has been created by himself." He would be happy, Mr. Bailey said, for fair campaign group to check over all Democratic TV spots.

Sale of KMSO-TV approved by commission

FCC last Friday (Sept. 11) approved \$818,841 sale of KMSO-TV Missoula, Mont., from Mosby's Inc. to KMSO-TV Inc.

Mosby's Inc. was owned 78.8% by A. J. Mosby, and Mary Jane Bader and Aline Mosby, each 10.1%. Mr. Mosby is retained as consultant at \$400 per month and owns .00079% of new licensee KMSO-TV Inc.

KMSO-TV Inc. is owned 79.36% by Dale G. Moore and 20.63% by Farviews Development Co. Mr. Moore also owns 99.26% of KGVO Missoula and 78.95% of KCAP Helena, Mont.

Florida broadcasters praised for Dora action

In battering of southern seaboard of U. S. by Hurricane Dora last week, broadcasters were generally acknowledged to deserve major share of credit for keeping public informed and injuries at minimum. Two Jacksonville, Fla., television stations are prime examples:

WFGA-TV operated around clock from Tuesday morning to Friday night, carrying special reports and news bulletins on hurricane as well as regular programming. It stayed on continuously, although for short period it lost video when winds moved microwave dish. Station sent regular news reports to three networks and WTVJ(TV) Miami, which like WFGA-TV is owned by Wometco Enterprises Inc.

WJXT(TV) lost its power for 24 hours ending 3 p.m. Thursday, but before that was broadcasting on 24-hour basis, with half of its air time devoted to

WEEK'S HEADLINERS



Mr. Kummel

Eugene H. Kummel, executive VP and a principal of Norman, Craig & Kummel, New York, will join The Interpublic Group of Companies, New York, as VP and general corporate executive, Jan. 1, 1965. The Interpublic Group consists of McCann-Erickson, McCann-Marschalk, Erwin Wasey, Ruthrauff & Ryan and various other smaller agencies and marketing and PR subsidiaries.

For other personnel changes see FATES & FORTUNES

weather department and news room.

Other stations, both radio and TV, in other areas performed valiantly, with many operating around clock. No damage to broadcast outlets was reported, although considerable damage resulted from Hurricane Cleo when it hit Florida (BROADCASTING, Aug. 31).

Boycott of films stops before starting

In what appeared to be complete surrender, theater operators of the British Isles abruptly dropped their plans to boycott Samuel Goldwyn films in protest of sale of 50 Goldwyn pictures to Associated Television (see page 62).

Dispatch from London quoted Ellis F. Pinkney, general secretary of Cinematograph Exhibitors Association of Great Britain and Ireland, as calling move "substantial alteration in policy . . . circumstances have changed." In Hollywood Mr. Goldwyn said, "I am very happy that the CEA has . . . lifted the . . . boycott which has kept American motion pictures off British television." CEA's surprise give-in to Goldwyn is seen as signal for mass invasion of British TV by U. S. movie makers.

NAB seeks extension

National Association of Broadcasters Friday (Sept. 11) asked FCC to delay until Oct. 19 deadline for reply comments to commission's rulemaking proposing to govern grants in private and common carrier microwave services if facilities are provided to community antenna television systems. Deadline for replies is presently Sept. 18.

NAB said it has extensive economic study under way but more time will be

October fest set for FCBA

Annual fall outing of Federal Communications Bar Association will take place Oct. 5 at Washingtonian Country Club, Gaithersburg, Md.

In addition to usual golf, tennis, horseshoe pitching and other events, annual baseball game between teams representing FCBA and FCC will be featured. Q. B. Smith is chairman of outing committee.

needed to complete investigation. NAB also wishes to study responses to CATV questionnaire mailed to TV station licensees (BROADCASTING, Aug. 24).

Chevrolet and Buick outline fall push

Heavy radio spot drive on 400 stations plus use of "blockbuster" five and one-half minute TV commercial on two network shows will help promote introduction of new 1965 Chevrolet cars Sept. 24, Chevrolet advertising manager William R. Stacy is to announce today (Monday). Chevrolet agency is Campbell Ewald, Detroit.

User of extra long TV commercials past two years, Chevrolet will place new five and one-half minute version on *Bonanza* on NBC-TV Sept. 27 and *Man from U.N.C.L.E.* on NBC-TV Sept. 29. Chevrolet also is using ABC-TV's *Bewitched* and radio network news shows on CBS and NBC.

Buick, meanwhile, which also debuts Sept. 24 plans four-week radio drive starting Sept. 23 on 195 stations in 97 large-market areas plus ABC and MBS networks, Roland S. Withers, Buick general sales manager, reported. Buick agency is McCann-Erickson, Detroit.

60-market Remco drive

Remco Industries, New York, through Gumbinner-North, that city, will run \$3,250,000 campaign this fall in 60 markets. Campaign will concentrate on five toy items and will use local children's show personalities.

Award due Huntley & Brinkley

Pulse Inc.'s 23d annual Pulse Man-of-the-Year award will go this year to two men, NBC newsmen Chet Huntley and David Brinkley. First joint award in history of prizes will be presented at luncheon Oct. 12 at Plaza hotel in New York.



SATURDAYS, 11 PM

"FROM HERE TO ETERNITY"

Burt Lancaster, Deborah Kerr

"DAMN YANKEES"

Tab Hunter, Gwen Verdon

"THE OLD MAN AND THE SEA"

Spencer Tracy, Felipe Pazos

"AUNTIE MAME"

Rosalind Russell, Forrest Tucker

"ALL THE YOUNG MEN"

Sidney Poitier, Alan Ladd

"THEY CAME TO CORDURA"

Gary Cooper, Rita Hayworth

"BELL, BOOK AND CANDLE"

James Stewart, Kim Novak



FRIDAYS, 11:20 PM

"THE EDDY DUCHIN STORY"

Kim Novak, Tyrone Power

"JUBAL"

Glenn Ford, Ernest Borgnine

"THE KEY"

William Holden, Sophia Loren

"THE LAST ANGRY MAN"

Paul Muni, David Wayne



**MONDAYS THROUGH THURSDAYS,
11:20 PM**

Drama, mystery, adventure, romance
selected from the same great packages



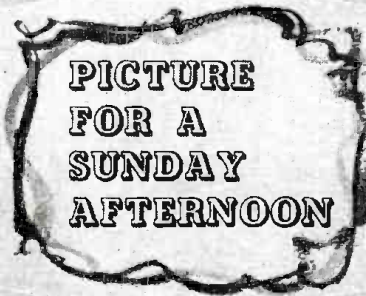
MONDAYS THROUGH FRIDAYS

4:30 - 5:55 PM

Featuring the best of

ACTION! SUSPENSE!

COMEDY! DRAMA!



12 NOON

"GARDEN OF EVIL"

Gary Cooper, Susan Hayward

"TROPIC ZONE"

Ronald Reagan, Rhonda Fleming

"LADIES IN LOVE"

Loretta Young, Tyrone Power

**AND SUNDAY NIGHTS 11:25 PM IT'S
"THE CHANNEL 2 SUNDAY THEATRE"**

MOVIES ARE BIG ON CHANNEL 2

**EXCLUSIVE - 7 NIGHTS A WEEK
FEATURING MANY FIRST-RUNS!**

Top stars — top films! Over 700 titles including such famous packages as 7 Arts, Screen Gems, 20th Century and others. Channel 2 features a continuous parade of audience builders, backed by a continuous campaign of daily newspaper advertising and on-air promotion. Now is the time to buy — and let films sell for you in the WMAR-TV 43-county market!

In Maryland Most People Watch

WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by THE KATZ AGENCY, INC.

Coming in September: Baltimore's new
1000 foot tower (1319 feet above sea level)

...and now our station
captures first place with
the listeners



KNORR BROADCASTING CORPORATION

August 18, 1964

Dear Paul:

As WKNR continues its spectacular climb to the number one spot here in Detroit, we'd like to take this time out to look at our remarkable progress and to thank those who helped make it possible.

First among all who took part stand you, Paul, and the energetic men of your company who make up its sales force.

Your original counsel launched us on this venture and your confidence in our eventual success was a constant inspiration to us. The strong sales job done by all your offices is making it pay off even more quickly than we had anticipated.

We shall never cease to be grateful to you.

Kindest personal regards.

Cordially,

A handwritten signature in cursive script, appearing to read 'Walter Patterson', written over a horizontal line.

Walter Patterson
General Manager

WP/jp

Mr. Paul H. Raymer
Paul H. Raymer Co., Inc.
444 Madison Avenue
New York 22, New York

WKNR BUILDING, 15001 MICHIGAN AVENUE • DEARBORN, MICHIGAN • 313 Tl 6-8500

WKNR, Detroit, most of most of the time*

...Thank you, Pat, for that letter!

Thank you for giving us credit for co-operating with you.

WKNR has been made a truly great station
in a great market.

Our part in your success is further evidence
of what a representative can do if
he has a compact list and fewer diluting
responsibilities. This means more time,
more interest, more effort, and of course,
more business for you.



**Pulse 3-County Metro April, May, June, '64 Mon-Fri.
6 a.m. 12 mid, 12 out of 18 hours.*

PAUL H. RAYMER COMPANY, INC.

Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • HOLLYWOOD



COME FOR THE WEEKEND ... Good hosts supply pleasant company, ample refreshment, convivial conversation, valuable information, and a broad range of entertainments for weekend guests. KCBS Radio is a great host. It attracts responsiveness like this for advertisers: 1380 requests for tickets to a stage production after just two weekends of announcements. Fifty-two weekends a year, KCBS keeps Northern Californians informed and entertained. At home or on the move, all weekend, every weekend, they stay with KCBS *Weekend 74*... it's portable and productive!

STAY FOR THE NIGHT

Starting at 11:30 p.m. for six nights a week, *Music 'til Dawn* has been soothing the night people in the Bay Area for 11 years now with music to stay awake by (the popular classical kind), with Ken Ackerman. For one week, he offered complimentary tickets to a KCBS-sponsored youth symphony concert. Any response? More than 3000 listeners packed San Francisco's Masonic Auditorium for the concert. KCBS delivers the same kind of quality response to advertisers—at low nighttime rates. Nighttime is a *bright* time to sell.

Foreground programming molds opinions, delivers adult response. In San Francisco, the talk of the town is the buy of the town. **KCBS RADIO**

A CBS Owned Station represented by CBS Radio Spot Sales.

DATEBOOK

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

■ Indicates first or revised listing.

SEPTEMBER

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 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.

■ Sept. 17—Southern California Broadcasters Association luncheon. Taylor Rhodes, vice president and executive media director of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, will discuss significant changes in agency buying practices stemming from computers and other modern techniques. Michael's Restaurant, Hollywood.

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

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.



Telawoman

To spread the word, telephone or tell-a-woman. An old joke, but we believe there's some truth in it.

However, a woman is not nearly so easily influenced as some people think. Tell her something preposterous in a tasteless way, and you'll bore her. Tell her some-

thing interesting in a compelling way, and you turn a viewer into a buyer. Chances are she'll tell someone else.

That's our objective: to present a selling idea so well that it goes out in a widening circle—and rings up sales at the cash register.

N. W. AYER & SON, INC.

The commercial is the payoff



6:30 PM EDT / PROFILES IN COURAGE



7:30 PM EDT / WALT DISNEY'S WONDERFUL WORLD OF COLOR



8:30 PM EDT / THE BILL DANA SHOW



9:00 PM EDT / BONANZA



10:00 PM EDT / THE ROGUES

INSIDE SUNDAY NIGHT

The already powerful Sunday night lineup on NBC-TV will gain additional lead-in strength when "Profiles in Courage"—a full-hour, weekly series—makes its November 8th debut.

Based on the Pulitzer Prize best-seller by John F. Kennedy, the television series—with Robert Saudek as executive producer—will bring to life the highly-charged episodes of heroism-under-fire that lie behind the history of America. With the nation's finest actors in starring roles, "Profiles in Courage" bids fair to be one of the most exciting series of the new season.

This stirring new entry will be followed by "Walt Disney's Wonderful World of Color," the all-family favorite now entering its fourth straight Sunday night season. And the only thing surer than the Disney touch is the fact that large audiences will again be tuning in for his magic every week.

Comedy's the third Sunday night attraction, with Bill Dana returning as bellhop José Jiménez. Slotted now between the powerful "Disney" and "Bonanza," "The Bill Dana Show" is a good bet to score impressively in viewer popularity.

Next, of course, comes wide-ranging adventure, Ponderosa style. For five seasons now, Lorne Greene and his company of Cartwrights have been riding high in audience attention; once again, in this Sunday evening color slot, it's strictly "Bonanza"—the most popular hour television program in the *world*.

For the night's climax, NBC offers one of the most talked-about new entries of the TV season—the dashingly different hour, "The Rogues." Inside forecast has the three gentleman scoundrels—Charles Boyer, David Niven and Gig Young—stealing the hearts of the viewing public. We wouldn't be surprised.

In sum, the Sunday night lineup—embracing historical drama, adventure, fantasy and comedy—shows that television once again is putting forth its "Sunday's Best" on NBC-TV.



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



NEW!
Cartridge Mount*
for broadcast
Cartridge
Machines!

**NORTRONICS HEAD MOUNT
 REDUCES MOUNTING AND
 ALIGNMENT PROBLEMS!**

This new Nortronics Cartridge Mount, eliminates the need for rear-mount heads! Designed for cartridge tape handlers using endless loop tape cartridges of the Fidelipac and Viking type, it permits fast, easy installation and alignment of up to three heads on one assembly! "Micrometer" adjustments permit setting of head height, azimuth and face perpendicularity—special lock screw on each head bracket "freezes" the adjustments. Heads are fastened to the bracket with a quick-release screw clamp for fast installation.

Cartridge-Mount Kits, with all necessary hardware, are available for the conversion of existing cartridge players using rear-mount heads.

**CARTRIDGE MOUNTS COMPATIBLE
 WITH ALL NORTRONICS TAPE HEADS!**

Typically, two Premium series half-track stereo heads—one used for record, the other for playback—and any Nortronics erase head may be mounted on a single assembly. Premium series heads feature fine laminated, precision-lapped, low loss core structures; deposited quartz gaps; and hyperbolic, all-metal faces. Cartridge Mounts, as well as the entire line of broadcast quality replacement heads, are available through your Nortronics Distributor.

For complete information about Nortronics Cartridge Mounts, write for our Form #177.

*PATENT PENDING



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

antenna television systems.

Sept. 16—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. 18-19—First annual convention 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—Hollywood Ad Club luncheon at Universal City Studios. Al Dorskind, vice president and treasurer of MCA, will speak. David Lipton, vice president of Universal Pictures, is chairman of the day.

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, 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 Television 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." 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—Report of progress in ratings by Broadcast Rating Council Inc. to House Special Subcommittee on Investigations, New House Office Building, Suite 1034, 10 a.m.

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, 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

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.

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.

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.

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

■Sept. 28—Twenty-seventh annual workshop of the Chicago Federated Advertising Club. Lester F. Lilliston, of Tatham-Laird, is chairman. 36 South Wabash Avenue.

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

Oct. 2-4—New York State conference of

■Indicates first or revised listing.

(Quote)

In less than six months of advertising Mrs. Filbert's Whipped Margarine exclusively on WBAL-TV, we've achieved 100% distribution in all major food stores and independent groceries—plus a steady rise in sales.

(Unquote)

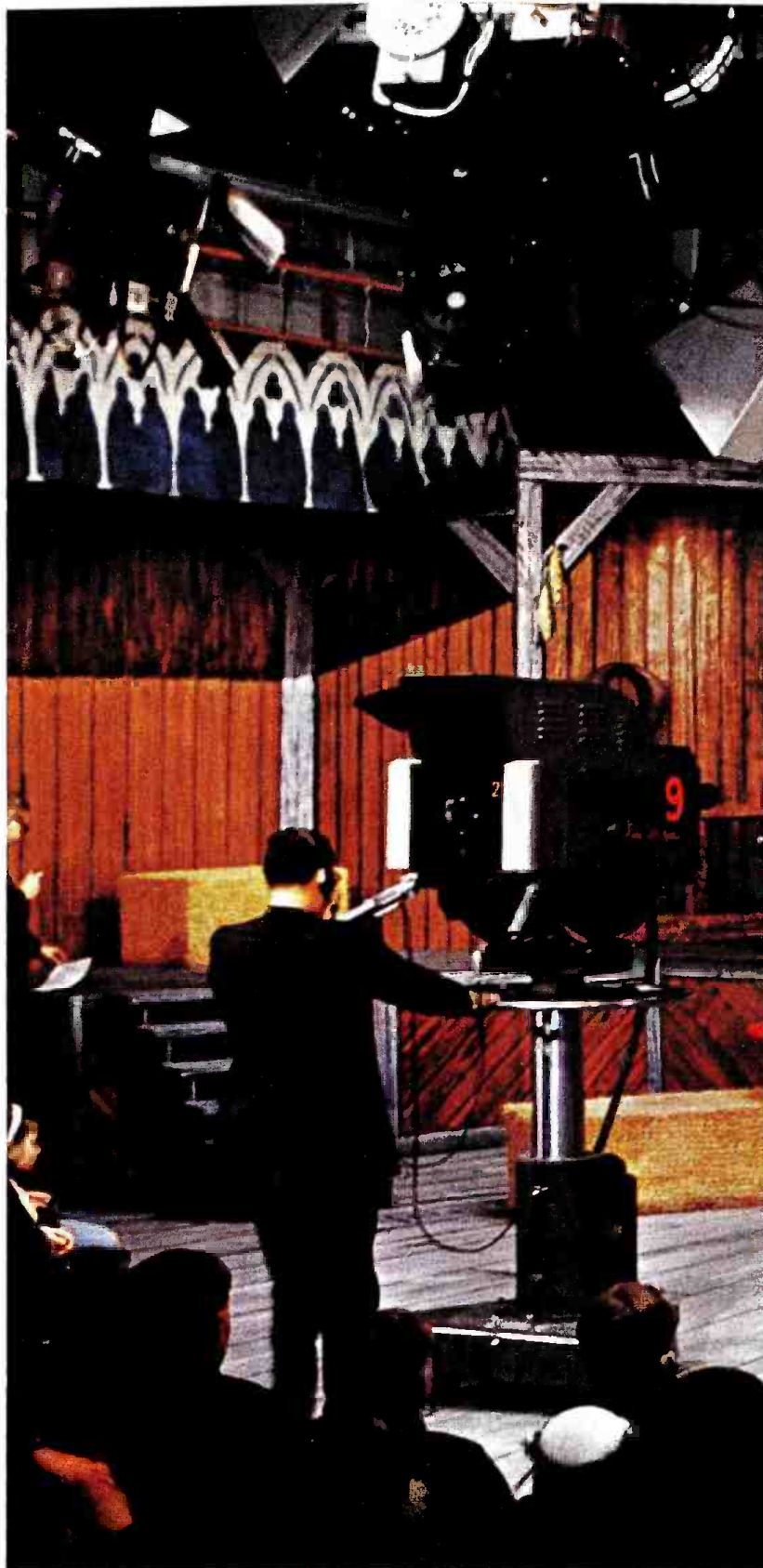
Wm. A. Hottman, Jr.
Advertising Manager
J. H. Filbert, Inc.

Maximum Response—that's advertising efficiency.

WBAL-TV BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

Nationally Represented by Edward Petry & Co., Inc.



**Color
in Chicago
is
WGN-TV**

“Call your friends—it’s Barn Dance time!”

is the singing invitation to good old-fashioned entertainment produced by WGN Television. And, every week, Chicagoans accept—by the thousands.

“Barn Dance” is just one example of the color-variety



WGN Television schedules to reach every audience...carry every advertising message.

Again this year WGN Television will originate more color programming than any other station in the nation. Major league baseball in color, too, for the fifth year. (137 games this season.)

WGN Television—more than 2,800 colorful hours in 1964!

**WGN
IS
CHICAGO**

the most respected call letters in broadcasting



He answered one of your questions wrong.

Unfortunately for him, at ITT we've come to expect utter perfection from our PR people.

We'll let you imagine what happens to anyone who ignores your phone calls.

Or who forgets to call you back.

Tired of complicated answers to simple questions?

We teach our scientific types to talk your language.

So anytime, anywhere, when you've got a question about electronics or telecommunications, call the ITT Public Relations Manager nearest to you.

International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York, New York 10022.

Our surviving Public Relations Managers are located in:

ANTWERP • BERLIN • BUENOS AIRES
CHICAGO • COPENHAGEN • CROYDON
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SANTIAGO • STOCKHOLM
STUTTGART • SYDNEY • THE HAGUE
... AND MANY OTHERS

worldwide electronics and telecommunications



American Women in Radio & Television, Top of the World, Lake George; AWRT 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 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 16th 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. 16-18—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.

Oct. 19-21—Twentieth annual meeting of National Electronics Conference McCormick Place, Chicago. Additional information may be obtained from R. J. Napolitan, NEC, 228 North LaSalle Street, Chicago.

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

Oct. 21-22—Central regional meeting of American Association of Advertising Agencies in Chicago at Hotel Continental. Charles S. Winston Jr., executive vice president and general manager of Foote, Cone & Belding, that city, chairman of meeting.

Oct. 21-23—Fourth annual general meeting of the Institute of Broadcasting Financial Management, Sheraton-Cadillac hotel, Detroit.

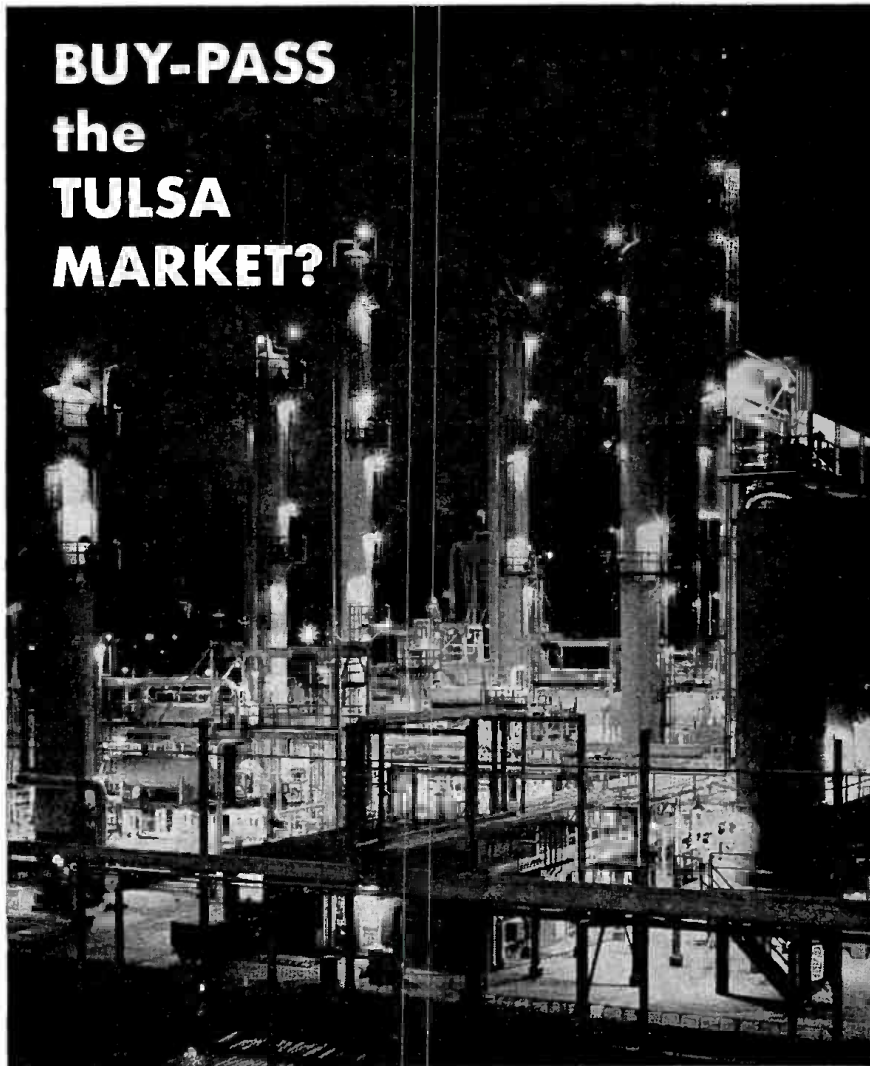
Oct. 21-23—Fourth International Film & TV Festival of New York, to be held in conjunction with the eighth annual Industrial Film and Audio-Visual Exhibition. New York Hilton hotel. Robert E. Spinner, president of Marketscope Research Co., New York, will discuss "How to Measure TV Advertising Effectiveness." For additional information, write: Industrial Exhibitions Inc., 17 East 45th Street, New York 17.

Oct. 22-23—Meeting of Indiana Broadcasters Association, Marriott hotel, Indianapolis.

■Indicates first or revised listing.

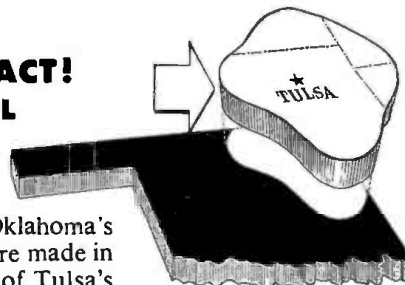
BROADCASTING, September 14, 1964

BUY-PASS the TULSA MARKET?



Employees of Tulsa's Sunray DX and Texaco refineries help make up the \$2½ billion effective buying power of the booming Tulsa market. And Channel 2 offers most complete coverage of this market, with bonus coverage in parts of Kansas, Arkansas and Missouri.

**IT'S A TULSA FACT!
YOU CAN'T BUY ALL
OF OKLAHOMA
WITHOUT TULSA!**



More than 50% of Oklahoma's annual retail sales are made in the coverage area of Tulsa's quality television station.

KV002TV

Represented Nationally by



GROUCHO

Just bought by Jim Ferguson, Program Director of WAGA-TV, Atlanta, Georgia. The greatest episodes from Groucho's all-time network hit series.



CALL NBC FILMS



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

WRDW-TV
AUGUSTA

where the action is!

RUST CRAFT STATION

OPEN MIKE®

Germ of an idea

EDITOR: I have had several letters as a result of my Monday Memo (BROADCASTING, Aug. 24). The majority of them are complimentary—from retailers and the broadcast media.

I believe the article will result in some hard thinking by broadcast management on relationships with local retailers. It could result in the creation of merchandise departments devoted to developing professional radio-TV programs and spot packages for retailers.—*J. D. Peterson, advertising manager, Hudson's Bay Co., Vancouver, B. C.*

What's in a name?

EDITOR: I have been quite interested and rather amused (in a melancholy way) in some of the names that are being proposed to head the National Association of Broadcasters. Once again the names predominant are people who know absolutely nothing about the trials and tribulations of our industry.

The amazing thing to me is that so many of the fellows that advocate these names are the same people who were loud and emphatic in condemning the President of the U. S. when he appointed Newton Minow and E. William Henry to be chairmen of the FCC. A big beef is always that they know nothing about the industry.

I certainly think we should start thinking of a broadcast-experienced man to head our association.—*Victor C. Diehm, president and general manager, WAZL Hazelton, Pa.*

Leave them alone

EDITOR: Re the Aug. 17 Monday Memo by Russ Alben of Helitzer, Waring and Wayne: The use of "so-called 'public service'" time to promote every pet charity, give-us-more, etc., is bad enough without the deliberate aiming of such announcements at "kids."

In place of the multitude of minutes devoted to the type of public service advocated by Mr. Alben, why not put together some exceptionally fine history films; science; electronics, and how it works; basic mechanics, in the form of cartoons or other interesting presentation forms. The "kids," having been exposed to this type of TV, and having gained insight to what they would like to make a life's work, will probably earn enough money as adults to contribute to the type of public service Mr. Alben wants.—*R. E. Sullivan, 2958 Woodrow Avenue, Cincinnati.*

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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. ZIP code 20036. Telephone: 202 Metropolitan 8-1022.

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

®Reg. U. S. Patent Office
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OUR NEW BASE IS
277 PARK AVENUE
NEW YORK 10017

IF YOU DON'T CALL US
826-6000
WE WILL CALL YOU



PETERS, **G**RIFFIN, **W**OODWARD, INC.

PIONEER STATION REPRESENTATIVES SINCE 1932

Credibility and criticism of TV commercials

It should be a little more than curious, especially to advertisers spending the major portion of their appropriation in the medium, why repeated studies of TV commercials reveal all too many of them to be looked upon as less credible and more annoying than most newspaper and magazine advertisements, and radio commercials—generally in that order.

Are TV commercials less credible? Are they actually more irritating than newspaper or magazine or radio advertising? Why don't TV viewers protest programs devoid of commercials? And is the sound level of a TV commercial so much higher than the sound level of the surrounding program?

It can be argued that TV commercials "frustrate" the viewer—insofar as they are inescapable. In a newspaper or a magazine one can choose whether or not to read an advertising message. But this cannot be the total explanation of TV commercial irritability, and a simple experiment can confirm this.

It is interesting—even revealing—to sit through a "program" of TV commercials, a 30-minute film of assorted commercials or just beer commercials, or just automobile commercials. Not all the commercials selected by the American TV Commercials Festival or by Harry Wayne McMahon are funny or even entertaining, but seen one after the other for a 30-minute stretch they do not appear deserving of some of the opprobrium directed at TV commercials in general.

Tolerant Attitude ■ And this is not solely because an audience that would customarily watch a 30-minute film of commercials would probably be one composed chiefly of advertising men. It's surprising how much more tolerantly TV commercials are received, by any viewer, 20 to 25 at a time, than single commercials in the matrix of an evening's TV viewing.

This would appear to indicate that TV commercials, when they are found annoying, are found so chiefly because of the set of mind they encounter—a mental attitude not conducive to their being accepted as "helpful" or "informative" (in the way that newspaper or magazine advertising generally is) but which, instead, causes so many TV commercials to be judged as interruptive.

No inverse relationship has ever been established between the irritability level of a TV commercial and its "selling power." In fact, some research indi-

cates that memory retention of the contents of a commercial is frequently augmented by a high level of irritability—which would seem to confirm the ancient political precept of I don't care what they say about me so long as they remember my name.

Where Does Trouble Lie? ■ It does not follow that a TV commercial must be irritating in order to sell. But since no small number of the irritating few have been successful, the question must again be asked: Does the irritation lie in the commercial itself or does it spring from its interruption of, and sharp contrast to, the mood of the viewer when it comes on? Some people resent the intrusion of even generally nonirritating commercials in television programs they view.

People pick up newspapers and magazines specifically to obtain information—of one kind and another. Radio is seldom tuned in for the same reason, except that it does have strong identification with spot news coverage. While TV brought spot news into the home not only verbally but visually, its primary identification has been with entertainment and diversion.

The key word here might well be diversion. When people feel a desire for entertainment, they generally go out—to a movie, to visit a friend, to a party. Entertainment is generally selected. With something so constantly available as TV, the medium may quite likely be viewed less for entertainment than for sheer diversion.

Good Question ■ Many people wonder about the intellectual level that TV viewing, judged by program ratings, seems to indicate. They are aware that the number of college graduates has doubled since 1940—from 3.5 million to more than 8 million and that the

number of high school graduates has climbed from 25 million to 51 million. If the number of the educated is growing at so fast a rate (so that, by 1970, there will be more than 70 million high school graduates and almost 11 million college graduates) how come *The Beverly Hillbillies* is viewed by more people than any other program on television?

However, if TV is a medium tuned in chiefly for diversion, if it is viewed largely as an antidote for boredom, then it would in no way be a measure of intellectuality but a measure of relaxation.

This could present a most important consideration in the preparation of TV commercials. For except as it promises relief for a condition even the diversion of TV cannot alleviate, a TV commercial intended for any type of program other than news, discussion or public service, should be so written as to cause least resentment over the disruption of the narcotic state. This is not to say that it should be made easy to take.

The remark has been made that no door-to-door salesman would ever "sing" his pitch to the lady who answered his knock. But the singing commercial does come close to presenting purchase propositions in an easy-to-take way. So does a Chun King commercial, a Laura Scudder commercial or a Cracker Jack commercial.

There is no escaping the fact that advertising messages do have to contend with the set of mind, the mood, created by the media carrying them. And this is particularly critical in TV, not only because of the essentially diversionary nature of the medium, but also because if you fail to connect on TV you usually fail in box-car numbers.



Walter Weir, chairman, executive committee, West, Weir & Bartel Inc., New York, had his own agency in 1945 and merged it in 1951 with Donahue & Coe Inc. In January 1964, Donahue & Coe was merged with Ellington & Co. to become West, Weir & Bartel. Mr. Weir began his advertising career in 1928 as copywriter with N. W. Ayer & Son, then was associated with the Blackman Co. (now Compton); J. M. Mathes; Lord and Thomas (now Foote, Cone & Belding); Kenyon & Eckhardt.



**Everything that concerns Detroit
concerns WKNR News**

Michigan Governor George Romney is interviewed by WKNR News Director Philip Nye on the state's rapidly rising economy. In the last 12 months Michigan and Detroit have experienced an 8.2% increase in personal income and 104,000 new jobs have been added to the area's economy.

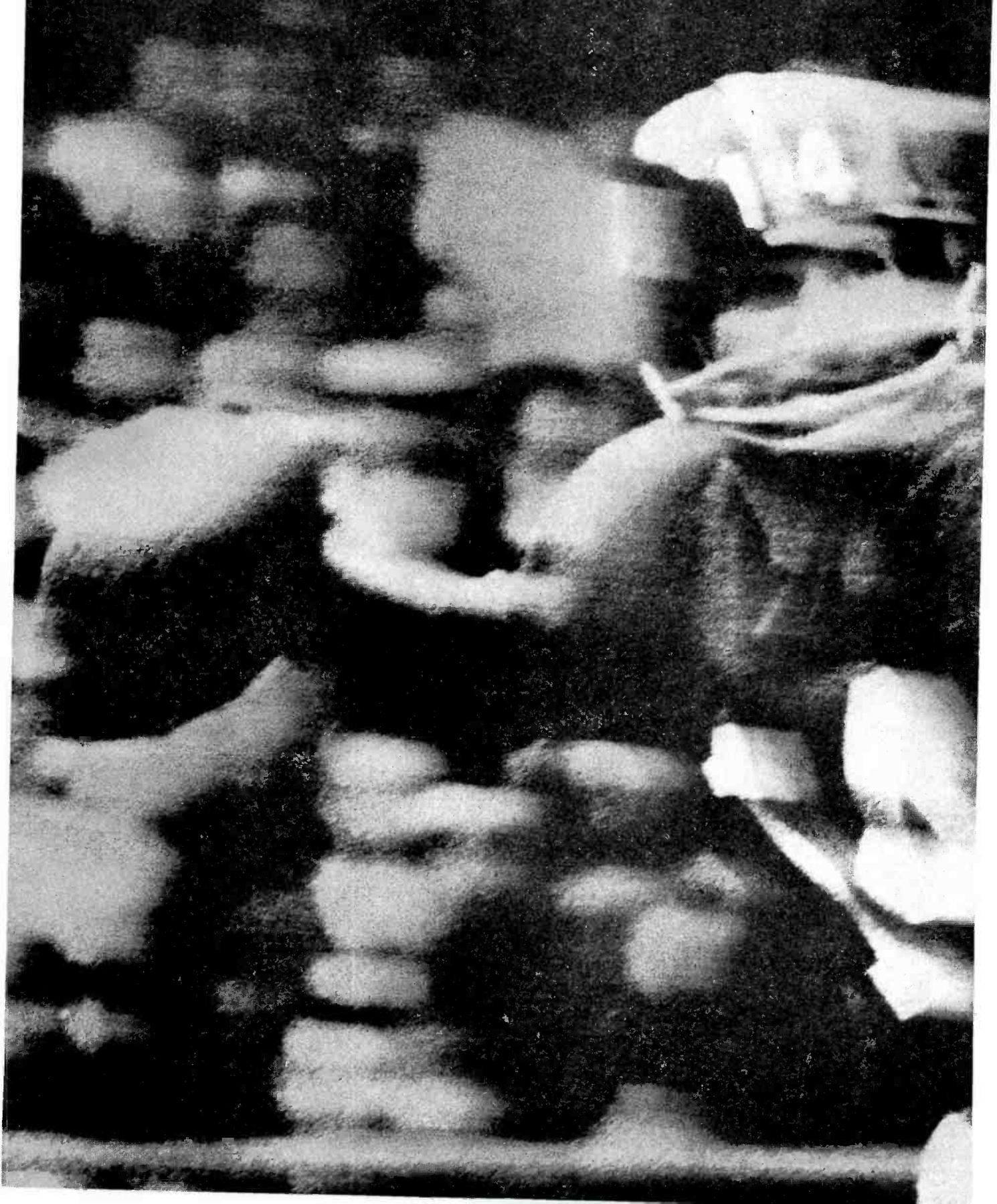
WKNR News concentrates on everything that concerns Detroiters with two up-to-the-minute reports each hour.

You can reach Detroiters quickly and efficiently with WKNR Contact News. Your KeeNeR Salesman or Paul Raymer man is ready to show you how.

WKNR
**THE STATION THAT
 KNOWS DETROIT**

KNORR
 BROADCASTING CORPORATION
 Mrs. Fred Knorr, President
 Walter Patterson, Ex. V. P. & Gen. Mgr.
 Represented nationally by the Paul H. Raymer Co.

This man will see less action Sunday





than you will

CBS 

The moment the ball leaves the quarterback's hand, chances are he will be in total darkness, buried under an avalanche of swarming violence, unable to see the nose in front of his face—assuming it's still there.

But you'll see it all: the hand off... the pass... the completion... the break-away... and the dash into the end zone—as NFL football takes over the nation's screens each Sunday. There's no more thrilling spectacle in the world of sports, and this season as during the past three seasons, it can be seen only on the CBS Television Network. Indeed there'll be more of it this year than ever before—including a number of Sunday afternoon double-headers, the NFL Championship Game and the NFL Playoff Game.

This kind of excitement not only in sports, but in every area of entertainment and information, has made the CBS Television Network the most powerful advertising medium in the world by capturing the nation's largest audiences.*

*Largest for nine straight years, based on NTL estimates of average audiences, 6-11 pm, seven nights, subject to qualifications available on request.

*Dr. Max, Staff Pediatrician,
and Rapt Friends*

Every station has a kid's personality—
it's almost a FCC regulation. But
our Dr. Max is different. He isn't a
cowboy.

Or a sailor.

Or a spaceman.

Or a clown.

Or an uncle.

Or a gramps.

He isn't even a lovable old codger.
(He's lovable, but he doesn't work at
it.) He isn't fey.

Or precious.

Or whimsical.

Or coy.

Or full of the hearty bombast that
makes a youngster quiver with dis-
taste.

Well, what is he?

Himself: Doctor Max.

He inspires what you see pictured.

Our last book was an ARB for
March, 1964. The good doctor (office
hours 4 to 5 P.M. daily) was tops all
week long—a high of 25, and no rat-
ing lower than 20.

(For appointments, check with our
national representatives, The Katz
Agency.)



WMT-TV

*CBS Television for Eastern Iowa
Cedar Rapids—Waterloo*

Affiliated with WMT, WMT-FM;
K-WMT, Fort Dodge; WEBC, Duluth

Tape next for daytime programs?

Major producers will compete for network daytime slots by using video tape; others watch with interest, ready to try tape if it proves success

The attractive possibilities of video tape, together with the increasing demands of daytime and other nonprime-time television programming are generating a new development in the otherwise narrowing channel of television program supply.

Several major television production companies, sensing the possibilities of the combination of demand and simpler production practices, are setting their sights beyond prime-time network film programming.

At least six of the larger companies, BROADCASTING learned last week, are set for a jump into video tape production of programs intended for daytime and other fringe time presentation. This is the first such major entry into the field of video-taped programs for network use.

At least 20 properties are in various stages of development, intended either for network or syndication and for multiple or once-a-week presentation.

Among the well-known organizations with tape in their immediate futures are Universal Television (MCA), Screen Gems, United Artists Television, Four Star Television, Independent Television Corp. and MGM-TV.

Regarded as the most significant and dramatic development in this field is the report that Universal Television intends to create and produce eight to ten daytime serials (see this page). Several weeks ago the Screen Actors Guild announced that it had signed an interim tape agreement with Universal for a five-times-a-week program, *Celebrity Room*. This plunge by Universal into tape TV and into the daytime picture is especially noteworthy because the company is owned by Decca Records, which, in turn, is controlled by MCA.

Production Leader ■ For many years, MCA has been the acknowledged leader in the production of filmed series for television, primarily prime-time network although at one time it was a substantial producer of syndicated shows.

In recent years, leading producers-distributors have specialized in creating and selling TV film series primarily for

network showing because of the large financial remuneration involved. They paid scant attention to production for other segments of the broadcast day, except for occasional cartoon and special program production.

This foray into tape does not mean that the powerhouse producers will abandon or relax their efforts to secure prime network spots for filmed properties. They realize that the "big money" is in the prime-time network field, but they are becoming convinced that there are opportunities for certain types of taped properties which can be offered for network or syndication in periods outside of the 7:30-11 p.m. period.

Producers generally were reluctant last week to discuss the nature of these programs since they are virtually all in the development stage, but they acknowledged they fall into the personality-variety type; daytime serials ("soap operas"); audience participation and game shows and children-oriented programs.

Most of the tape efforts are projected

as five-times-a-week presentations during daytime hours, with the 4:30-7 p.m. period often mentioned by producers, and late evening (after 11 p.m.). These offerings are intended either for network or syndication, depending on their acceptance. Some projected shows are conceived as once-a-week entries for network presentation.

Producers acknowledged they are "feeling their way" in the tape programming ventures and full-blown efforts in this direction may be several months or a year away. Even production companies that are not immediately exploring tape conceded they are watching developments in this area.

For the past several years, entertainment tape programming—as opposed to documentaries, news and special events, a traditional user of this form—has been the domain of the smaller producers, the station groups and individual stations. The reasons cited by the major producers for their dip into tape are as follows:

- There is a desire to become in-

Ten five-a-week soap operas from Universal

Universal Television and MCA-TV made it clear last week that they plan to "invade" the daytime television field: they revealed plans to produce eight to ten half-hour "soap operas" on a five-day-a-week basis.

Universal Television, the TV production arm of MCA, will be the means by which the giant television organization intends to challenge established TV entrepreneurs in the hours between 9 a.m. and 7:30 p.m. MCA is regarded as the kingpin producer in the prime-time field.

Bertram Berman, executive producer in charge of daytime production for Universal TV, reported that in addition to the projected daytime serials, the company is at work on the pilot of *Celebrity Room*, a pro-

gram that will provide a behind-the-scenes glimpse of Hollywood entertainment and will spotlight Universal performers as guests. This series will be either of a half-hour or an hour duration, five times a week, and will be offered for either network or syndication.

Mr. Berman provided details on three of the new "soap opera" series. One will be called *A New Land*, and will center on the "population explosion" in Southern California. The second is *Bright Horizon*, based in part on "The Virginian" feature film, and *Magnificent Obsession*, a TV version of a Universal motion picture released in 1935. Contract players at Universal will be used in these series.

TAPE NEXT FOR DAYTIME PROGRAMS? continued

volved in all parts of the television spectrum, rather than merely prime time, as a means of expanding their activities.

▪ The odds against producing prime-time, first-run syndication series have grown steeper as time slots have become scarcer and the opportunities for turning a profit slimmer because of rising costs.

▪ The gradual drying-up of sources of supply, including feature films, off-network series and first-run programs, dictate that an alternative programing



Screen Gems will have a tape show on the air soon, John Mitchell, vice president in charge of sales, told questioners last week.

means be devised. Tape programs, they feel, may be the proper approach.

▪ There is some precedence for taped shows which have done reasonably well, including the *Steve Allen Show* and more recently the *Lloyd Thaxton Show*, which is produced by KCOP(TV) Los Angeles and syndicated by MCA-TV, now in 51 markets.

Cost, of course, is a factor. Programing executives contended that tape is not "per se" more economical than film on a strictly comparative basis. But they acknowledged that the type of program that lends itself to tape (personality shows, audience participation, etc.) is not in the same cost league as series associated with film (dramas, action-adventure, situation comedies).

The Other Side ▪ The tape gambit has its detractors. Several producers insisted that the cost of taping salable programs could run prohibitively high. Their position was that tape productions could succeed most often in daytime, strip situations rather than as once-a-week presentations.

One producer estimated that even a modestly budgeted tape show would

cost from \$30,000 to \$40,000 a week for daytime stripping and added: "this may not make it financially worthwhile. We prefer to take our chances on prime time where the returns are larger."

The interim tape agreement with SAG opens the way for major film studios with tape production plans. Several years ago the American Federation of Television & Radio Artists and SAG reached an agreement on tape jurisdiction. It provided that if a video-tape show is produced at a film studio the performers fall under AFTRA's jurisdiction. If it is produced at a station, network or a tape production studio, AFTRA is the bargaining union. If a film studio produces a program at a station or network, as has happened, AFTRA's contract prevails.

SAG's minimum program fee structure, similar to AFTRA's, calls for \$150 for programs up to one-half hour in length and \$210 for a program more than one-half hour and up to one hour in length. On a rerun of taped programs, the SAG pact calls for the negotiation of an agreement, and if none is reached within 30 days, the following minimum percentage of program fees shall apply: first and second reruns, 75% each; third, fourth and fifth, 50% each; sixth 10%; seventh, 5%; eighth and all additional reruns, one payment of 5%.

SAG said the agreement applies at this time only to Universal Pictures (MCA) and Metro-Goldwyn-Mayer. (At the time of the SAG announcement, MGM planned to produce a half-hour taped show five-times-week called *The Ken Murray Show*, but a spokesman said last week the company no



Four Star has two or three pilots of taped network shows, Len Firestone, vice president and general manager of Four Star Distribution, said.

longer is involved in this project.)

Tape Plans ▪ A summary of major production company plans in the TV taped programing area follows:

Universal-MCA-TV: The most ambitious undertaking in the taped programing field is being undertaken by Universal Television in conjunction with the sales arm, MCA-TV. Universal TV has disclosed plans to produce eight to ten soap operas plus a taped program already in production, tentatively titled *Celebrity Room*.

An across-the-board half-hour or



MGM-TV will be ready with taped programs sometime in 1965, John Burns, vice president and sales manager, told reporters when questioned.

hour show intended either for network or syndication.

Lou Friedland, vice president in charge of syndication for MCA-TV, explained last week that his company is "interested" in becoming involved in all facets of television, including tape and all parts of the day. Taped programs, he said, represent a supplementary effort on the part of the organization and are not intended to replace off-network or feature films, although he noted there is a dwindling supply of features and only selected off-network properties can be marketed because of cost factors.

Screen Gems: Two to three taped properties are being developed by SAG but the company declined to provide details. John Mitchell, vice president in charge of sales, said an announcement on the company's activities in this area would be made next month and added that "Screen Gems definitely will have a tape show on the air soon." Asked to elaborate on the company's interest in tape, Mr. Mitchell said: "tape happens to fit the format of things we want to do. That's all."

Taped Series ▪ Four Star Television: This company has placed its first regu-

lar-season taped series, *Shenanigans* on ABC-TV, starting this fall on Saturday morning. It is a game show slanted toward children and starring comedian Stubby Kaye. During the past summer, Four Star TV landed a half-hour replacement show on CBS-TV called *Celebrity Game*. Len Firestone, vice president and general manager of the Four Star Distribution Corp., reported last week that the parent company has two or three pilots of network shows. An indication of Four Star TV's interest in tape programming, he said, is



Tape represents a supplementary effort for MCA-TV, says Lou Friedland, vice president in charge of syndication. But the company is interested.

the establishment of a so-called "live department" to create video-tape series.

United Artists Television: M. J. (Bud) Rifkin, executive vice president in charge of sales, said the company is "looking into a number of situations" in the tape area to fit into nonprime-time periods. These projects are designed for 1965, he said. Mr. Rifkin voiced the view that the diminishing supply of feature films and the sale of top features to the networks could help the sale of tape programs to stations. The company, he observed, has had experience with tape in the past and this year produced 13 half-hour programs, titled *pro football specials*. He feels there is a market for sports programs on a regular basis and for shows of a specialized nature.

Independent Television Corp: ITC has produced 12 one-hour programs titled *The Jo Stafford Specials*, which were made in Britain. It is currently exploring the tape field for possible production in the U. S. in line with its belief that tape lends itself to certain types of specialized programming.

MGM-TV: The company is examining the role of tape in programming, according to John Burns, vice president

and sales manager, and will be ready with properties in early 1965 or that fall. The opportunities for video tape are in the daytime area and will be the types of shows—soap operas, game programs—that are not competitive with filmed series.

Warner Brothers Television: Joseph Kotler, vice president of WB's television division, said the company is investigating daytime programming, but is not certain when it will become involved in such activity. He was one of several producers who wondered whether tape production for nonprime-time scheduling could be profitable at this time, but he acknowledged this was an area "worth exploring." He said WB intends to be active in daytime with its cartoon series and with daytime specials for the present, and will watch tape developments carefully.

Leonard prepares two series for '65-66 season

Herbert Leonard Enterprises has two TV series in initial stages of preparation for the 1965-66 season, Herbert B. Leonard, president, announced Wednesday. One is an hour dramatic comedy, described by Mr. Leonard as "a realistic satire," which will be filmed chiefly on location in San Francisco as the producer's earlier series, *Naked City*, was filmed on the streets of New York.

The second series, a half-hour comedy, deals with the adventures of the young king of a small European country who gives up his throne to come to the United States and achieve success American style, with the police chief of his former land in hot pursuit.

The pilot scripts for both series are well along, Mr. Leonard said, and nego-



Programs on tape for nonprime time are being probed by United Artists, M. J. (Bud) Rifkin, sales executive vice president declared.

tiations are in progress for the male leads of both series. If all goes well, the pilot episodes will be completed before Christmas. He said when they are a little more developed, he will probably take them to the TV networks, which have already expressed interest, but he has not done so yet. He previously produced *Route 66* as well as *Naked City* and a number of other TV series, such as *Rin Tin Tin*, *Circus Boy* and *The Adventures of a Bengal Lancer*.

Herbert Leonard Enterprises also has two theatrical motion pictures in pre-



Warner Brothers is investigating daytime programming but hasn't made up its mind on the next step, says Joseph Kotler, vice president for TV.

production stages for United Artists, marking Mr. Leonard's return to this field after a decade of concentration on TV production. The new firm has offices at 8530 Wilshire Boulevard, Beverly Hills, Calif. Telephone is 657-4440.

ABC-TV sets news show in Wednesday night slot

ABC-TV's plans are set to present a weekly news feature on Wednesdays, 10:30-11 p.m. EST, starting Nov. 11. Entitled *Scope*, the program, which is being offered for sponsorship, will be produced by ABC News and will examine people and places, "crises and curiosities" the world over. In a given week, the program may highlight an important news event or news story, but in the main, it will be a news feature.

Before the Nov. 11 program, ABC-TV will present a series of special political programs. This half hour on the 1964-65 schedule is being programmed by the network. The period was indicated as time returned to affiliates for local programming in a summary printed a week ago.

2d quarter spot TV up from '63

TVB reports 18.2% business increase reaching \$263.7 million; confections, soft drinks show 46% rise; six firms make top 100 for first time

Spot television spending — national and regional—soared 18.2% in the second quarter of 1964 above the same period a year ago, reaching \$263.7 million.

Confections and soft drink advertisers registered the biggest dollar gain of any category for the quarter showing a 46% rise to \$27.3 million.

The quarterly spot data, prepared by N. C. Rorabaugh and being released today (Monday) by the Television Bureau of Advertising, notes that the 18.2% overall gain for the quarter represents reports from 393 television stations, while the report for the second quarter of 1963 indicated spot sales by only 347 stations.

The 320 stations that reported in the second quarters of both 1963 and 1964 had a gain of 17% for the period.

New on List ■ Advertisers which made the top 100 spot TV list for the first time in any quarter were American Airlines, Olin Mathieson Chemical Corp., Purolator Products, Schweppes Ltd. (bottlers), Wham-O Manufacturing Co. and Toro Manufacturing Corp.

Outlays for prime time spots increased by 31% from \$64.3 million to \$82 million, the largest increase for any day part.

A TVB analysis of spot spending by commercial length shows announcements of 40 seconds and over taking 65% of the total; 20's to 30's, 19.4%; eight to 10's, 6.8% and programs, 8.8%.

Procter & Gamble, whose billings were \$18.4 million for the quarter, was the top spot spender for the period.

TOP 100 SPOT TV ADVERTISERS—SECOND QUARTER 1964

(Source: TVB-Rorabaugh)

1. Procter & Gamble	\$18,421,200
2. General Foods	10,682,500
3. Colgate-Palmolive	7,882,600
4. Coca-Cola/bottlers	7,016,900
5. General Mills	6,761,300
6. Bristol-Myers	5,793,100
7. Lever Bros.	5,717,600
8. William Wrigley Jr., Co.	5,692,400
9. R. J. Reynolds	3,878,700
10. Warner-Lambert	3,842,700
11. American Home Products	3,826,400
12. Alberto-Culver	3,514,000
13. Continental Baking	3,195,500
14. Pepsi-Cola/bottlers	3,082,400
15. American Tobacco	3,014,000

16. Gillette	2,890,200
17. Kellogg	2,886,800
18. Ford Motor Co./dealers	2,539,800
19. Royal Crown/bottlers	2,510,300
20. Jos. Schlitz Brewing	2,233,100
21. Shell Oil	2,055,100
22. Anheuser-Busch	1,970,300
23. Mars Inc.	1,969,800
24. Chrysler Corp./dealers	1,906,400
25. General Motors/dealers	1,892,000
26. Borden	1,857,800
27. P. Lorillard	1,698,000
28. Carnation	1,689,200
29. Beech-Nut Life Savers	1,687,700
30. Standard Brands	1,641,600

31. Lestol Products	1,539,900
32. Corn Products	1,491,500
33. Helene Curtis	1,469,200
34. Scott Paper	1,414,100
35. United Vintners	1,351,400
36. Simoniz	1,340,400
37. Brown & Williamson	1,332,300
38. Ralston Purina	1,328,100
39. Pet Milk	1,326,800
40. National Biscuit	1,318,100
41. U. S. Rubber	1,292,700
42. Avon Products	1,269,800
43. Pabst Brewing	1,261,800
44. Canadian Breweries	1,230,600
45. National Dairy Products	1,215,100
46. Revlon	1,133,700
47. Eastern Air Lines	1,124,100
48. Sears Roebuck	1,118,300
49. Shulton	1,083,700
50. Campbell Soup	1,053,400
51. Seven-Up Co./bottlers	1,024,800
52. Frito-Lay	1,020,300
53. Gold Seal Co.	1,019,100
54. Falstaff Brewing	1,009,700
55. Sterling Drug	991,600
56. H. J. Heinz	980,900
57. Noxzema Chemical	935,500
58. Liggett & Myers	925,500
59. Eversharp	916,900
60. Charles Pfizer	903,200
61. American Motors/dealers	892,400
62. Carter Products	886,400
63. E. & J. Gallo Winery	876,600
64. American Can Co.	846,800
65. Welch Grape Juice	814,300
66. American Airlines	811,800
67. Olin Mathieson	773,400
68. American Dil	771,600
69. Miles Laboratories	767,300
70. Purolator Products	758,300
71. Chesebrough-Pond's	724,800
72. Foremost Dairies	709,100
73. Liebmann Breweries	688,100
74. U. S. Borax & Chemical	685,400
75. Johnson & Johnson	665,800
76. P. Ballantine & Sons	657,900
77. Swift & Co.	654,900
78. Piel Bros.	651,500
79. Theo. Hamm Brewing	651,200
80. Stroh Brewery	650,400
81. Phillips Petroleum	646,000
82. Quaker Oats	639,800
83. Union Carbide	634,100
84. Consolidated Cigar	630,400
85. Hazel Bishop	628,700
86. Hills Bros.	618,700
87. Sunbeam	606,100
88. Pearl Brewing	594,800
89. Pure Oil	585,800
90. Philip Morris	575,800
91. Cities Service	556,700
92. Toro Manufacturing	555,600
93. C. Schmidt & Sons	547,300
94. American Sugar Refining	546,300
95. Wham-O Manufacturing	544,100
96. Beecham Products	525,800
97. Interstate Bakeries	524,300
98. Gerber Products	523,500
99. Schweppes (USA) Ltd./bottlers	517,000
100. Maybelline	507,100



Ideal enlarges zoo

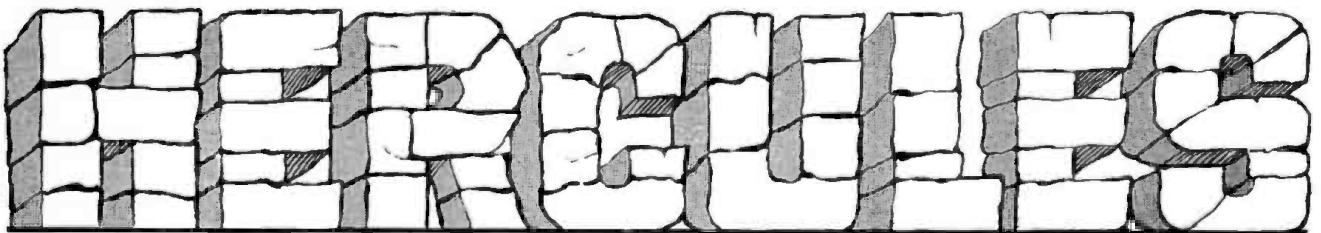
Ideal Toy Corp., New York, will sponsor *The Peter Potamus Show*, a half-hour weekly cartoon series, on 151 stations starting today (Sept. 14). Ideal, through Grey Advertising, New York, also presents the half-hour *Magilla Gorilla Show* on 151 stations, and, according to a spokesman, is the only toy company with full sponsorship of two TV programs on a national basis. Both series are produced by Hanna-Barbera Productions, Hollywood, and are Screen Gems presentations.

ACTION!



© MCMLXII Trans-Lux Television Corporation

THE MIGHTY



There's ACTION on the screen — ACTION in the ratings—and ACTION with the sponsors . . . The most pre-sold adventure hero of all time is the mightiest

kid attraction on the air-waves. Sensational success stories in city after city! Ask us for the details . . . 130 five-and-a-half minute programs in B/W or COLOR.

TRANS-LUX

TELEVISION CORPORATION

NEW YORK, 625 Madison Avenue, PLaza 1-3110 • CHICAGO • LOS ANGELES

Trans-Lux Television International Corporation • Zurich, Switzerland

Long range aim 1-product spot

**Blair's McCoy calls for
adherence to NAB's code
on piggyback spots**

One-product commercials should be the long-range goal of broadcasters, advertisers and agencies, Arthur H. McCoy, president of John Blair & Co., New York radio and TV station representation firm, declared last week.

Until that day comes, he suggested, only those multiproduct commercials that meet the National Association of Broadcasters code's definition of "integrated" announcements should be allowed.

If piggyback announcements are permitted, Mr. McCoy said, it should be on a basis making no discrimination between network and spot advertisers. Piggybacks are multiproduct commercials not meeting the code's standards for integrated messages: Under the code they must be counted as two commercials rather than one.

"Until the next step is taken," he said, "adopt the same rule as the networks have for all advertisers; if a station is taking piggyback announcements from the network and getting no premium [rate] and not being charged extra unit counts by the code—the same handling should apply to national spot accounts."

He called upon broadcasters to "eliminate the triple standard the new NAB code rules have caused by treating all advertisers alike, whether they buy network shows, local programs or spots." This was an apparent allusion to the situation in which the networks do not charge premium rates for piggybacks, some stations do charge premiums in selling spot time to national and regional advertisers, and local advertisers are exempt from the piggyback rules by provision of the code itself.

Mr. McCoy gave his views in an address last Wednesday before the Advertising Club of Wichita, Kan.

Advertising men and broadcasters, he said, must clean up the "piggyback chaos" through network affiliate boards, the NAB and the Television Bureau of Advertising.

"You men representing advertisers and agencies have as much at stake as we to insure a continuation of our commercial form of broadcasting," he said. "TV station managers appreciate their obligation in the marketplace to operate in the public interest, convenience and necessity. This means establishing the

right and fair policies on commercials handling. If this costs them dollars in the interim, they must exercise their obligation. The powerful role they play in selling goods will get those dollars back.

"If this means some advertisers must alter their TV commercials, it will only be because those charged with the responsibility of the medium have agreed that this move must be made to insure TV's continued healthy growth."

Mr. McCoy said the Blair organization, which represents KFH Wichita and KTVH(TV) Hutchinson-Wichita, both



Mr. McCoy

Kansas, over the past 11 years has channelled more national advertising dollars into the Wichita market than any other sales organization. Wichita's radio-TV billings total about \$6 million a year, he said.

He told advertiser and agency men that "you are doing your bit to help better broadcasting practices when you encourage radio and television stations to do public service broadcasts—even more, when your advertisers pick up the tab for some of them. Many local advertisers have, and we're getting national advertisers like Dow Chemical, Colgate-Palmolive, American Home Products, Continental Baking, Gillette Co., Humble Oil and many more."

W&L gets Rubinstein account

Warwick & Legler Inc., New York, has been appointed to handle the major portion of the Helena Rubinstein account, effective Jan. 1, 1965.

The account which includes Make Up, Fragrance and Here's How men's toiletries was resigned by Ogilvy, Benson & Mather, New York (BROADCASTING, Aug. 31).

Billings for W&L's Rubinstein products are estimated at \$3 million. To this will be added a new product which W&L was assigned Aug. 1.

Preparation H charged by FTC

**Banned by code, but still
on many stations, remedy
is accused of false claims**

Another chapter in Preparation H's history of advertising problems was opened last week by the Federal Trade Commission, which issued a complaint against American Home Products Corp., maker of the medication. The complaint charged AHPC with false advertising in broadcast and other media, gave the firm 30 days to answer and set an FTC hearing on the charges for Nov. 2.

Commercials for Preparation H, a hemorrhoid remedy, were banned by the television code board of the National Association of Broadcasters more than five years ago (BROADCASTING, June 22, 1959, et seq.). But Preparation H has continued to find plenty of stations to accept its business.

The FTC last week charged that Preparation H advertising wrongly stated or implied that the medication will reduce or shrink piles, avoid the need for surgery, eliminate all itch, relieve all pain and remove the condition as a problem. The FTC said Preparation H actually would do no more than afford "temporary relief of minor pain or minor itching associated with piles." The product's agency is Ted Bates & Co., New York. Despite the NAB code prohibition, Preparation H was able to spend an estimated \$851,400 in spot TV in 1963, according to figures available at the Television Bureau of Advertising. It had no network expenditure.

The FTC simultaneously charged five other drug distributors with making false therapeutic claims. One of them, Humphreys Medicine Inc., was also cited for false advertising on radio. Charges similar to those involving Preparation H were leveled at Humphreys ointment, and the FTC set Nov. 3 as the date for a hearing. Humphreys' agency is Kastor, Hilton, Chesley, Clifford & Atherton, New York.

The FTC's action against Preparation H's commercials was prompted by the product's therapeutic claims, but the NAB's decision to ban them on code stations, an action that set off a fierce squabble, was based solely on the question of "taste." The television code now includes a specific outlawing of hemorrhoid treatment advertisements.

Following its ruling on Preparation H

How 54 radio stations paint a state Carolina Blue



The University of North Carolina football and basketball games are broadcast over the Tar Heel Sports Network. It is one of the nation's largest. Charlotte's WSOC is originating station. WSOC sportscasters Bill Currie and Jack Callaghan do the announcing. Fifty-four good radio broadcasters carry the schedule to virtually "paint the state" — Carolina Blue, naturally! UNC Coach Jim Hickey, left, shown with Currie, likes this brand of teamwork. So do hundreds of thousands of listeners.

WSOC Radio

originating station for

TAR HEEL SPORTS NETWORK

WSOC Radio, Charlotte, N. C., 930 kc/NBC. Represented by H-R

PARTICIPATING STATIONS

WGWR—Asheboro	WTIK—Durham	WKDX—Hamlet	WLON—Lincolnton	WCPS—Tarboro
WSKY—Asheville	WCDJ—Edenton	WHNC—Henderson	WTSB—Lumberton	WADE—Wadesboro
WPYB—Benson	WGAI—Elizabeth City	WHKP—Hendersonville	WMAP—Monroe	WLSE—Wallace
WMIT—Black Mountain	WFNC—Fayetteville	WIRC—Hickory	WMNC—Morganton	WITN—Washington
WKLK—Blackstone, Va.	WBBO—Forest City	WJNC—Jacksonville	WMBL—Morehead City	WHCC—Waynesville
WPNF—Brevard	WFVG—Fuquay-Varina	WRKB—Kannapolis	WPAQ—Mount Airy	WCNF—Weldon
WBAG—Burlington	WGNC—Gastonia	WELS—Kinston	WKBC—N. Wilkesboro	WKSK—West Jefferson
WSOC—Charlotte	WGOL—Goldsboro	WEWO—Laurinburg	WKIX—Raleigh	WIAM—Williamston
WCHL—Chapel Hill	WGBG—Greensboro	WLOE—Leaksville	WEED—Rocky Mount	WMFD—Wilmington
WRRZ—Clinton	WGTC—Greenville	WJRI—Lenoir	WWGP—Sanford	WVOT—Wilson
		WBUY—Lexington	WSIC—Statesville	WENC—Whiteville
				WAIR—Winston-Salem



PGW moves to new New York, Detroit sites

Peters, Griffin, Woodward Inc., New York, station representative, has moved its headquarters offices from 250 Park Avenue to 277 Park Avenue. Phone number is 826-6000. The company has offices in 10 other cities including Detroit where PGW has also opened new offices in the Penobscot building. Among those at

an open house in Detroit for agencies, station clients and advertisers in the midwest area are (l-r): William W. Bryan, vice president, PGW, Detroit; Lloyd Griffin, president, PGW Television, New York; Harold Sundberg, general manager, WZZM-TV Grand Rapids, Mich.; and James R. Siefert, TV manager, PGW, Detroit.

commercials in 1959, the NAB code lost 35 subscribers, some of which quit and some of which were dropped. And although the issue was hottest then, it still simmers: One TV station was dropped last month for carrying Preparation H commercials. Many of the outlets that left the code because of Preparation H have come back, however, according to code officials. Although more stations have been dropped since, many have signed up again—making a net loss of code subscribers of less than 10.

Agency appointments . . .

- Dolphin Motors Inc. and Magna Motors Inc., New York, largest U. S. distributors of Renault and Peugeot automobiles, has appointed Warren, Muller, Dolobowsky, Inc., New York, as its agency. Tentative plans call for spot radio and TV to be used in Eastern states.
- The state of Alaska has appointed McCann-Erickson Inc., Seattle, to handle tourist promotion. More than \$200,000 is being allocated this year to media advertising.
- UTA French Airlines, with North

American headquarters in Los Angeles, has appointed Fuller & Smith & Ross Inc., that city, to handle its advertising and promotion, concentrating on South Pacific, Far East and African services.

- H. Fendrich Inc., Evansville, Ind., cigar manufacturer, has appointed Fessel, Siegfried & Moeller Inc., Louisville, Ky., as its advertising and marketing counsel.

Business briefly . . .

Adams Corp., Beloit, Wis., is using spot TV in an eight-market test campaign this month for Korn Balls, a new product of its Korn Kurls division. The snack food will be introduced with prime-time commercials in Dayton, Ohio; Milwaukee; Topeka, Kan.; Champaign-Urbana, Danville, Decatur, Bloomington and Mattoon, all Illinois. Agency is Don Kemper & Co., Chicago.

Colgate-Palmolive Co. through Ted Bates & Co. has purchased one-quarter sponsorship in NBC-TV's *The Rogues* (Sunday 10-11 p.m. EDT). This sells out the one-hour program for the fourth quarter of this year. Other sponsors are

National Biscuit Co. through McCann-Erickson, American Tobacco Co. through BBDO and Miles Laboratories through Wade Advertising.

United States Borax & Chemical Corp., Los Angeles, through McCann-Erickson, that city, has purchased sponsorship in five NBC-TV Monday-Friday daytime programs for the coming season: *Make Room for Daddy*, *Let's Make a Deal*, *You Don't Say!*, *The Loretta Young Show* and *Word for Word*.

Burry Biscuit Division of Quaker Oats Co., Elizabeth, N. J., through Weightman Inc., Philadelphia, will run a spot TV campaign starting this month for its Scooter Pie cookie. A new one-minute spot is scheduled for saturation exposure on stations in New York, Boston, Baltimore, Washington, Philadelphia, Scranton, Pa., and Hartford, Conn. A West Coast campaign in Oregon, Washington, California and Nevada will start on some stations on Sept. 14, and on others Oct. 15.

Stock Vermouth and Brandies, through Schenley Imports Co., New York, will inaugurate a radio spot campaign beginning Sept. 15 in the New York area. Shaler-Rubin, New York, is the agency for Stock.

Candidates urged to emphasize radio

In letters to both major-party presidential candidates to be disclosed today (Sept. 14), Edmund C. Bunker, president of Radio Advertising Bureau, has urged "strong, vigorous use of radio in their campaigns."

Mr. Bunker noted that radio penetrates 97.9% of U. S. homes with adults listening an average of two hours daily, and that no other advertising medium covers the nation so completely.

He described radio as "an intensely personal medium," noting that "radio delivers the uncommitted vote. For good or bad, newspaper readers are often aware of that paper's editorial stand and political philosophy. With radio you reach a cross-section of all Americans of all political persuasions. You reach those who are with you, those who are opposed to your candidacy and those uncommitted citizens whose vote your appeal must win."

Mr. Bunker volunteered the services of RAB on a "non-partisan basis" and in the interests of more effective use of radio by both candidates.

Mr. Bunker was to disclose the contents of the letters before this week's Louisiana Association of Broadcasters meeting in Baton Rouge.

Pepsi alters theme, expects to spend more

'The Pepsi generation' idea to be featured in drive to promote regular and diet drinks

The Pepsi-Cola Co. will make a record advertising-promotion effort in all media for the balance of this year and in 1965 to introduce and sustain its new theme, "Come Alive! You're In the Pepsi Generation!"

Pepsi-Cola and its bottlers are reported to be spending about \$36 million a year on advertising and the budget is expected to be expanded by several million dollars because of new area advertising plans under which bottlers pool their media funds for regional advertising campaigns. These plans are expected to bolster TV-radio spending. Approximately 55% of Pepsi's budget has been allocated to radio-TV in the past.

Philip B. Hinerfeld, vice president, advertising, of Pepsi-Cola, outlined the company's plans at a four-day marketing conference of the company's bottlers in New York, starting last Saturday (Sept. 12). He reported that 400 TV stations and more than 3,000 radio outlets will carry Pepsi's commercials, both on a local and network basis.

According to Mr. Hinerfeld, a major reason for the change from "Now It's Pepsi For Those Who Think Young"

was the company's decision to sell and advertise regular Pepsi-Cola and Diet Pepsi-Cola, side by side.

The new theme was utilized on network and local radio in late July preparatory to its use on network TV and in the printed media this past week. Joanie Sommers, the voice of "For Those Who Think Young," will continue to be the voice of the "Pepsi Generation" on TV and radio.

BBDO, New York, is the agency for Pepsi-Cola.

AMA calls network action 'censorship'

An issue of "censorship" was raised last week by the American Medical Association over refusal by the three TV networks to sell it one-minute spots for what it calls an educational drive to emphasize existing health care available to older people and therefore the lack of any real need for the Johnson admin-

Record billing set

The *Today* and *Tonight* shows on NBC-TV have reached record billings for the fourth quarter of 1964 with sales to 45 advertisers representing almost \$8 million.

NBC said the billing was the highest single figure ever achieved in one quarter by the two programs since they began. Buys ranged from a single participation to an \$830,000 placement by the Sunbeam Corp.

istration's Medicare plan.

The AMA said the networks explained they do not sell spots on "controversial" issues except for political campaign announcements. The AMA is considering the use of some network program time, however.

Late last week, John Reed, AMA's director of communications, reported that one network he would not yet identify was reconsidering its refusal on the spots. He said many radio and TV stations have contacted the AMA and its agency, Fuller & Smith & Ross, Chicago, in anticipation of alternative plans for a spot drive on individual stations. No final decision has been made yet on these buys, Mr. Reed said.

The AMA has allocated \$1 million for advertising in all media, with \$750,000 of this amount originally slated for network TV. At least 25 major radio stations also are to be used. The drive is expected to coincide with Community Health Week, Oct. 18-24, although the broadcast portion could run all month.

Concerning network refusals to accept the AMA spot business, Dr. F. J. L. Blasingame, AMA executive vice president, said "we find this kind of censorship over the people's right to know what is available to them for the benefit of their health a little difficult to understand. This is an educational program. It is not intended to influence congressional action on pending legislation since the program is not scheduled to begin until October. By then Congress will have disposed of Medicare legislation and adjourned."

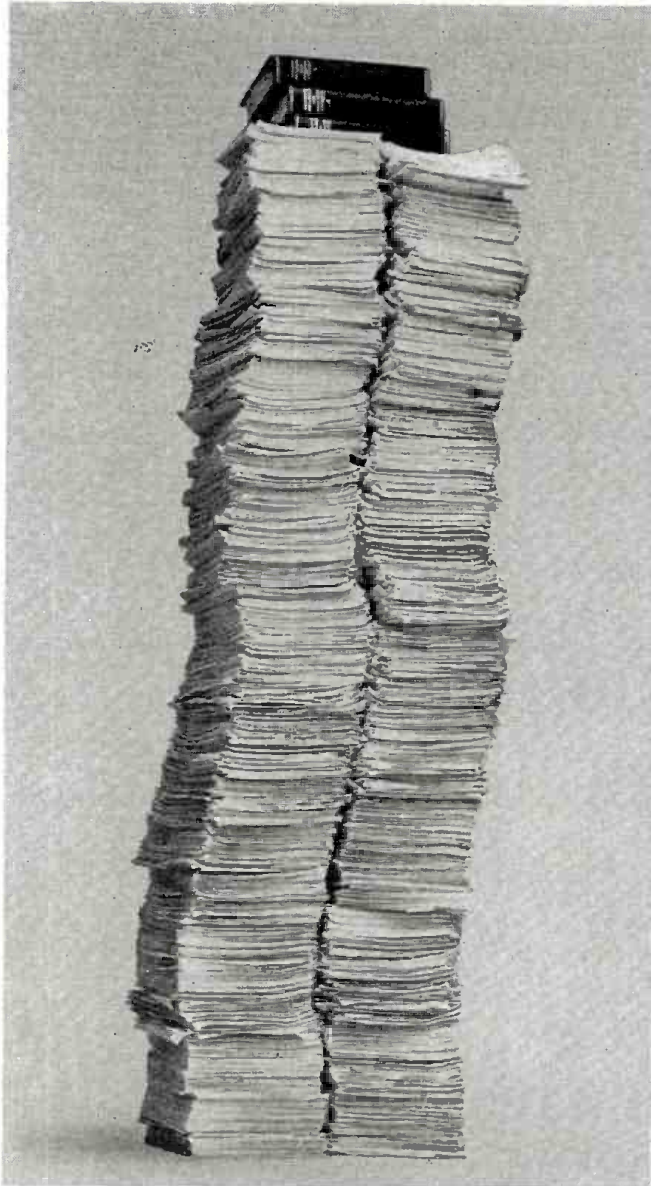
Dr. Blasingame said that AMA was "reliably informed that the networks are willing to sell one-minute political spots in which Medicare will be promoted. Any standard of fairness suggests that the people also be given the true facts about Kerr-Mills," the law providing aid to the states passed in 1960.

Charging that testimony before congressional committees disclosed that certain federal agencies have ridiculed,

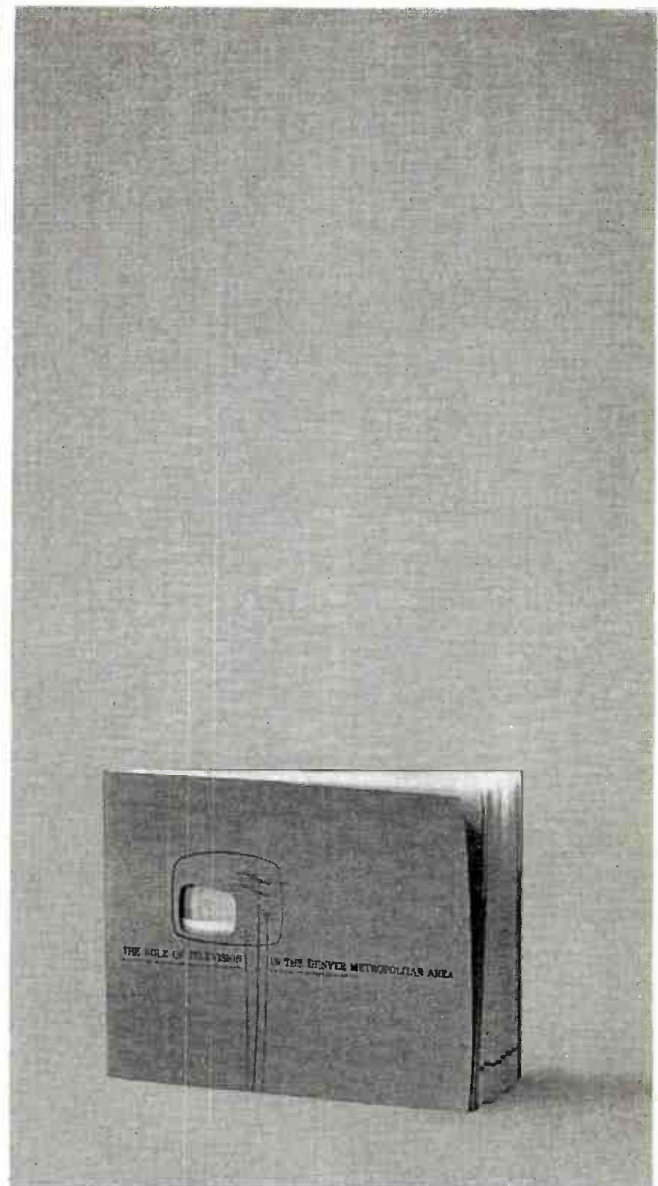


This shows some of the action in the new Pepsi-Cola commercials, keyed to the new theme. Oscar-winner Sid

Ramin has provided the lyrics for the music sung by Joanie Sommers. Tele-video filmed the new spots.



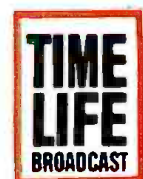
**How to put 29,150 opinions
about Denver television...**



into a 64-page booklet

1. Engage Frank N. Magid Associates, a young but experienced firm with the highest marks for objectivity, thoroughness and skill.
2. Interview nearly 1,000 viewers in the Denver area—including advertisers and agencies.
3. Take plenty of time for each interview—an average of two hours. (Compare this with most surveys.)
4. Use the findings to provide better broadcast service to our community.
5. Publish this remarkable study in order to share it with our friends and loyal customers. They can have a copy by contacting their nearest KATZ man or by wiring Jack Tipton, Station Manager, KLZ-TV.

**IF A STATION IS TO BE RESPONSIVE TO THE NEEDS OF ITS AUDIENCE, IT
MUST HAVE AN INSIGHT INTO THEIR ATTITUDES AND OPINIONS.**



Petry reports on romance between spot TV and toiletries

Spot television is the fastest growing advertising medium of the cosmetics and toiletries industry, according to a report by the television division of Edward Petry & Co., New York station representative.

The report, updated from a 1962 survey, says that spot television expenditures by this industry have increased 63% or \$32 million between 1961 and 1963.

The 1961 and 1963 advertising outlays of cosmetic and toiletry companies in the four leading media were compared by using data from the annual *Drug Trade News* brand-by-brand expenditure tables.

The industry invested \$83,384,000 in spot TV in 1963, a 63% rise over the 1961 figures. During the same period, network television gained by 44%, magazines gained by 23% and

newspapers declined by 16%.

A 22% increase in advertised brands between 1961 and 1963, and brand switches and the intensified efforts of long-term spot television supporters, were cited as factors contributing to the growth of spot TV advertising.

The report analyses total expenditures for 1956, 1961, and 1963 by five product classifications—cosmetics, hair products, deodorants, perfumes-bath preparations and shaving products-mens toiletries. Since 1956, spot television has been the only medium to increase its share of the budgets in all five categories, the Petry report stated.

The largest gain for spot TV was in the hair-products field where expenditures in 1963 nearly doubled the 1961 figures and were more than

three times the 1956 level. The spot-TV share of total hair-product advertising budgets rose from 23% in 1956 to 33% in 1963.

In cosmetics, spot TV went from third in 1956 to second in 1961 and first in 1963. Expenditures more than doubled from 1956-1963, while the medium's share of total expenditures rose from 21% in 1956 to 39% in 1963.

With 47% of total media investment by perfume advertisers in 1963, spot TV went into first place, having been second in 1961. Perfume expenditures have more than doubled since 1956.

Shaving product advertisers nearly tripled their spot-TV investment from 1956-1963 and deodorant expenditures increased more than two-and-a-half times.

maligned and used false generalities in describing existing law rather than giving the public helpful information, Dr. Blasingame noted that the AMA re-

sources for its educational campaign are extremely limited "compared with the vast amounts of tax funds at the disposal of the government for informational purposes." He said that "if the controversial Medicare tax proposal is mentioned in our program, it will be only for the purpose of showing that such proposals are unnecessary."

schedule varies from station to station but averages about a spot per day per station, chiefly in prime time.

The STV president told the San Francisco Ad Club members and guests that KABC-TV Los Angeles, owned by ABC, had originally accepted the STV advertising, but had reversed itself after the copy had been turned down by KGO-TV. He stated that the ABC-TV network is owned by American Broadcasting-Paramount Theaters Inc. and headed by Leonard Goldenson, a former theater operator. Mr. Weaver pointed out that the fight against pay TV, nationally as well as in California, has been chiefly carried on by the theater owners. He added that while the presidents of both NBC and CBS have publicly stated that pay-TV service via wires should not be outlawed by public referendum, Mr. Goldenson has not taken a similar stand.

Mr. Weaver said that FCC Chairman E. William Henry has been asked to get in touch with the TV network outlets in San Francisco and to inform them that unless they clear time for the STV spots they will be subjected to an investigation.

Also in advertising . . .

Another entry - Home Testing Institute, Manhasset, N. Y., is entering the national purchase panel field and will send purchase diaries to 4,000 families on behalf of the Scott Paper Co., Philadelphia. The service, an HTI spokesman said, could be expanded to obtain depth reactions to broadcast ads.

pole-vaulters



love

WGY

810 KC
50 KW

and so do housewives, doctors, students, executives, farmers, and secretaries in the 25 counties surrounding Albany, Schenectady, and Troy. Ask Henry I. Christal.

A GENERAL ELECTRIC STATION

STV appeals to FCC on TV ad blackout

Subscription Television Inc., which recently inaugurated closed-circuit pay-TV program service in Los Angeles and San Francisco, has protested to the FCC over the rejection of its advertising by the three network-affiliated TV stations in San Francisco, STV president Sylvester L. (Pat) Weaver said Wednesday, Sept. 9.

In an address to the San Francisco Advertising Club, Mr. Weaver said that KRON-TV (NBC-TV affiliate), KPIX (CBS-TV affiliate) and KGO-TV (ABC-owned station) have refused to accept commercials urging rejection of Proposition 15 (to outlaw pay TV in California) by the voters of that state. Other stations in California have accepted the copy, prepared by STV's agency, Young & Rubicam, Los Angeles, including NBC owned KNBC-TV and CBS' KNXT-TV in Los Angeles. The 20-second and 60-second spots have been placed on more than half of the state's TV stations, an STV spokesman said. The



Fargo is New York and Paris, combined!

FARGO is the largest little city in America (east of Reno, at least!). It's the *Mecca* of hayseed desires in the great Red River Valley—the *magnet* for fun, for entertainment, for *most major purchases* by more than 800,000 people.

Actually, you have to go all the way west to Spokane, before you hit a Metro Area with the retail sales you find in Fargo-Moorhead.

WDAY and WDAY-TV are and always have been *THE* stations for this whole area. Many advertisers list us among their *top* results-producers. Ask us (or PGW) to tell you about a very large national advertiser's recent marketing contest, for instance, in which WDAY-TV won *the grand prize*, in competition with some of the greatest stations in the entire United States.

WDAY WDAY-TV

The Know-How Stations in
FARGO, N. D.



Peters, Griffin, Woodward, Inc.
National Representatives

Zenith all but set to seek pay-TV licenses

Its president says Hartford test has proved how on-air pay TV can produce good profits

Zenith Radio Corp., encouraged by the Hartford, Conn., pay-TV test being conducted by RKO General over WHCT (TV), a UHF station, is "discussing ways and means of broadening the service to other areas," Zenith's president, Joseph S. Wright, said last week.

Speaking in New York before the Society of Security Analysts, Mr. Wright said these talks are being held with "our friends at RKO General and with other large and reputable interested parties."

The Hartford test of Zenith's Phonevision system by RKO General has recently completed the second year of a three-year public experiment authorized by the FCC. Zenith considers the test "a success," Mr. Wright said.

"It has given us a wealth of information about how the operation should be presented to the public and how the operation should be programed and conducted," he explained. "We are currently putting all this together so we can go to the FCC with a request that the service be authorized as a regular broadcast service," he said.

Revenue Up ■ Mr. Wright said the Hartford test enjoyed "a great improvement in programing in 1964" partly because of cooperation from some of the major motion picture distributors. As a result, he said, "subscriber expenditures for programing have improved considerably and reached their highest levels since the first few weeks of operation."

Citing the fact that there is "a very direct and immediate relationship between the quality of programing available and the amount of subscriber expenditures for the service," Mr. Wright noted that "outside of the blockbusters, like heavyweight fights, current major motion pictures unquestionably have the greatest appeal to Hartford Phonevision's subscribers."

The Zenith president said: "We all sometimes tend to forget the basic fact that subscription TV is nothing more or less than a distribution system. It is a boxoffice distribution system which offers the customer and his friends and family the convenience and economy of

getting boxoffice entertainment in the home at a fraction of the price at the theater or stadium."

Hartford proves conclusively that when good boxoffice product is available, "people are pleased and eager to spend their money," Mr. Wright said, and "when it is not, they stay away."

Free TV Can Relax ■ Mr. Wright contended that Hartford dispels the notion that pay TV "is some kind of monster that will gobble up advertising television and preempt a major part of viewing time." He said subscribers on the average spend about



Zenith's Mr. Wright

two hours a week watching subscription programs and "they are very selective in what they will pay money to see as against programs available on advertising TV."

Mr. Wright reported that "while our decoders in Hartford have worked very well, we have come up with ideas for new subscriber equipment which will permit simpler and less costly installation and service." This means more economical operation of a Phonevision system's local business machinery, he said, and projections show that this can be "a sound and attractive going business."

Mr. Wright said a local Phonevision

operation should be able to produce a good profit "after a rapid depreciation of the entire investment in capital equipment over a five-year term." Hartford subscribers this year have been spending at the rate of nearly \$100 a year, he noted.

Mr. Wright considers over-the-air technique superior to cable systems for several reasons. He noted that a cable system has a very heavy fixed cost before it can serve its first customer and is also subject "to a serious drag on earnings until a saturation level is reached." There are places where a cable system is more suitable, he admitted.

Color Sets ■ Mr. Wright also reported that Zenith's color TV set sales this year are almost double those of the record pace last year. For the industry as a whole he predicted that 1.2 million or more color sets be sold out of an industry production total of nearly 9 million for both monochrome and color. Industry color sales in 1965 will increase another 50%, he predicted, and will top 2.5 million.

Zenith is continuing to expand color tube production facilities at the Rauland Corp., its tube subsidiary. Mr. Wright said the company will turn out both 25-inch and 19-inch rectangular 90 degree color tubes. The standard round 21-inch color tube will be "the backbone of the industry for some time to come," however, he added.

Zenith this year expects to produce a total of 1.75 million TV sets, Mr. Wright said, compared to 1.5 million last year. This will be the firm's sixth straight year of selling over a million sets, he said, keeping Zenith in "the number one spot."

NBC's Rosenfeld in New York for surgery

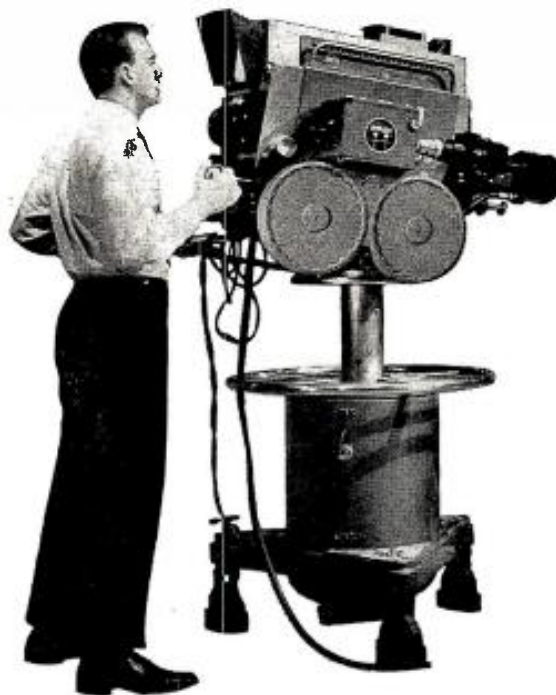
NBC News correspondent Alvin Rosenfeld, who was wounded Aug. 9 while covering the fighting in Cyprus, has been taken to New York from Jerusalem for surgery to remove a bullet from his head. Specialists are optimistic regarding his condition.

Mr. Rosenfeld is now at the Harkness Pavilion of the Columbia Presbyterian Medical Center. He had been flown from Cyprus to the Hadassah University hospital in Jerusalem.

The correspondent was wounded while riding in a jeep with Jay Miller, a cameraman.

Mr. Rosenfeld's wife, Judy, was scheduled to arrive in New York last week. She had been unable to travel with him because their son, Joel, had recently undergone an operation.

THE REVOLUTIONARY GEMINI TAPE/FILM SYSTEM



NOW AVAILABLE TO TV STATIONS and VIDEO TAPE PRODUCERS

GEMINI is a fully perfected system which produces simultaneous, direct 16mm film during videotape production. GEMINI replaces the kinescope with a dependable, high quality motion picture film. Developed by MGM Telestudios, the GEMINI system uses a 16mm camera unit mechanically and optically coupled to the TV camera. No special lighting is required. Normal good television lighting yields good GEMINI film. If proper, simple procedures are followed, the picture on the TV monitor will faithfully be reproduced on 16mm film. Our exclusive Edilite system, feeding off the tally lights, marks the film with a line of light when the camera is "taken." Most editing, therefore, becomes automatic in a zero cut printer, and does not require the physical cutting of the film.

Every Television broadcaster, studio and producer that uses electronic cameras has a need to record a portion of his total production. Videotape supplies this need in many cases. However, the cost of videotape equipment, stock and handling represents a financial burden in many

situations. Particularly is this true where programming is to be widely distributed within and outside the country, such as in the case of producers of entertainment programs, educational material, industrial features, commercials, training programs, etc.

Also, foreign distribution of videotape is generally impractical because of differences in technical standards throughout many countries of the world. However,

every TV station in the world is equipped to use 16mm film, and regular projection equipment for group screenings is universally available and commonplace. The GEMINI system fulfills this recording and distribution need with economy, dependability and quality, backed by the reputation of the world's foremost production organization.



MGM TELESTUDIOS, INC. SPECIAL PRODUCTS DIVISION
550 FIFTH AVE., NEW YORK, N. Y. 10036
A SUBSIDIARY OF METRO-GOLDWYN-MAYER, Inc.

MGM TELESTUDIOS, INC., SPECIAL PRODUCTS DIVISION, 550 FIFTH AVE., NEW YORK, N. Y. 10036

- Gentlemen: Please send me information about the GEMINI system including a complete brochure.
- Without obligation, I would like to have an MGM Field Engineer call upon me to discuss the GEMINI system.

BR

NAME _____ POSITION _____

COMPANY _____

TELEPHONE NO. _____

STREET _____ STATE _____ ZIP CODE _____

CBS sweeps doubleheader

American League owners again vote 8-2 to support sale of Yankees to network

The CBS purchase of the New York Yankees received American League approval for the second time last week, and by an apparently unassailable method—polling of team owners gathered at a special meeting.

The league clubs again voted 8 to 2 in favor of the transfer, with dissent coming from the same men who voted against the deal when it was first presented to them: Charles O. Finley owner of the Kansas City Athletics and Arthur C. Allyn, owner of the Chicago White Sox (BROADCASTING, Aug. 17).

The first vote was taken by telegraph and telephone, a method contested as violation of the league's constitution. Subsequently CBS asked for a meeting and a reapproval vote in a letter from its board chairman William S. Paley to Yankee co-owner Dan Topping (BROADCASTING, Aug. 31).

The approval last week did not silence the dissenting voices of Messrs. Finley and Allyn and apparently did not dissuade the Justice Department from its interest in what it may feel to be antitrust questions raised by network ownership of a baseball team.

Justice representatives in New York have reportedly been questioning officials of P. Ballantine & Sons, Newark, N. J., a radio-TV sponsor of the Yankees. Ballantine holds the rights to Yankee games, worth an estimated \$1.2 million this year. The contract is extendable by Ballantine through 1966.

CBS was represented at the Boston meeting last week by its president, Dr. Frank Stanton, and by Leon Brooks, CBS vice president and general counsel.

At the meeting Mr. Allyn suggested that the league's approval ought to be delayed until outside legal counsel could be hired to look into possible antitrust arguments that might be raised by the federal government. A motion to this end was defeated by the owners in a 7-3 vote, the Baltimore Orioles joining Messrs. Allyn and Finley in favor of the move.

The chairman of the Orioles, J. A. W. Iglehart, was a longtime member of the CBS board. When the CBS-Yankees deal was announced, he resigned his CBS directorship to avoid a possible conflict of baseball interests.

Mr. Finley, who said prior to the meeting that he would offer his team

for sale if the deal should get league sanction, repeated that stand after the meeting.

Mr. Allyn intimated another possible course of action, the introduction of a federal court suit to prevent completion of the Yankee sale based on possible conflicting interest of stockholders of CBS who might also have holdings in other major league baseball teams than the Yankees.

Mr. Finley told BROADCASTING last week he would certainly be a party to any such action, but declined to say whether he would start such proceedings on his own. "Mr. Allyn and I have been in agreement on this thing all along," he said.

Earlier Mr. Finley had been quoted as saying: "CBS has just purchased the biggest bargain in history by putting themselves in a position to control pay TV. I wonder what position the American League would be in if the other two networks, ABC and NBC, decided to buy a franchise. . . ."

He refused later to amplify the comment about pay television.

Mr. Allyn reportedly suggested during the meeting that CBS stockholders be polled to determine any that might hold interest in their teams.

It was reported that team owners had requested that CBS and the Yankees pay all legal fees involved in further problems that might stem from government investigation of the transaction.

A CBS spokesman called this issue a "canard," and said it is obvious, now that league approval has been granted, that further legal problems which may arise will be brought to CBS and the Yankees and not other teams.

Hearing date set for Rochester ch. 13 case

The FCC has scheduled oral argument in the Rochester, N. Y., channel 13 case for Nov. 2. Eleven applicants are seeking the facility as a fulltime operation.

Hearing Examiner Annie Neal Hunting's initial decision earlier this year recommended that the Rochester Area Educational Television Association Inc. and Rochester Telecasters Inc., be granted the facility on a share-time basis (BROADCASTING, Feb. 3).

Other applicants are: Flower City Television Corp.; Genesee Valley Television Inc.; Star Television Inc.; Community Broadcasting Inc.; Heritage Radio and Television Broadcasting Inc.; Main Broadcast Inc.; The Federal Broadcasting System Inc.; Citizens Television Corp., and Rochester Broadcasting Corp.

The applicants have been operating the station as WOKR(TV) on an interim basis since July 3, 1962.

\$6.3 million Colorado sale

Hope and associates sell their interests in Pueblo, Denver stations

Twelve years ago Bob Hope starred before the FCC; he was one of the principals applying for a TV station in Denver. Last week Mr. Hope and his associates who own



Mr. Hope

52.5% of KOA-AM-TV Denver and KOAA-TV Pueblo, Colo., sold their stock to the company, giving the remaining stockholders, predominantly Denver residents, control. The price: \$6,318,600. The sale is subject to FCC approval.

Metropolitan Television Co. has two classes of stock. Class A stock is owned by what is known as the Denver group; Class B by what is known as the Hollywood group. All stockholders have one vote per share, but the Class A stockholders elect four directors, the Class B, only three.

Overall, Mr. Hope owned 45.07% of Metropolitan; James Saphier, Mr. Hope's business manager, 5.3%; Martin Gang and Norman R. Tyre, Mr. Hope's attorneys, 1.3% and .6% respectively and Violet Gang Kopp, .3%.

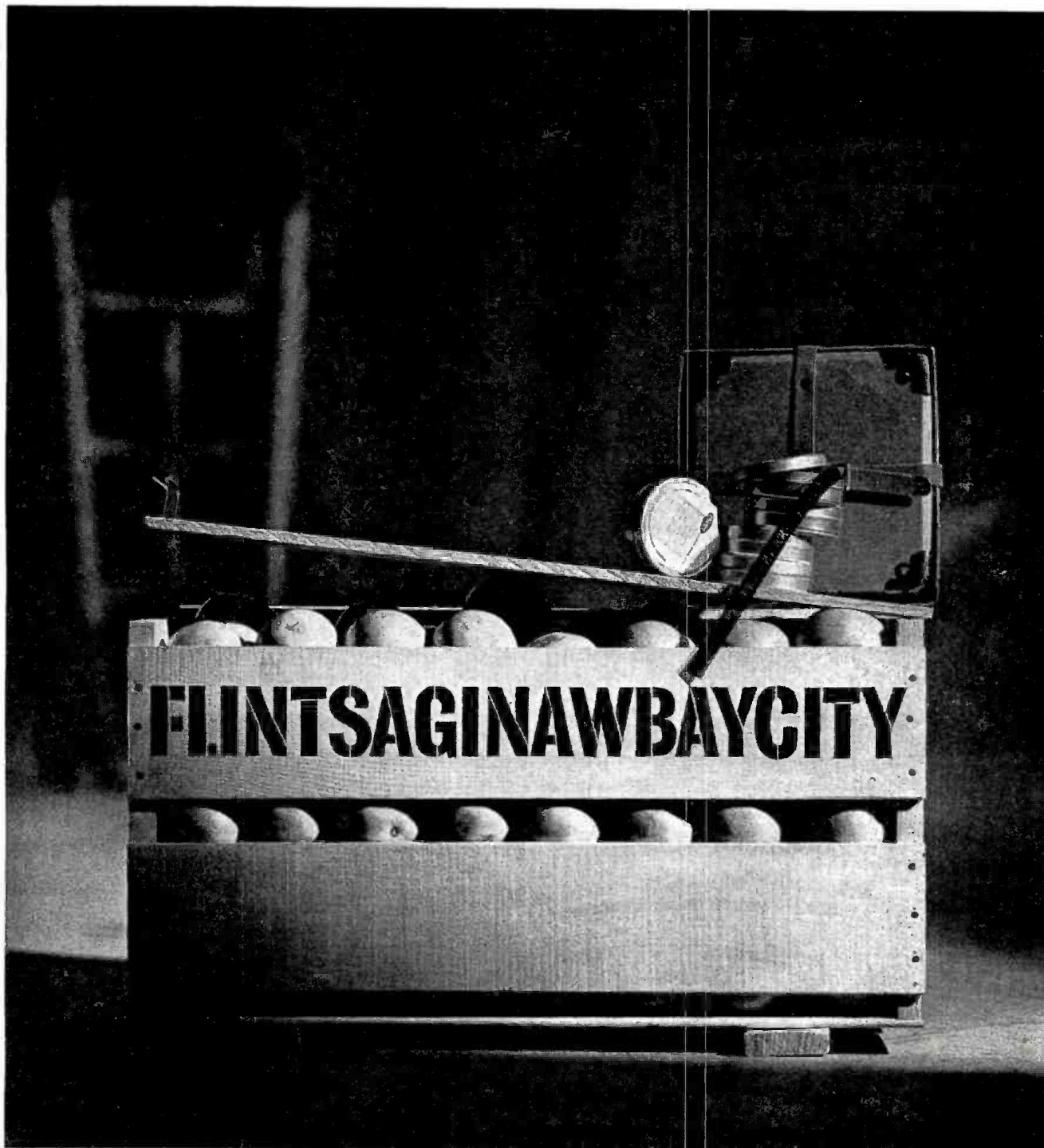
The Denver group, which now will own 85% of the stations, is made up of Ralph Radetsky, president and general manager, who currently owns 1%; William Grant, board chairman, 6.3%; Thomas B. Cambell, 4.2%; Quigg Newton, former mayor of Denver (now living in New York), 3.6% and others. The remaining 15% is owned by H. R. Catherwood of Washington, Harry O. Hefferman, New York; Ruth Newton Higgins, North East, Md.

The sales contract provides that should the owners of the Metropolitan stations sell in the next two years, and should the overall price be more than the 100% value based on the present sale for 52.5%, then Mr. Hope and his associates shall be eligible for a prorated share of the sale price.

The company is borrowing \$5 million to make the purchase.

Mr. Hope gave no reason for his decision to sell his interests.

Upon FCC approval, the Class B



NOW DE-HYPHENATED!

(to deliver your TV commercials with your products)

And put them where a lot of your product probably is right now. † Because when we turn on the transmitter the hyphens fall out and 3 major cities and 23 surrounding counties in Eastern Michigan come together as a single advertising package. † A package of 1.5 million people—and 405,500 TV homes—your commercials reach best from within. That is, via WJRT—the station which created FLINTSAGINAWBAYCITY in the first place. And the station which covers it completely, from within.

WJRT-12
ABC

Communications lawyers dive into TV

About 15 years ago when both were young, newly practicing Washington communications attorneys, Vincent B. Welch and Edward P. Morgan (Welch, Mott & Morgan) discussed seriously the advisability of applying for TV stations.

But they were dissuaded by the many "doubting Thomases," as Mr. Morgan put it the other day. They have never forgiven themselves for not acting on their hunches, especially since many of those who talked them out of the move have become successful VHF licensees.

With the expected rebirth of UHF the two lawyers—now older and having accumulated some capital—have decided to act.

"We're putting our money where our mouth is," Mr. Morgan says, alluding to the fact that the firm represents a number of clients who are applying for UHF. "We're firmly convinced," he adds, "that this time UHF is going to take."

So, the two lawyers, plus Esterly C. Page, consulting engineer and former president of Page Engineers; Lawrence J. Henderson Jr., a vice president of the Rand Corp., and

James McIlvaine, an Arlington, Va., banking official, have applied in recent months for five UHF stations and one V.

The group, Messrs. Welch and Morgan as principal stockholders in all of the applicants (they own 27.5% each), has asked for channel 23 in Minneapolis-St. Paul; channel 40 in Columbus, Ohio; channel 30 in St. Louis; channel 48 in San Jose, Calif.; channel 44 in Miami, and channel 4 in Henderson, Nev.

The proposed construction costs run about \$300,000 each, for a total required investment of approximately \$1.8 million.

So far they have run into no competition in three of the six applications—in Miami, in San Jose, and in Minneapolis-St. Paul. In the other three they have opposition; Peoples Broadcasting Corp. has filed for the same channel in Columbus, Central Broadcasting Corp. (owners of WENO Madison, Tenn., and WGUS Augusta, Ga.), has filed for the same channel in St. Louis, and Charles Vanda (majority stockholder of TVI Inc., Hollywood), has filed for the same channel in Henderson.

stock will be retired.

KOA-TV went on the air in 1953 on channel 4, is affiliated with NBC, is represented by Blair and charges \$1,000 for a prime hour. KOA, founded in 1924, operates fulltime on 850 kc with 50 kw. It was bought by the Metropolitan Television group in 1962. KOA-FM operates on 103.5 mc with 57 kw.

KOAA-TV, on channel 5, began operating as KCSJ-TV also in 1953, and was sold the following year to Bankers Life Casualty Co. In 1961 Metropolitan Television bought it for \$1,250,000.

ETV station needs money

Four months of fund raising have failed to bail WENH-TV Durham, N. H., out of its financial difficulties, according to Keith J. Nighbert, manager.

The educational station needs \$150,000 to continue operations until the state legislature approves more funds. It has netted \$61,432 from the campaign so far, and will qualify for \$20,000 in foundation matching funds on receipt of 14 more "major gifts." Mr. Nighbert said the solicitation will continue through September and October.

Politics: topic of season

The candidates, party platforms and issues in the 1964 presidential election will be discussed by a panel of five NBC correspondents in visits to four cities. Merill Mueller will moderate.

Dates and places are: Sept. 22, the Pittsburgh Ad Club; Sept. 28, The Economic Club, Detroit; Sept. 30, Marquette University, Milwaukee; Oct. 2, The Executives Club, Chicago.

The panels were scheduled in cooperation with NBC affiliates: WUC(TV) Pittsburgh, WWJ-TV Detroit, WTMJ-TV Milwaukee and WMAQ-TV Chicago.

Negro seminar set

Bernard Howard & Co., New York radio and TV representatives, has announced plans for its second annual Negro radio station seminar.

The seminar, Sept. 22-23 at the Americana hotel, New York, is open only to personnel at Negro radio stations on the Howard company's list. It is expected to cover all aspects of Negro radio broadcasting, including programing, promotion and research.

Communications center being built by Baptists

The Southern Baptists' Radio and Television Commission has signed a \$600,000-plus contract for construction of a modern communications center in Fort Worth.

Production of religiously oriented radio and television programs, that are now sent to nearly 1,400 stations weekly, will be shifted to the new building, which has among its facilities a 55 by 25 foot floating studio for complete sound insulation. The center will be the first unit designed specifically for the agency since it began as a radio committee in 1938.

Architects for the project are Huelpelsheuser & White, Fort Worth. Dedication ceremonies are scheduled for June 1965 during the Southern Baptist Convention in Dallas.

Alabama ETV scheduled to go on the air today

Southwest Alabama is scheduled to gain an educational television station today (Sept. 14) as WEIQ(TV) Mobile takes to the air. The channel 42 facility is being connected to the state's ETV network, and will be in the National Educational Television system.

Programing for the new station is to be handled by Auburn University, the University of Alabama and a Birmingham studio maintained by the six Jefferson county school systems.

FCC approval is awaited for three more ETV stations. Alabama currently operates these ETV stations: WBIQ Birmingham, WCIQ Cheaha State Park, WDIQ Dozier and WAIQ Montgomery. WAIQ and WEIQ are UHF, the others are VHF.

State associations keep on growing

State associations of broadcasters have added 393 member stations since 1962 and 978 since 1959, according to a National Association of Broadcasters poll of the organizations. The study, directed by Alvin M. King, NAB director of state association liaison, is based on questionnaires returned by 47 states—New Hampshire and Alaska have no state groups and Puerto Rico was not included. Delaware, the District of Columbia and Maryland are in one organization. It is expected to be put out in full within the next two weeks.

The figures show that 2,821, or 72%, of operating radio stations and 432, or

3. Sacramento's local advertisers spent 39% more in television last year than in 1962.*

■ And 68% more than in 1961.

***Source: FCC Final TV Broadcast Financial Data—1963**

1.

Sacramento is now the nation's 25th television market in national spot sales ... ahead of Atlanta, Denver and Providence.*

2.

Sacramento had the largest increase last year (26%) in total television time sales of any market in the country* and a 2 year increase of 54%.

4.

Sacramento had the largest increase in national spot sales (28%) in 1963 of any of the top 25 television markets.* The only market outside of the first 10 to show more than a million dollar increase.

76%, of operating TV outlets belong to state groups. In 1962 the statistics were 2,470 (65%) for radio and 390 (73%) for television; 66 stations were listed as combined because a questionnaire failed to separate radio and television stations. In 1959 it was 2,006 (57%) and 269 (48%).

The present total membership is 3,253 which when added to the 729 associate members gives a grand total of 3,982. Thirteen of the state associations reported more than 100 members this year, the NAB said, although only seven topped that figure in 1962.

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 96).*

■ **KOA-AM-FM-TV Denver and KOAA-TV Pueblo, Colo.:** 52.5% sold by Bob Hope and associates to group headed by Ralph Radetsky, president and general manager of the stations, for \$6,318,600 (see page 46).

■ **WFAS-AM-FM White Plains, N. Y.:** Sold by J. Noel Macy, Valentine E. Macy and associates to a Cleveland investment group for \$850,000. Purchasers are headed by Norman Wain,



WFAS-AM-FM purchasers (l-r) Joseph Zingale, Norman Wain and Robert Weiss gather as stations' sales team. The three men are former members of the sales staff of WHK Cleveland. The Cleveland radio salesmen joined with other Cleveland investors to form the Westchester Corp.

Robert Weiss and Joseph Zingale, all former members of the sales staff of WHK Cleveland. Other principals are Mrs. Harry Stone, wife of the executive vice president of American Greetings Corp., Cleveland; Frank P. Celeste, former mayor of Lakewood, Ohio, and Nick J. Mileti, an attorney. The Macys recently sold their chain of Westchester county, N. Y., newspapers to Gannett Newspapers (BROADCASTING, April 6). WFAS is on 1230 kc with 1 kw daytime

and 250 w at night. WFAS-FM is on 103.9 mc with 120 w. Broker: Blackburn & Co.

■ **WEDC Chicago:** Sold by Emil Dene-mark Inc. for \$100,000 to Foreign Language Broadcasting Co., headed by Representative Roman Pucinski (D-Ill.) as board chairman and including eight local businessmen. Among these is sausage manufacturer Leonard Slotkowski. WEDC operates 11 hours total daily, sharing time with WCRW and WSBC, both also Chicago. WEDC programming will be for those of Polish, Italian, Spanish, Bohemian, German and Yugoslav extraction. Congressman Pucinski's mother for many years had her own show on WGES Chicago, but it was dropped when McLendon Corp. took over WGES as WYNR, now all-news WNUS. WEDC is on 1240 kc with 250 w share time.

■ **WMAX Grand Rapids, Mich.:** Sold by Joseph C. Hooker to Mid-States Broadcasting Corp., whose president is John P. McGoff, for \$235,000. Mid-States owns KFEQ-AM-FM St. Joseph and KLIK Jefferson City, both Missouri; WAMM Flint, Mich., and the following Michigan FM's: WABX Detroit, WSWM East Lansing, WQDC Midland and WGMZ Flint. WMAX is a 1 kw daytimer on 1480 kc. Broker: Hamilton-Landis & Associates Inc.

NAB puts flesh on fall conference frame

The broad outline of the fall conferences of the National Association of Broadcasters is beginning to take shape—and the key elements will be the appearance of an FCC commissioner at each of the day and a half meetings and a full half-day session on the NAB's government and public relations activities. The first meeting takes place Oct. 12-13 in Salt Lake City at the Hotel Utah.

In the hands of FCC Chairman E. William Henry is the scheduling of commissioners to each of the eight conferences. Mr. Henry, according to Vincent T. Wasilewski, NAB executive vice president, is agreeable to the idea and is discussing it with his fellow commissioners to determine who attends which conference.

Each meeting will open with a panel on government and public relations, moderated by Mr. Wasilewski, and containing these NAB staff executives:

Paul B. Comstock, Hollis Seavey, government relations; Douglas A. Anello, general counsel; John M. Couric, public relations, William T. Carlisle, station services; George L. Bartlett, engineering; Sherril Taylor, radio, and Howard Bell, code administrator.

Speaker at each luncheon will be a

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member of the executive committee of the association (in Salt Lake City it will be Rex G. Howell, chairman of the radio board).

Dual Sessions ■ The afternoon meeting will be divided. The television session will hear a code presentation by Mr. Bell, with emphasis on the new piggy-back interpretations; a panel on pay TV and community antenna systems, moderated by Mr. Carlisle and including John Pinto, RKO General, and Norman Boggs, Golden West, as proponents of pay TV; Mr. Anello, and a broadcaster with CATV interests, a broadcaster opposed to pay TV and one opposed to CATV, and a presentation on the Television Information Office by its head, Roy Danish.

The radio session, with Mr. Taylor as moderator, will be on the theme of "Operating for Increased Profits." Among the speakers will be Henry Brief, Record Industry Association of America; Mr. Bartlett on engineering; Mr. Bell and Charles Stone, on radio code practices; Ward Dorrell, All-Radio Methodology Study; and a panel of broadcasters on methods of controlling costs. After the Salt Lake City meeting, other conferences (and dates):

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

FCC rushed to restore AM earthquake victim

The FCC demonstrated speed and efficiency last week in assisting a Seward, Alaska, radio station that had been knocked out in the earthquake last March to get back on the air.

But behind the display of dispatch lay several months of earthquake-borne confusion, during which the commission dealt with the wrong man in Seward and the station's owners were pressured by the state's U. S. senators to restore service.

The commission last week granted Seward Broadcasting Corp. temporary authority to operate KIBH on 950 kc with 1 kw, during specified hours. It also waived the rules to permit prompt consideration of the application for regular operation.

The station, which filed the application on Aug. 28, had been given special temporary authority on Aug. 25 by the commission to operate on a non-commercial basis on 1490 kc with 50 w transmitter loaned by the Armed Forces Radio Services.

And that AFRS rig plays a key role

in the history of the KIBH case.

April 7 Wire ■ On April 7, about 10 days after KIBH was totally destroyed in the earthquake, the commission was informed by its engineer in Anchorage that a 50 w AFRS transmitter was being shipped into Seward to provide service. The city was without any radio service and had no newspapers.

A week later, the FCC received a letter from Raymond J. Doyle, who identified himself as manager of KIBH, saying that he was operating the AFRS transmitter under the emergency authorization granted Alaskan stations. The equipment, he said, had been loaned to Seward civil defense.

On May 8, the commission, in response to a telephoned request from Mr. Doyle, telegraphed KIBH authority to operate with 50 w on 1490 kc, pending the filing of an application for a construction permit for a new station.

"We thought the request came from the licensee," one commission official said last week. "It wasn't until a couple of months later we learned it was an ex-employee operating on the authority the commission granted."

But the correspondence file reveals that Mr. Doyle notified the commission in a letter dated June 6 that he had "resigned" from KIBH. In the same letter, he asked for a franchise to operate on 250 w in Seward. He said he had

access to a 250 w transmitter, and asserted townspeople felt KIBH was guilty of "dalliance" in restoring operations.

Despite his disclosure that he had "resigned," the commission, so far as the files show, took no action until August. In the meantime, the FCC field engineer in Anchorage reported to the commission that he learned that Mr. Doyle hadn't been connected with KIBH since "some time in April."

On Aug. 11, the commission informed Mr. Doyle that if he wanted to continue operating the 50 w station, he would have to file an application for a construction permit. Otherwise, the authority on which the station had been operating since May 8 would terminate Aug. 25.

At this point, Mr. Doyle, dropped the operation, leaving Seward without any broadcast service—and the state's two Democratic senators considerably disturbed.

Senators Ernest Gruening and E. L. Bartlett, urged the owners of KIBH, whose president is Paul Stockard, to resume operations. They also called on the FCC to assist in the resumption of service. FCC officials assured the senators they would cooperate with anyone seeking to operate a station. The application from Seward for authority to operate on the AFRS 50 w rig followed.

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How much money is enough?

Financial qualifications of applicants for new UHF stations may be revised as FCC studies present rules

The FCC is moving toward a review and possible revision of the financial qualifications it requires of broadcast station applicants. This was evident in two actions that came to light last week.

In one, the commission announced it has designated a panel of three commissioners to hear oral argument on a financial qualification issue in three comparative hearings involving UHF channels. A "redefinition of the commission's criteria" for establishing financial qualifications of UHF applicants—at least those seeking entry into multi-VHF channel markets—could emerge from that proceeding.

In the other action, the commission, it was learned, tentatively decided to request broadcasters' views on the financial-qualification issue as it applies to all the broadcast services. A proposed rule-making designed to accomplish this is expected in the next few weeks.

At the heart of both actions is the commission's concern with the adequacy of its standards and procedures for determining an applicant's ability to put a station on the air and to keep it operating until it begins earning revenue.

Rule of Thumb ■ The commission uses as a rule of thumb an applicant's ability to build a station and to operate for three months without revenue. In addition, the commission for some 10 years has delegated to hearing examiners the authority to add in comparative hearings a so-called Evansville issue—that is, whether an applicant's estimates as to the cost of his construction and operation are reasonable.

The issue may be added on petition of an applicant's opponent who contends that the estimates are low. But, a commission official said last week, the issue, though "time consuming," has "never been determinative . . . a case

has never turned on the issue of whether an applicant's estimates were reasonable."

Some commission staffers have been looking into whether the broadcast license application form should be amended to require more detailed financial information and whether the three-month rule-of-thumb measurement, as it applies to UHF applicants, should be revised.

Forcing the commission's attention on the problem at this time are three comparative hearings in which applicants are vying for UHF channels in three-VHF station markets—Buffalo, Cleveland and Boston.

Financial Issues ■ In each case the commission's Review Board had been asked to add issues to determine, in effect, the likelihood of success of a new nonnetwork UHF station in such markets. The board, in certifying the cases to the commission, noted that the proposed inquiry "is contrary to existing commission policy" and that the requested determination goes beyond the financial showing now required by the commission.

But the board said it was impressed with the argument that the circumstances confronting a UHF station in

Chicago TV stations, educators join for in-college course

A 15-week graduate course in television and how to use current programs in daily teaching will be offered to teachers in the Chicago area this fall.

The course, offered by Chicago Teachers College North, results from a collaboration begun a year ago by all Chicago television stations and the Chicago Board of Education. The course is *Television in Today's World*, and is similar to one which has been offered in New York for several semesters by the Television Information Office and the New York City Board of Education.

The first five sessions will be devoted to technical and broad aspects of television and will be conducted by TV station personnel. The remainder, by board of education specialists, will show how to relate currently scheduled programming to instruction in language arts, social studies, science, music and art. Registration for course began last week.

The executive planning committee was composed of Allen Burns of NBC's WMAQ-TV; Joseph Corey of ABC's WBKB(TV); George Nicholaw of CBS's WBBM-TV; Robert Seipp of WTTW(TV), educational station, and David O. Taylor of WGN-TV. Mr.



Executive planning committee of the graduate in-service course for Chicago teachers are (seated l-r): Robert Seipp, WTTW(TV); David O. Taylor, WGN-TV, chairman; Dr. Humphrey Stevens, Chicago Board

Taylor was chairman and Mr. Corey co-chairman, and Dr. Humphrey Stevens, associate professor of education at the college, was educational coordinator.

Station executives credited with

of Education. (standing l-r): Dave Hart, WMAQ-TV (representing Allen Burns); George Nicholaw, WBBM-TV and Joseph Corey, WBKB(TV), co-chairman of the new Chicago committee.

providing personnel, documentaries and film transfers for the course were Clarke B. George, WBBM-TV; D. Thomas Miller, WBKB; Ward Quaall, WGN-TV; Lloyd E. Yoder, WMAQ-TV, and Dr. John W. Taylor, WTTW.

a three-VHF station market are—as the board said in the Buffalo case—“substantially different than those normally encountered by a VHF station applicant.”

The issue could prove an extremely perplexing one, with the commission pulled in opposite directions by conflicting aims. On the one hand there is the FCC's concern with the success of UHF television. The commission, anxious to popularize UHF as a worthwhile, viable medium, is loathe to grant UHF permits to operators not likely to survive the early financial hazards.

On the other hand, the commission wants to avoid making UHF a rich man's game by setting the financial qualification standards so high that only wealthy corporations could possibly meet them. This would mitigate against the preference for local ownership of broadcast stations.

Oral Argument ■ The oral argument will be heard Sept. 21 by Commissioners Robert T. Bartley, Robert E. Lee and Kenneth A. Cox. The FCC ordered the parties to direct themselves to the possibility of “a redefinition of the commission's criteria for the establishment of basic financial qualifications.”

The commission said the comments should be based on a test proposed by the Broadcast Bureau, that applicants be able to bear the cost of putting a station on the air, operating it for three months without revenue and meeting the costs of amortizing loans and interest payments and all equipment payments during the first year.

The commission also asked the parties to comment on the desirability of requiring applicants to submit evidence of their estimated revenues if they cannot meet the bureau's suggested test.

In Buffalo, where channel 29 is the prize, WEBR Inc. raised the financial qualification issue against Ultravision Broadcasting Co.

United Artists Broadcasting Co. raised it against Integrated Communications Systems Inc., in Boston, where channel 25 is at stake. United Artists also raised the issue in Cleveland against Cleveland Telecasting Corp. and The Superior Broadcasting Corp., which are competing for channel 65. United Artists, after raising the issue, dropped out of that contest to seek channel 31 in Lorraine, Ohio.

An FCC official said that, in designating a panel to hear the consolidated oral argument, the commission decided to look into the financial qualification issue as it affects all of the broadcast services.

It was expected that the proposed rulemaking would ask for comment on whether the commission should, in light of the experience of the past 10 years, continue to allow applicants to challenge the adequacy of their opponents'

cost estimates in hearings.

An official also said the rulemaking would probably ask for comment on what standard should be used for determining what is “available” and “adequate” in construction and operating funds. Some officials are thinking of rules to require applicants to demonstrate they not only have funds to build and to operate for an initial period without revenue but to start paying off debts.

One official, however, said the FCC might well adopt different criteria for each service.

Harris to get ratings report

House subcommittee will hear McGannon on progress of clean-up campaign

The House Special Subcommittee on Investigations, headed by Representative Oren Harris (D-Ark.), has called upon broadcasters to report Sept. 23 on what they've done to help clean up the so-called “ratings mess” unearthed in the subcommittee's spectacular 1963 investigation.

Donald H. McGannon of Westinghouse Broadcasting Co., chairman of the National Association of Broadcasters research committee and also of the Broadcast Rating Council Inc., is expected to be the principal witness at a public hearing.

He probably will be accompanied by Kenneth H. Baker, executive director of the rating council; Miles David, administrative vice president of the Radio Advertising Bureau, and Ward Dorrell, executive director of the All-Radio Methodology Study (ARMS), which is jointly sponsored by RAB and NAB. Whether they will all testify, or simply be available to testify, was uncertain late last week.

The testimony is expected to deal with both the rating council and its progress to date, and the ARMS project.

Mr. McGannon is expected to testify in detail on the council, which was set up with agency and advertiser as well as broadcasting support to serve as an auditing and accrediting agency for broadcast measurement services and also to investigate new systems and methodologies.

Whether Mr. McGannon will also testify on the ARMS project, or whether some other witness will be selected for this phase, had not been decided late last week. ARMS, which is seeking a system that will measure radio's com-

plete audience, issued a report on its first study a few weeks ago. This confirmed telephone interviewing as an acceptable technique for determining station share figures (BROADCASTING, Aug. 24).

It has been learned that the transcript of closed-door meeting the subcommittee held with representatives of the broadcasting networks and the NAB early this year may be made public soon (BROADCASTING, Jan. 13).

The rating council has been sending progress reports to the subcommittee ever since the joint broadcaster-advertising agency council was organized late last year, but this will be the first time the group will make a full-scale public appearance on the matter. The object is, in effect, to give an affirmative and public answer to the challenge issued by the subcommittee after its prolonged investigation last year: Can broadcasters clean their own — and the raters — houses?

The subcommittee has been pursuing the inadequacies of ratings since 1959 and it's an open secret that Representative Harris would like to write a happy ending to the quest when his panel issues its final report. Its conclusions may well hinge on what the McGannon group says later this month.

Spanish station hits rating technique

A demand that The Pulse Inc. qualify its Los Angeles audience measurement reports to show how many Spanish-speaking listeners were included in the interviews has been made by KALI San Gabriel, Calif., Spanish-language radio station serving the Los Angeles metropolitan area.

In a letter to the research firm, written Sept. 9, James E. Coyle, vice president and general manager of KALI, states that on Feb. 26, Dr. Sydney Roslow, president of Pulse, “publicly admitted” to a group of radio executives in Los Angeles that “the sample of Spanish households included in Pulse's general study was too small to be projectable as a proper indication of the relative popularity of the two major Spanish language radio stations in the market.”

But, Mr. Coyle asserts, Dr. Roslow “has since refused similarly to qualify his printed studies” and “Pulse has refused to offer unequivocal explanations to KALI's very pertinent questions covering this highly important matter.” The questions are:

1—Is it statistically accurate to reflect the radio listening habits of 860,000 Spanish speaking people in the Los

Angeles metropolitan area by an English language survey of the total radio audience in that area when such survey includes a sample of less than 25 Spanish language home radio sets in use per rated segment?

2—Is it not true that the above accurately describes Pulse's studies made in Los Angeles in November-December, 1963, and its subsequent studies?

3—Can Pulse completely and clearly explain the methodology it used in arriving at its conclusion that Spanish households in the Los Angeles area comprise only 7% of the total homes in that area?

4—If Pulse were to conduct a special radio audience survey of Spanish radio listening families in the greater Los Angeles area, what would be the minimum number of respondents Pulse would feel necessary to obtain a statistically accurate indication of the relative popularity of the two major Spanish language radio stations in that area?

5—Would Pulse conduct such a special survey in the Spanish language?

6—In interviewing Spanish homes in the Los Angeles area to determine the relative popularity of the two major Spanish language radio stations serving that area, is it likely that a more accurate study would be obtained by conducting such interviews in the Spanish language rather than in the English language?

Two firms get council OK on applications

The first two "nonregular" broadcast audience measurement services to get certificates of application for accreditation by the Broadcast Rating Council were announced last week. They are Survey & Marketing Services Inc., Honolulu, and Coincidental Audience Audit, Seattle.

Next step for them, the council said, will be audits of their services, after which—assuming they pass the audits—will come certificates of accreditation.

No final certificates have yet been issued, but four firms offering regularly scheduled and nationally syndicated services received certificates of application a few months ago. Audits of their services are slated to go into the field the latter part of this month, but it is considered unlikely that these can be finished and reviewed in time for the first actual accreditation certificates to be issued before the first of next year.

The council has designated two firms to handle its auditing assignments: Price Waterhouse & Co. and Ernst & Ernst, both of New York.

The "regular" services with certificates of application and now awaiting audit are the A. C. Nielsen Co.'s local and network television audience meas-

urements, its national TV audience composition reports and its New York instantaneous Audimeter; the American Research Bureau's network and local television measurements and its New York Arbitron, and the local radio services of C. E. Hooper Inc. and The Pulse Inc.

Of the nonregular services granted certificates of application last week, Survey & Marketing Services Inc. offers the TRACE (Traffic Radio Audit—Coincidental Enumeration) service and has been in operation since 1962. It combines coincidental telephone (for home listening) and traffic intersection interviewing (for auto listening) to determine radio station shares of audience. Coincidental Audience Audit uses the coincidental telephone interview technique; it produced its first full-scale report in 1963.

Radio listeners told they're more selective

A ratings executive was queried by radio listeners last week, but it wasn't a matter of fulfilling equal-time obligations.



Dr. Roslow

Sydney Roslow, president of Pulse Inc., was the interviewee on KMOX St. Louis's *At Your Service* show, a program that lets listeners question guests by telephone. Dr. Roslow, speaking from New York, said, "People are information hungry, judging from the popularity of news programs, and it is even more desirable if the information can be presented in an information format." He also feels that "radio listeners are more selective than television viewers . . . because they have a greater choice. Radio stations seem to have character whether it be talk, music or whatever. The listener can be selective and satisfy his particular desires at the time he is listening."

He said the congressional hearings on ratings weren't "really necessary, but they did do a job" in tightening up ratings services' discipline. Asked about the legitimacy of ratings, Dr. Roslow defended them as "the only practical way to judge the number of listeners."

New media broker

Creation of a new media brokerage firm—Larue & Associates, New York—has been announced. The company, headed by Hugh Ben Larue, will handle radio, TV and community antenna TV properties. Location will be 440 East 62d Street.

Miller wants LBJ to sell radio-TV holdings

Republican Vice Presidential Candidate William E. Miller called on President Johnson last week to divest his family of its radio-TV properties.

"After all, the President appoints the members of the FCC," Mr. Miller said.

News Secretary George Reedy said there would be no comment from the White House.

"There certainly is something very odd" about the way President Johnson acquired his private fortune, Mr. Miller continued. "We have never said there is anything wrong with going into business or making \$14 million but there is certainly something very odd when you make it as a result of having a monopoly in a city within an industry controlled by the government itself."

Mr. Miller noted that Charles E. Wilson sold his extensive holdings in General Motors Corp. to become Secretary of Defense in the Eisenhower administration.

The President's wife's and daughters' holdings in the Texas Broadcasting Co. were placed in a trust after Mr. Johnson became President last year. Their worth was valued at \$2,470,680 by an audit conducted for the President (BROADCASTING, Aug. 24). The auditors said, however, that this estimate did not pretend to reflect actual market value.

Reitman, Dale form new consultant firm

Associated Broadcast Consultants, 35 East Seventh Street, Cincinnati, has been formed by two broadcasters to provide management and programing advice and an appraisal service for radio-TV station buyers.

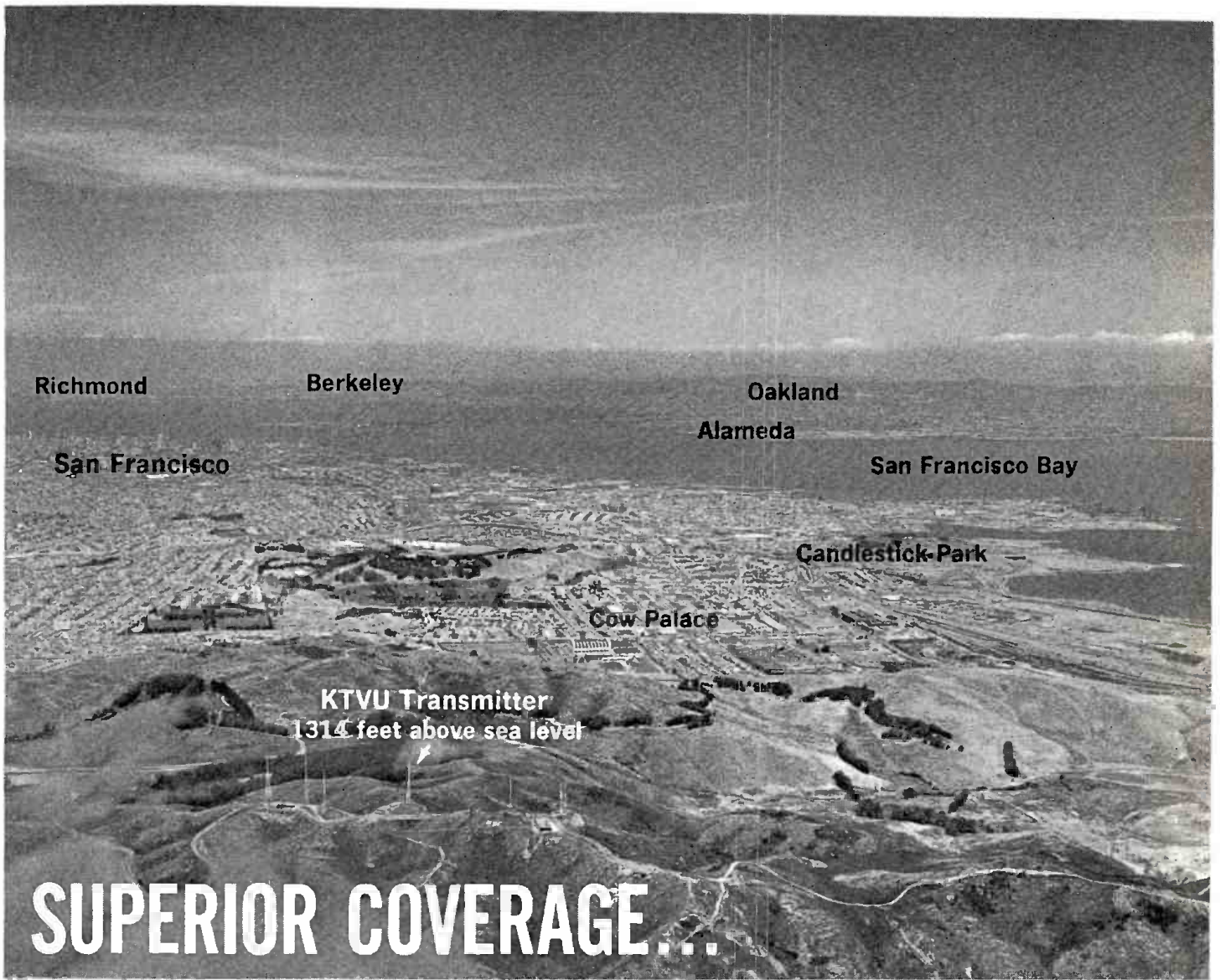
Robert Reitman, head of the new firm, has served WCPO-AM-FM-TV and WKRC-TV, both Cincinnati, in a sales capacity, and WZIP-AM-FM Cincinnati as general manager. His associate, Rex Dale, has worked in the radio field for 25 years, most recently as a WZIP-AM-FM station personality.



Mr. Reitman



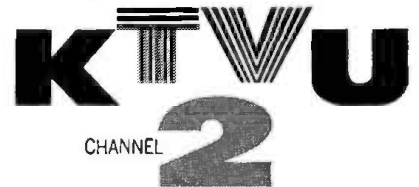
Mr. Dale



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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.

Schroeder lists NAB goals

Calls for concentration on government relations, public relations programs and strengthening of codes

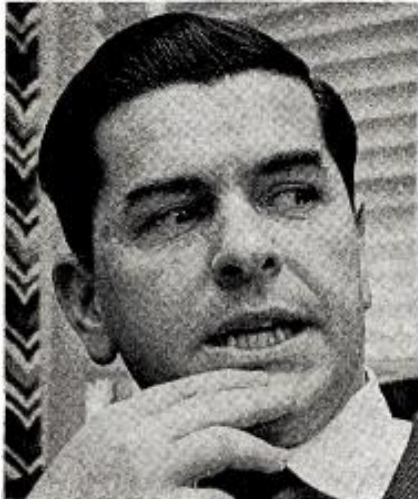
A recommendation that the National Association of Broadcasters concentrate chiefly on improvement of its government relations and public relations programs was made Thursday by the chairman of the NAB executive committee, Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich.

Luncheon speaker before the annual fall convention of the Michigan Association of Broadcasters at Hidden Valley, Gaylord, Mr. Schroeder also recommended that the NAB work toward other principal goals. These are strengthening of the codes and maintenance

of practical services such as engineering, economics, personnel training, etc.

opportunity to examine the organization of the NAB with the view to updating its structure and efficiency in all respects. Mr. Schroeder heads a special presidential selection committee (BROADCASTING, Sept. 7).

Howard H. Bell, NAB's code authority director, told the Michigan broadcasters he hoped "that at some point we can develop some new approaches to the evaluation of commercial performance which would be more meaningful than the present quantitative time standards—approaches that would also provide more flexibility to the subscri-



Howard Bell



Willard Schroeder

er in commercial practices."

He also said that the radio code board meeting in Washington Sept. 29-30 would consider changing code policy on product category acceptability. "While I believe it would be unwise at this time to make any change in the restriction dealing with hard liquor, an historic policy within the industry which transcends the codes," he said, "I believe our primary code concern should be with advertising content, including claims and taste, rather than with product category prohibitions, except in the most sensitive categories." He said, however, that because of the difficulties involved "this would not of itself permit a flooding of the airwaves with commercials for those products."

Mr. Schroeder said he feels that the present NAB board is too large and it meets too infrequently (twice yearly) with the staff. A smaller board, meeting oftener, would provide better organization, he indicated, also noting that the NAB's present 24 committees also may be too many. He suggested committees should run for one year and die unless good reason for their continuance occurs.

Listing 18 "satellite" organizations in the broadcasting field today, Mr. Schroeder pointed out that some people have urged that the NAB be the head of an all-encompassing federation. "Maybe this is something we at least ought to look at," he said.

NAB Updating ■ Mr. Schroeder said it is his personal conviction that the new NAB president, once he is selected, should have the authority and

it is merely a nonproscriptive experiment. He revealed that the NAB has contracted with Broadcast Advertisers Reports for special monitoring to see if stations are abusing the waiver.

BAR Checks ■ BAR, he said, is also checking on use of multiple-product announcements under the new piggyback rules (BROADCASTING, Aug. 31). He cited "splendid cooperation from agencies and advertisers" on the new criteria, and outlined NAB rulings on the commercials. Through August, he said, the code reviewed 148 films and 77 storyboards. He noted that 78 of the films were classified as integrated and 70 as piggybacks. The NAB can't pass on storyboards until they are in their final form, but of the 77 storyboards, 53 "will likely be considered integrated, while only 24 appear to involve piggyback treatments."

Harold L. Neal Jr., president of ABC Owned Radio Stations, suggested that in order for radio to increase its rate of commercial growth, it is necessary for the medium to break out of traditional selling patterns. "Radio selling today," he said, "needs more creative effort and ingenuity than just telling potential advertisers the facts about our stations."

Mr. Neal detailed efforts undertaken by ABC-owned stations such as its "Saga in Sound" film that tells radio's story in terms of historical growth and evolution, the radio station group's current advertising campaign and sales presentation activity directed at "target accounts."

Charles Campbell, Campbell-Ewald Co., Detroit, related United Delco's successful use of radio, especially sports programs, to reach male customers of its products. He also indicated the agency is interested in the overall programming of stations to find a good environment for the commercials.

Overmyer's way cleared for UHF in Toledo

The FCC's Review Board last week approved agreements clearing the way for D. H. Overmyer, of Toledo, Ohio, to operate a new station on channel 79.

The board's action provides for the dismissal of competing applications filed by Springfield Television Broadcasting Corp. and Producers Inc. The bureau said that their withdrawal would facilitate earlier UHF service by the local applicant, Mr. Overmyer.

The applications were set for hearing on nine issues involving, among other matters, the financial and legal qualifications of Springfield and Producers, and Springfield's staffing plans and public issues policy, the Review Board said.

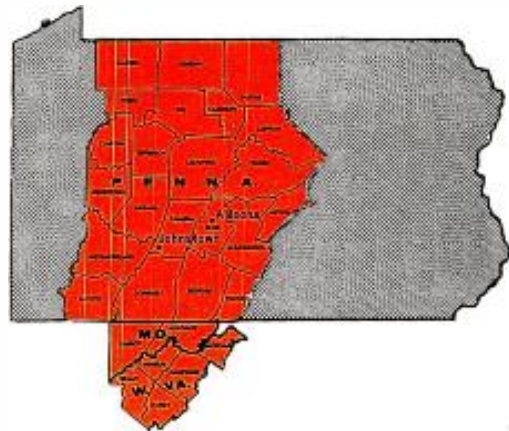
Under the agreement approved by

what's in the middle makes the big difference :



...and, in Pennsylvania, it's **WJAC-TV**

To charm big markets in your direction, you want the station most people turn to and tune to! In 35 major counties in Pennsylvania--that's WJAC-TV! Through WJAC-TV--you can toot your client's horn to the million dollar market-in-the middle! America's 27th largest!



Represented Nationally by
Harrington, Richter & Parsons, Inc.

Affiliated with WJAC-AM-FM
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the board, Mr. Overmyer will pay Springfield \$11,200 and Producers \$6,000 for partial payment of "itemized and verified" out-of-pocket expenses incurred in their applications.

Springfield is owner of WRLP(TV) Keene, N. H.-Brattleboro, Vt.-Greenfield, Mass.; WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and WJZB(TV) Worcester, Mass.

Fire returned in UHF-CATV dispute

WRLP(TV) on channel 32 Keene, N. H.-Brattleboro, Vt.-Greenfield, Mass., which has been firing at the 16 community antenna television systems operating in its service area, now has become a target.

F. Elliott Barber Jr., owner of a CATV system in nearby Brattleboro, Vt., has asked the FCC to revoke WRLP's license on the ground that the station has used its right to editorialize against him and CATV for "purely personal and private interests," in violation of the commission's fairness doctrine.

(Advertisement)



John O. Gilbert (l.), Vice President and General Manager of WABC-TV New York City, accepts from Leo Gutman, Vice President in Charge of Advertising of Four Star Distribution Corporation, the sales promotion brochure for "Spectacular Showcase," the first group of feature films for television from Four Star Distribution Corp. The brochure is open to the film, "Scheherazade," one of the features soon to be programmed by WABC-TV. At Mr. Gutman's left is the "Spectacular Showcase" promotion kit, which contains individual promotion material for each of the pictures. WABC-TV requested and received 20 additional brochures and kits for their sales department. Mr. Gilbert commented that "The new Four Star films will be exciting additions to WABC-TV's movie lineup for the coming season."

The station also failed, Mr. Barber's petition said, to make "... a specific offer of WRLP's facilities for an adequate response."

The CATV operator said the WRLP editorials fall roughly into two categories—"... vitriolic editorial attacks of a personal nature..." against Mr. Barber, and pleas that the public take steps to control CATV systems which, WRLP implies, are detrimental to the area's economy.

WRLP is owned by Springfield Television Broadcasting Corp. Springfield is also licensee of WWLP(TV) Springfield and WJZB(TV) Worcester, both Massachusetts, and WKEF(TV) Dayton, Ohio. All the outlets are UHF. William L. Putman, an ardent supporter of UHF and fierce opponent of CATV, is president of Springfield Television.

Of the 16 CATV systems in the WRLP area only Mohawk Valley Television Inc. is regulated by the FCC as it uses microwave relays. WRLP has asked the commission to hold a hearing on early license renewals for the facilities of Mohawk's microwave service, New England Microwave Corp. (BROADCASTING, July 20).

Mr. Barber told the FCC that WRLP

had a "lack of interest" in learning true facts and that its editorials against him were "... ridden with false statements, innuendo and half truths." Mr. Barber said WRLP accused him of placing "... his personal gain above the interests of the voters [of Vermont]..." in working in 1957 for the defeat of legislation that would have given the state public utilities commission control over CATV's.

Mr. Barber said that WRLP "has utterly failed" to present a rebuttal point of view as required by the fairness doctrine. The CATV operator said that aside from WRLP's views toward community antennas, the station has shown it is not responsible to be a licensee under the fairness doctrine.

FCC studies local CATV franchises

The FCC's study of community antenna television system operations reached last week into the arrangements under which local communities franchise CATV's.

The commission sent letters to the chief executives of some 1,000 cities and towns served by CATV's, requesting copies of the franchise agreements.

The commission's small CATV-study staff is interested in the financial arrangements involved and the extent of the regulation communities impose on CATV's.

The primary purpose of the study is to aid the commission in the formulation of legislation providing for FCC regulation of CATV's. An earlier mass mailing, to all TV stations, asked for information on TV-CATV cross-ownership and on agreements by CATV's not to duplicate local TV stations.

Deadline for submitting the questionnaire was Thursday (April 10).

Dr. Martin Seiden, who heads the CATV study group, did some of his information-digging in person last week. He went to New York to get the views of network executives on CATV, as well as pay television, which is also part of the study.

Media reports ...

KOL's agency = Guild, Bascom & Bonfigli, San Francisco, has been named to handle advertising for KOL-AM-FM Seattle.

Studio switch = KGIL San Fernando, Calif., moves to new studios and offices in the San Fernando Valley Broadcast Center, 14800 Larsen Street, San Fernando 91343. Phone, Triangle 7-3466, is the same. KGIL is a 5 kw day, 1 kw night, independent.



Do you sell toothpaste in Boston?

Whatever you sell, brush up on the facts about what's new in Boston radio and prevent sales decay! WMEX delivers the largest share of the five-county Boston mass market — the audience of big, young, growing families — at a far lower cost per thousand! Get the full story from your McGavren-Guild man. It's a story with real teeth in it!



Coyle faces suit by Peruvian Oils

The management of Peruvian Oils & Minerals Ltd., Toronto, has instructed its attorneys to bring suit against John J. Coyle, principal owner of KVL Highland Park-Dallas, Tex., for an accounting and recovery of \$225,000 which, management says, was "allegedly wrongfully diverted" from the company to the Commercial Recording Corp., Dallas, also principally owned by Mr. Coyle. Mr. Coyle is a member of the radio board of the National Association of Broadcasters.

Technically the oil company has told its lawyers to petition the federal court in Dallas to change its status in a stockholders' suit from that of defendant to that of plaintiff. Two stockholders last May filed suit against Mr. Coyle, until July 8 president of Peruvian, and the company.

Mr. Coyle said on Friday (Sept. 11) that an agreement had been worked out on the \$225,000, and that a settlement

was to be signed that day. He said the stockholder's notice repeated allegations made previously and that some of the statements were libelous.

The Peruvian company's action was reported Sept. 1 by Joseph J. Rankin, new president of the company, in a notice of an annual stockholders meeting Sept. 16 in Toronto.

At the time Mr. Coyle resigned as president and director, the notice states, two other directors resigned. They are Joseph Wolfman, commercial manager of KVL, and Thomas Gwin, production manager, Commercial Recording Corp.

The notice relates that in 1963 the oil company advanced \$378,438 in Canadian funds in contemplation of the proposed acquisition by the company of interests in radio broadcasting and recording. Of this sum, \$162,188 was advanced to University Advertising Co., licensee of KVL, and the same amount to Commercial Recording Corp. None of the proposed transactions was completed, the report notes, and the full amount of the advances was subsequently refunded.

CRC Investment - Last March, the notice states, \$243,000 in Canadian

funds were paid to Commercial Recording Corp. in connection with the proposed purchase of securities in that company. In April the directors rescinded authorization to make this investment. Mr. Coyle, the report says, agreed to the rescission and stated that the money would be refunded within 30 days. None has been returned, the report says.

The Sept. 1 notice also asserts that between July 10 and July 22, Mr. Coyle exercised options to purchase 66,666 shares of Peruvian Oils and that he sold them on the open market at a profit of \$30,000. The report notes that because of the changes in management that were taking place at the time, Peruvian Oils failed to require Mr. Coyle to sign an agreement that he was taking up the stock options for investment purposes and not for distribution.

Peruvian Oils is listed on the American Stock Exchange. It is also listed on the Toronto Stock Exchange, but active trading there was suspended last March.

Exchange advisory issued on Rollins

The American Stock Exchange last week issued an advisory to members warning of a growing "short position" in the common stock of Rollins Broadcasting. In an effort to halt this trend the advisory noted that before accepting orders for short sale in common shares of Rollins, selling brokers should be in a position to make delivery to purchasers by the fourth business day following the date of the transaction.

An exchange spokesman said the four-day limit was a normal requirement, but that the present advisory suggests to brokers that they insist upon proof that their clients have the stock on hand before accepting a short sell order.

The exchange said the short position in the stock had advanced from 17,340 shares on the July 15 settlement date to 24,637 shares as of the Aug. 14 settlement date. The exchange statement noted there are about 315,000 common shares of Rollins outstanding and an indicated floating supply of 210,000 shares. In addition there are 700,000 outstanding shares of class B stock, predominantly owned by management and convertible share-for-share into common, according to the exchange report. Rollins, which owns three TV and seven radio stations, an outdoor advertising division, a cosmetics company and 10,000 acres of land in Florida, two weeks ago completed its acquisi-

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Kaiser Broadcasting has an opening for an experienced Business Manager in Detroit with WKBD-TV which is now under construction.

This ground floor opportunity with one of the nation's fastest growing groups requires a strong accounting background and at least three years of experience in broadcasting.

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You come into billions in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

Spelled out, these billions look like this: total retail sales, over \$1 Billion; total consumer spendable income, over \$1½ Billion. Vitally important elements to have when you're seeking markets for sales. Let WSJS Television help market your sales message in its Golden Triangle.

WSJS 
TELEVISION 

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

'CQ' now means Comsat on the N.Y. Stock Exchange

The radio amateur's "hello out there" abbreviation ("CQ") is now on the big board of the New York Stock Exchange representing the Communications Satellite Corp.

Comsat, which has its first stockholders meeting Sept. 17 in Washington, went on the big board Sept. 8. In the first transaction, a block of 10,000 shares sold for \$46 a share, more than twice the \$20 a share

when 5 million shares were placed on the public market last June. Until last week, Comsat stock was traded over-the-counter. It closed last Thursday at 36 $\frac{1}{2}$. In addition to the 5 million shares held by the public, the same amount is held by communications common carriers.

At the meeting Thursday, public stockholders will elect six directors. Carriers will also elect six directors,

and President Johnson will appoint three to represent the general public. Among those nominated to be public directors are Leonard H. Marks, Washington communications attorney, and Bruce G. Sundlun, also a Washington attorney and a director of the Outlet Co., Providence, R. I., department store which owns WJAR-AM-TV there and WDBO-AM-FM-TV Orlando, Fla.

tion of the \$62.4 million Orkin Exterminating Co. (BROADCASTING, Sept. 7).

One broker close to the broadcasting

business, pointing last week to the continued upward spiral of Rollins stock price, said "apparently the short squeeze is still on." In the first day of trading

last week Rollins shares jumped 4 $\frac{1}{2}$ points to 75 $\frac{1}{2}$, but on Wednesday (Sept. 9) it dropped 7 to 68 $\frac{1}{2}$. The next day it gained $\frac{1}{2}$ to 69.

INTERNATIONAL

British theater group tangles with Goldwyn

Sale of films to TV prompts association to urge more houses ban Goldwyn products

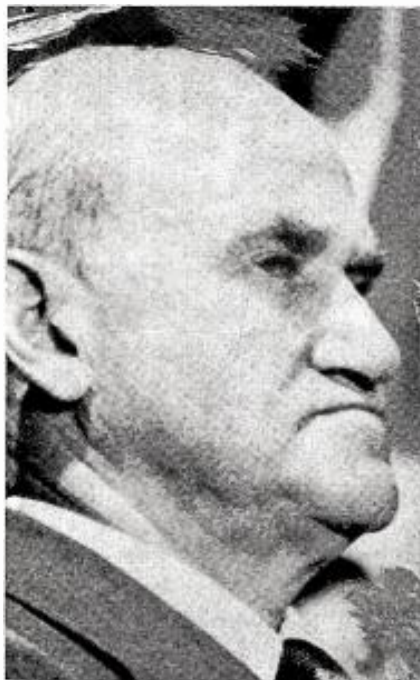
British television viewers are going to get a chance to see some of Hollywood's best theatrical motion pictures on their home receivers—and British theater operators are up in arms over the prospect.

The movies are a package of 50 feature films produced by Samuel Goldwyn and put into TV syndication by Samuel Goldwyn Pictures Ltd., organized earlier this year as the TV distribution-production arm of Samuel Goldwyn Studios (BROADCASTING, March 2). Associated Television has acquired the TV rights for the United Kingdom to these pictures under a five-year leasing arrangement and will start putting them on the air Nov. 15. "The Secret Life of Walter Mitty," starring Danny Kaye, will be the first film.

Immediately following the announcement of this innovation, the executive committee of The Cinematograph Exhibitors' Association of Great Britain & Ireland held an emergency meeting and notified Mr. Goldwyn that the members of the committee "had unanimously agreed to recommend to all members of the association not to exhibit to the public any film now or hereafter produced by or with cinema distribution rights controlled by Mr. Goldwyn or

any company under his control."

The Counter-Fire ■ Copies of the CEA letter were distributed to newsmen



Producer Goldwyn if pushed . . . he'll fight

Wednesday (Sept. 9) by Mr. Goldwyn in his office on the Goldwyn studio lot in Hollywood. The theater owners' gesture is a futile one at this time, he said, as no Goldwyn pictures have been in theatrical distribution in the British Isles for the past six months, when "Porgy and Bess" (which is not included in the TV package) concluded its third theatrical release there.

This fact, however, did not prevent Mr. Goldwyn from informing the CEA that he has no desire to start a fight but has no intention of backing away from one forced on him. "What the CEA is doing is trying to block a perfectly legitimate area of competition in exhibition," Mr. Goldwyn wrote. "As far as I am concerned, the public has a right to the fullest freedom of choice as to the medium in which it wishes to view motion pictures."

Mr. Goldwyn said that he had sent copies of his reply to the CEA to Britain's prime minister, to the leaders of England's political parties and to the president of the English Board of Trade.

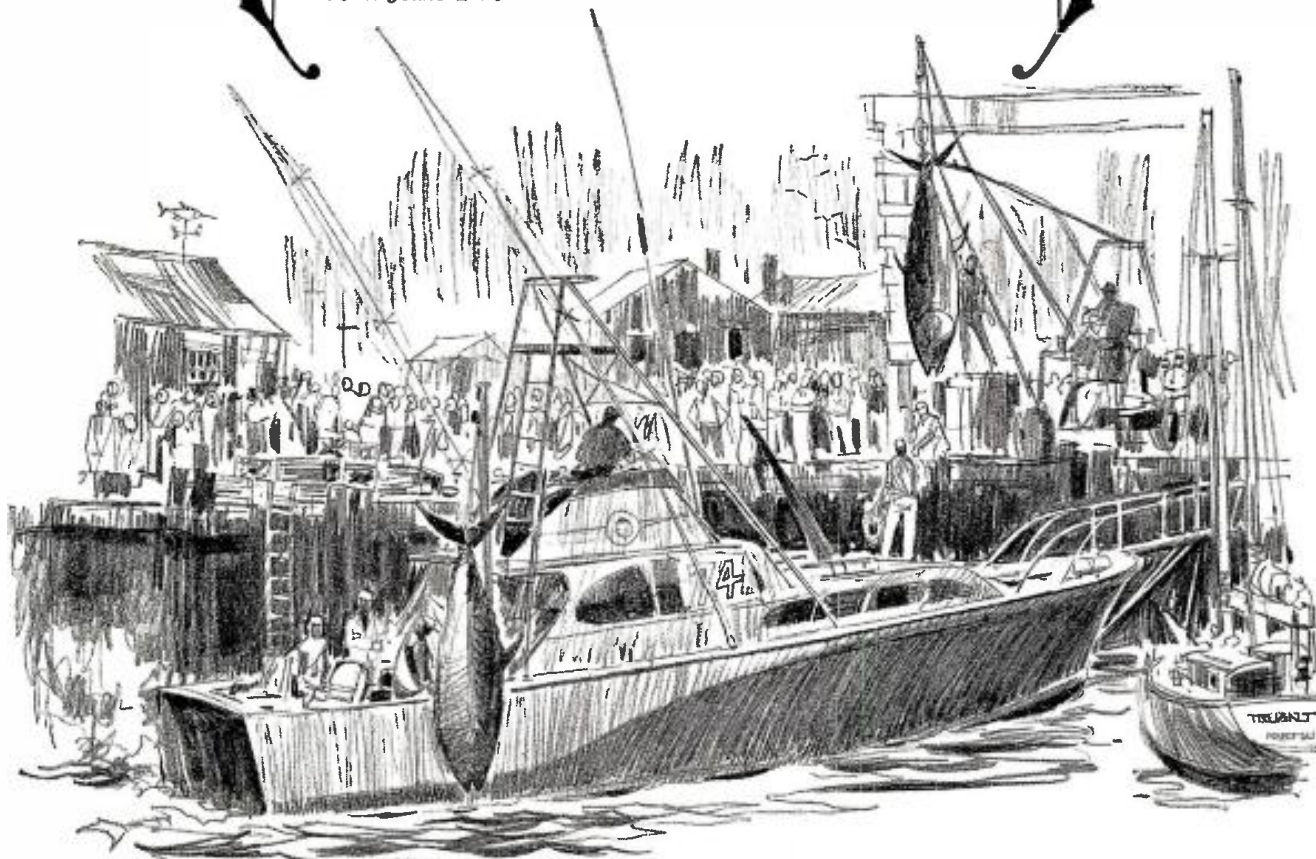
Mr. Goldwyn told his news conference that to date the theater owners have been successful in keeping American-made theatrical movies off British TV, with the sole exception of a couple of Selznick pictures. When the release of the Goldwyn movies to TV was first announced, the producer said, the CEA had told him of its opposition to the plan and reminded him of a resolution adopted in 1962 recommending to the member theaters (about 90% of Britain's 2,000 movie houses) that they refuse to show any pictures made or distributed by any company releasing its product to television. At that time he ignored the threat, he reported, and when he was approached by ATV and ATV was willing to pay his price (which he declined to reveal), he went ahead with the leasing agreement.

For tuna: a \$5-million pilgrimage to Galilee...

"Things've never been the same in our little port, Galilee, R. I. — since they started holding the three-day U. S. Atlantic Tuna Tournament here.

"Take last year. 134 boats entered, maybe \$5-million worth, carryin' 600 fishermen. 80,000 other folks came to watch the weighin's-in. You could hear 'em holler clear to Jerusalem (that's across the channel) — when the record, 765-pound whopper was hung up. Some fishin'. Imagine the ones that got away!"

But then, fishing for consumers is equally good, in the Providence market. You can get solid strikes in Western Connecticut, Southeastern Massachusetts, and all of Rhode Island — without changing your outfit or bait. People in television say the best outfit in **Providence** is **WJAR-TV**.



Pailthope



Yours for the asking:
a personal print,
suitable for framing.
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Britons like what they see

ITA study finds little carping about BBC, commercial network; most feel there are not too many U.S. shows

More than three-quarters of British viewers believe that BBC and commercial network programs are good or very good. This is one of the conclusions in the first of a new series of quarterly opinion reports carried out by Research Services Ltd. for the Independent Television Authority.

Opinions in detail were:

	Commercial network	BBC
Very good	32%	27%
Good	45	51
Neither good nor bad	16	15
Poor	3	3
Very poor	1	1
No opinion	3	3
	100	100

No widespread disapproval of commercial network programs was volunteered. When specific criticisms were suggested to viewers to find out to what degree these were considered applicable, the results were:

	Not true	Very true	Partly true
Too much emphasis on sex	38%	41%	21%

Too much violence	44	34	22
Too much seamy side	45	31	24
Too many American programs	47	34	19
Programing not well balanced	50	23	27
Too much bad language	53	27	20
Not enough serious programs	57	21	22
Rude to people interviewed	59	12	29

Viewers were invited to give their opinions on different program categories. Results were:

	Good	Poor	Neither
News	90%	2%	8%
Variety	72	6	22
Comedy	69	7	24
Series and serials	67	6	27
Sports	64	6	30
Current affairs	61	3	36
Local interest	58	5	37
Religious	50	4	46
Films	49	22	29
Educational	47	2	51
Children's	46	2	52
Plays	39	20	41

On the importance attached to television as a means of relaxation, viewers' answers produced these results:

Only form of relaxation I get	19%
Main form of relaxation	19

Those U.S. imports

Figures issued by BBC show that less than 12% of its television program material screened in the period April-June this year originated in the U. S.

Details by program category and channel are:

	BBC-1	BBC-2
Entertainment programs	12.5%	9.49%
Serious programs	.47	.29
	12.97	9.78

Combined average of both BBC channels: 11.46%.

Pretty important but so are other forms	23
Less important than other forms	20
Not watched for relaxation	18
No comment	1
	100

On viewing habits, 60% said they viewed on six or seven days a week and another 14% on four or five days. Twenty-five per cent estimated that over 80% of their viewing time was spent watching the commercial network, while 10% gave this estimate from their BBC viewing.

In only 3% of households is there more than one TV set in use.

Research Services Ltd. conducted the survey in June, using a probability sample of 1,500 people over the age of 15 representative of people living in ITA areas.

BBC-2 changes not a panic move—Peacock


BBC has bought 140 classic feature films from Paramount to show on its second TV channel as part of a revised programming policy. The present BBC-2 schedule which allocates a particular theme, such as education or drama, to separate days of the week has been dropped. Instead there will be drama programs on five nights, light entertainment on four, features on five, documentaries on three and music on at least two.

Michael Peacock, chief of BBC-2 programs, has denied that these drastic changes are a panic move. He said they were a logical development based on experience.

At the end of June, the number of homes in the London area with sets able to pick up BBC's second channel was about 335,000.

Commenting on figures recently issued by Television Audience Measurement Ltd. on BBC-2, Mr. Peacock said that BBC would not publish its own audience measurement findings until the

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Around millions and millions of card tables, the "we's" and the "they's" play their bridge hands according to Goren, that ace authority on the strategy of bidding what you can make and making what you've bid. Similarly, around the conference tables of broadcast advertising, the authority is **BROADCASTING YEARBOOK**, ace source of strategic information on television and radio. Each year, this comprehensive reference volume is the working partner of the broadcast media's

top people. They demand accurate facts, figures, analyses such as only **BROADCASTING YEARBOOK** can give them. To lay your cards on their conference tables, be sure they see your advertising in these information-packed pages. It's opportunity—in spades—to reach over 20,000 subscribers. Publication date: December. Deadline for proofs: Sept. 21. Final closing: Oct. 1. Still time to play your hand—**BUT HURRY!**

Broadcasting
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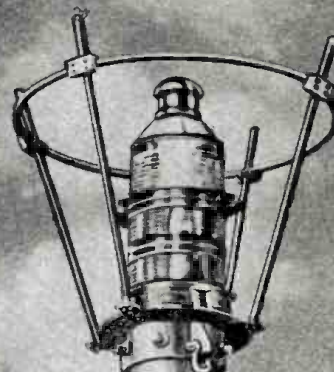
NORTH ALABAMA:

The cream of NBC & CBS and vast new picture range with WAPI-TV's new RCA Traveling Wave Antenna

Walt Disney	Dick Van Dyke Show
Bonanza	The Beverly Hillbillies
The Rogues	The Danny Kaye Show
Andy Griffith Show	Daniel Boone
The Lucy Show	Dr. Kildare
The Munsters	Hazel
Red Skelton	Bob Hope
Petticoat Junction	Jack Benny
Gomer Pyle, USMC	Flipper
My Living Doll	Mr. Magoo
Mr. Broadway	Gunsmoke
The Virginian	Man from U.N.C.L.E.

**NCAA and NFL Football plus
the best in news sports. Feature
films.**

A powerful signal and power package of top shows from two networks for North Alabama. WAPI-TV's newly installed traveling wave antenna and the cream of NBC/CBS offer an unmatched medium for this rich market area.



WAPI-TV BIRMINGHAM

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



new channel had been on the air for six months.

TAM said that viewers with sets able to receive BBC-2 were spending less than one hour a week watching the new channel. Mr. Peacock said that the sample of 100 was used by TAM and is not big enough. He suggested that 700 or preferably 1,100 was necessary.

Rise in TV homes reported for Britain

Of the 17.2 million British homes in the areas covered by the commercial network, 14.2 million now have TV sets. These figures are part of a report just issued by Television Audience Measurement Ltd., which also shows that 260,000 homes got TV sets for the first time this year.

Of the 46.1 million people in these 14.5 million homes, 43 million people in 13.33 million homes can now receive both BBC and the commercial network.

The number of people renting sets continues to grow and now stands at 5 million, or more than one home in three.

TAM's figures are estimates for mid-August 1964 based on survey data and the registrar general's estimates of population.

The channel islands are not included in the report.

NAB's international group meets Wednesday

The international broadcasting committee of the National Association of Broadcasters will meet for the first time Wednesday (Sept. 16) at the Statler hotel in Washington, John S. Hayes, Post-Newsweek Stations, announced last week.

The 17-man committee was named by former NAB President LeRoy Collins in May.

During the meeting, at which time the group will decide what areas of international broadcasting to look into, members will hear from Carl Rowan, director of the United States Information Agency, and James L. Greenfield, Assistant Secretary of State for Public Affairs. The unit also hopes to hear from FCC Chairman E. William Henry.

The NAB has been a participant in international meetings, but it has not had a committee in this field. NAB officials have been members of or set as observers at international meetings on allocations, standards and other engineering matters; on copyright revisions, and to the Interamerican Association of Broadcasters. Last year, Mr. Collins represented the NAB at a meeting in London held last year. The NAB also participated in a literacy project for the Dominican Republic which was expected to rely heavily on

the use of radio.

In addition to Mr. Hayes, the committee consists of:

Herbert Evans, Peoples Broadcasting Corp., vice chairman; Merle Jones, CBS; George A. Graham Jr., NBC; Donald W. Coyle, ABC; Richard M. Pack, Westinghouse Broadcasting; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.

Also, Otto P. Brandt, King Broadcasting Corp.; Robert T. Mason, WMRN Marion, Ohio; Sig Mickelsen, Time-Life Broadcast Inc.; James B. Conkling, International Educational Broadcasting Corp.; John F. White, National Educational Television; Dr. Margaret Mary Kearney, WCAU-TV Philadelphia (immediate past president, American Women in Radio & Television); Sam Slate, RKO General; D. L. Provost, Hearst Corp.; Payson Hall, Meredith Broadcasting, and Kenneth Giddens, WKRQ-AM-FM-TV Mobile, Ala.

Abroad in brief . . .

Wool Covers Sports ■ British Wool Textile Export Corp., Bradford, England, has moved into Canadian television for the first time, buying part of the *Wide World of Sports* weekly on the CTV television network. Agency is Pemberton, Freeman, Mathes and Milne Ltd., Toronto.

Caroline Audience ■ Radio Caroline has commissioned Attwood Statistics (Great Britain) Ltd. to carry out the first of a series of research studies to provide information on the size and composition of the audience listening to the two Radio Caroline offshore commercial radio stations.

Set sales go up ■ Canadian-made radio and television receiver sales continue to increase, according to figures of the Dominion Bureau of Statistics, Ottawa. Canadian-made radio receiver sales in the January-May period this year totaled 317,740 units, up from 272,944 in the same period last year. Canadian-made television receiver sales were 167,987 units in the first five months of this year, 146,970 in the 1963 period.

International film sales . . .

Gomer Pyle (William Morris Agency): Tokyo Broadcasting System, Japan.

Warner Bros. Features (Seven Arts): CBHT(TV) Halifax, N.S.; CFCF-TV and CEMT(TV) both Montreal; CKPR-TV Port Arthur and CJOH-TV Ottawa, both Ontario. In French: CHLT-TV Sherbrooke and CKTM Three Rivers, both Quebec.

Associated British Features (Seven Arts): CHOV-TV Pembroke, Ont. In French: CKTM-TV Three Rivers, Que.



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Another trip into the fairness land

STROUSE SAYS IT ISN'T AS MUCH TROUBLE AS CLAIMED

Put a broadcaster between two lawyers on the subjects of Section 315 and the FCC's fairness doctrine and he gets pretty little time to have his say. Especially when one of the lawyers is W. Theodore Pierson, and the other is FCC Commissioner Kenneth A. Cox and they both have been debating the subject several times before.

That was the position in which Ben Strouse, president and general manager of WWDC-AM-FM Washington, found himself last Thursday night (Sept. 10) at a panel on these two communications law subjects at the convention of the Federal Bar Association in Washington.

Mr. Strouse's thesis, when he was able to complete his presentation, is (1) he is opposed to the government telling him or any broadcaster what he should or shouldn't do, (2) the public will reap the benefits of all sides of an issue by the expressions broadcast and published in all media, and (3) most broadcasters don't have much trouble



Mr. Strouse



Mr. Cox



Mr. Pierson

living up to the fairness doctrine.

On Section 315, Mr. Strouse observed, there are problems—particularly, as happened to him, where there are 16 candidates in a primary campaign. During the election campaign this is not as onerous, he said.

Mr. Pierson maintained that both Section 315 and the fairness doctrine coerced broadcasters and restrained them in their function as communicators. This violates the First Amendment, he contended.

Section 315, Mr. Pierson insisted, favors the incumbent office holder because throughout the years before an election he receives exposure on the air as an official. Come election year, he pointed out, and his opponent gets equal time for just the few months of the campaign. "It should be called the unequal opportunity section," Mr. Pierson observed.

In the 1960 election, Mr. Pierson said, the debates between the two presidential candidates gave the public more significant comment on issues than any political appearances previously because Section 315 was suspended. Otherwise, he contended, political candidates on the air usually skirt the issues, focus on other extraneous matters.

The Doctrine — The fairness doctrine ("I shall refer to it as the doctrine," Mr. Pierson said, "because to me it's an unfair doctrine.") is self-defeating because it places a burden on broadcasters that they attempt to escape by staying away from controversial matters.

Everyone agrees, Mr. Pierson observed, that any attempt to impose the same requirement on other media would be found unconstitutional. Why then

should it be imposed on broadcasters, he asked.

Commissioner Cox could not see any undue burden on broadcasters in following the dictates of Section 315. In most cases, he noted, there are only two or three candidates for an office, and this imposes no great problem.

Neither Section 315 nor the fairness doctrine, the commissioner observed, prevents a broadcaster from presenting or forces a broadcaster to present a candidate or express his own views on a controversial issue.

"But it does set up consequences," that the broadcaster must abide by, he stated. The fairness doctrine permits a large measure of freedom to the broadcaster, Mr. Cox averred. It permits him to choose the spokesman, the format and the subject matter on the issues and on the rebuttal.

At one point in the exchanges among the three panel members, Mr. Strouse observed: "If a broadcaster doesn't want to be fair, maybe he shouldn't be a broadcaster."

At another point, Mr. Strouse commented that many times just the offer of rebuttal time is sufficient; the other side doesn't use the station to present its views.

After Mr. Pierson observed that he knew of a "legion" of cases where broadcasters withdrew or failed to present programs containing controversy because they feared the involvements of the fairness doctrine, Mr. Cox commented: "That seems to be a damning indictment of those broadcasters; it's too troublesome to follow the fairness requirements. . . ."

The panel session was moderated by Lewis Cohen, Cohen & Berfield.

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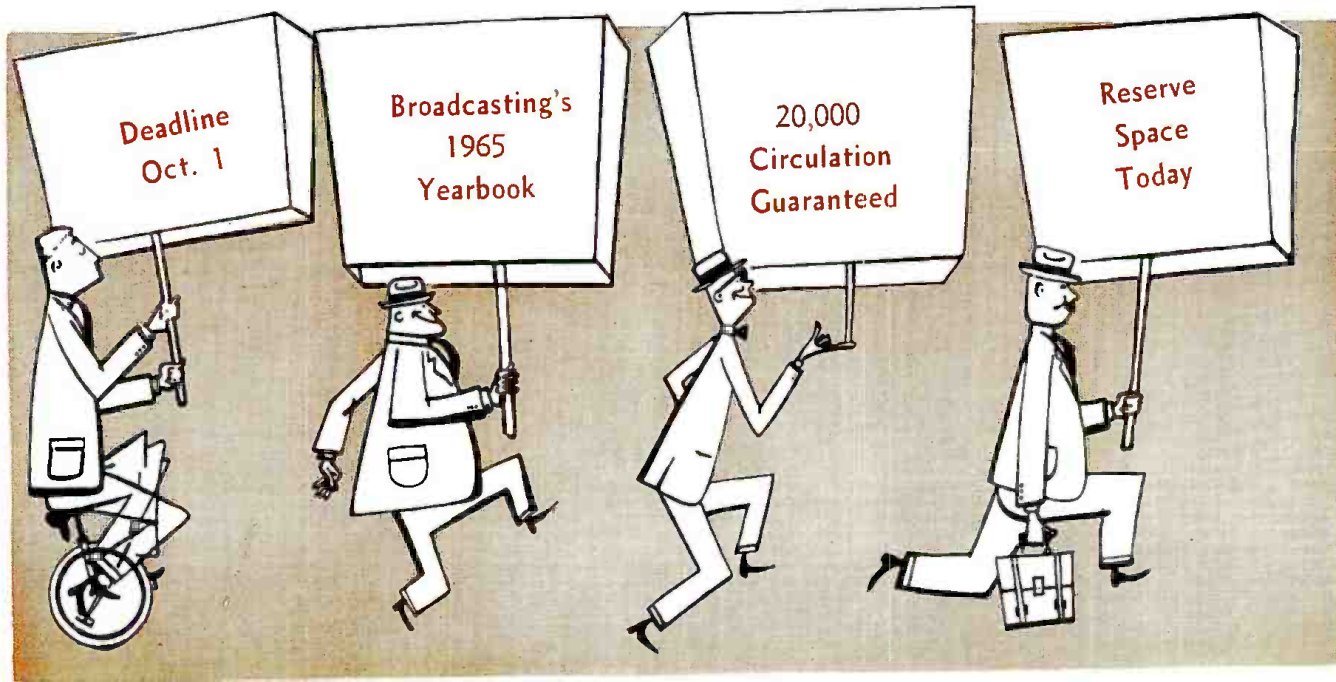
To paraphrase the old "Don't-look-now,—**BUT**" admonition, urgency compels us to say: **DO** look **BECAUSE** the advertising deadline for **BROADCASTING's 1965 YEARBOOK** is almost at hand! Oct. 1 to be exact.

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FCC hit in its fairness doctrine

Sen. Tower says balance should be attained by broadcasters, not by dictation from government

Senator John Tower (R-Tex.) accused the FCC last week of using the fairness doctrine "in a carefully calculated plan to promote the political well-being of this [the Johnson] administration, despite their assurances that their only aim is fairness on the airways."

In a blistering floor speech delivered Wednesday (Sept. 9), Senator Tower said he favored "balance" in the presentation of opposing views on controversial issues, "but I want that balance to come about by a realization on the part of the broadcast industry, not as a result of dictation from an agency of the federal government."

The senator said he was convinced after a year's study of the FCC's administration of the fairness policy and lengthy correspondence with FCC Chairman E. William Henry "that the FCC has created a Frankenstein from which there can be no escape except full-fledged flight from the field."

The conclusion "is inescapable to

me," Senator Tower said. "Someone, somewhere, and some time soon, is going to have to blow a whistle on the FCC, and other agencies like it, or this nation will be ruled by an arrogant, faceless, formless, and soulless bureaucracy that is intent upon nothing except the perpetuation in power of any political party that will promise to increase its power and purse."

Broadcasters and certain programs have been attacking the fairness doctrine since the FCC issued a public notice clarifying it last year (BROADCASTING, July 29, 1963, et seq).

Investigation Delayed ■ It was learned last week that a congressional hearing on certain aspects of the doctrine—long advocated by Representative Walter Rogers (D-Tex.)—won't take place during this session of Congress.

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, which is the parent

of Representative Roger's Communications Subcommittee, revealed Thursday (Sept. 10) that he had no intention of permitting such a hearing in the middle of this fall's political campaigns. "If we did," Representative Harris said, "we'd have a hundred—we'd have a thousand—political ruckuses, and I'm not going to have that."

The subcommittee conducted hearings on editorializing and the fairness doctrine in July and September last year and frequently since the Representative Rogers has said the subject needed further exploration. At conclusion of the Democratic National Convention he announced he would seek full committee approval to conduct a hearing (BROADCASTING, Aug. 31).

However the Commerce Committee, in addition to refusing a communications hearing also has turned down requests for hearings by other subcommittee chairmen. "There is nothing urgent before the committee," Representative Harris explained. The members want to get home.

Senator Tower, like Representative Rogers, has had his eye on the fairness issue for some time. He said he had held up comment after the assassination of President Kennedy "because I felt we should observe a period of poli-

How the Democrats use the fairness doctrine

The Democratic party is using the fairness doctrine and Section 315's equal time provisions in an all-out effort to force radio and television stations to provide balanced treatment of controversial issues and to shake out the "bad characters" in broadcasting who abuse the principles of fair play in political programs.

Wayne Phillips, Democratic National Committee director of news and information, said last week that the committee "is bound and determined" that fairness doctrine and Section 315 violations of the past not be allowed to go unchallenged this year.

There are strong indications the party means what Mr. Phillips says.

Monitoring Encouraged ■ The national committee has encouraged state committees to monitor programs supporting policies of the political right and seek opportunities for presentation of the Johnson administration view. So far it has been learned that committees in six states—Oklahoma, Colorado, Montana, Washington, California and Texas—are actively following through.

Samuel C. Brightman, the national organization's public affairs director, said last week that state committees have been sent lists of all stations in their states that carry right-wing broadcasts. "We suggested to the state committees that it might be advisable for them to listen to these stations and when the Democratic party is attacked to ask for time under the fairness doctrine," Mr. Brightman said.

The national committee itself has been fighting all summer with the Rev. Dr. Carl McIntire's *Twentieth Century Reformation Hour* over alleged attacks on Mr. Brightman (BROADCASTING, June 29). Just last week the committee acknowledged that since Dr. McIntire had played a "reply" tape of Mr. Brightman's in its entirety on his program, it would drop its pursuit of time on stations carrying the program.

At the same time the committee called off this fight, however, it issued another letter to the almost 600 stations carrying the *Reformation Hour* complaining that on a subsequent broadcast a guest, former General Edwin H. Walker, "attacks"

Carl Rowan, director of the U. S. Information Agency.

Just Calling Attention ■ Instead of demanding time for a reply, the national committee's letter to stations says it "merely wishes to call your attention to the controversial nature of the program in question and the [committee's desire] . . . to express its viewpoints concerning the matters discussed therein after the program has been carried on your facilities."

And the committee wrote a third letter, this one to about 70 radio stations carrying *The Dan Smoot Report*. Referring to the broadcasts by number, the letter says No. 468 discusses U. S. foreign policy and the antipoverty program and No. 469 goes into war and peace alleging that the Democratic administration lied to the American people during the Cuban missile crisis of 1962.

Without question, the letter says, these are controversial issues of public importance and "under these circumstances, it is our belief that the presentation of an affirmative, subjective opinion, as contrasted to the objective discussion of news broadcasts, is needed to satisfy the public's



Senator Tower
Speaks for the right

tical moratorium. Following that, I felt the FCC might change its course under the guidance of a President who was

thoroughly familiar with the broadcasting industry."

Sponsor Miffed ■ Senator Tower first raised the fairness question with the FCC when the sponsor of the *Dan Smoot Report* on WOAI-TV San Antonio, Tex., asked the station why it followed the broadcast on Aug. 25, 1963, with a statement that "this station voluntarily solicits responsible, dissenting viewpoints to controversial matters discussed in the preceding program."

Louis L. Michael, president of Travis Savings & Loan Association, San Antonio, told the senator that the station had referred him to the FCC's public notice on fairness of July 26, but it didn't tell him why the tag wasn't added to "programs wherein well-known liberal commentators held forth."

"Absolutely appalled" that a federal agency "would assign itself a task so completely incapable of governmental solution," Senator Tower said he wrote the FCC. The resulting correspondence shows "the hopelessness of not only the FCC's position, but the position of countless little radio and television stations across the land who can't really comprehend the orders and edicts coming out of the FCC."

After seeking a clarification of the

FCC's position on controversy and fairness from Chairman Henry, Senator Tower said that "stripped of all its verbiage, we have an agency of the government saying this: While Americans generally agree that religion and Americanism are good, and communism is bad, we the FCC, must approve of the manner in which these subjects are broached over the airwaves, or the station must go out and find someone who agrees with us, and, at their own expense, if necessary, present that viewpoint for public consumption."

Judge and Jury ■ Chairman Henry's letters said the FCC is really "the final arbiter" on whether a program's approach is controversial. The fairness doctrine gives the broadcaster "considerable latitude," he said. *The Report on Editorializing by Broadcast Licensees*, the chairman said, recognizes honest mistakes licensees may make in exercising their judgment won't be condemned "where his overall record demonstrates a reasonable effort to provide a balanced presentation. . . ."

Now it has become evident, Senator Tower continued, that groups on the political left have been using the fairness doctrine "as a means of silencing the political right."

The National Senior Citizens Coun-

right to be fully informed concerning all viewpoints on controversial issues of public importance."

Former FCC Expert Helps ■ The committee has obtained the voluntary services of Martin E. Firestone, a communications lawyer now in private practice who served as an attorney in the FCC's renewal branch—the office that handles most political broadcasting complaints.

Mr. Firestone, in addition to writing the committee's recent letters on Messrs. Smoot and McIntire, also has prepared memoranda on Section 315 that may lead the FCC to rule on a delicate—and as yet untouched—aspect of the section. He has urged Democrats to request free time of stations if they find that an opposing political candidate has been given an opportunity to appear without charge on a broadcast sponsored by a group that is not a bona fide campaign committee.

Mr. Phillips explained it this way: if the *Manion Forum*, a commercially sponsored program, were to permit a Republican senatorial candidate to appear on its program (in effect giving the candidate free time),

then the station should be requested to give an equal opportunity to the Democratic opponent.

Resistance Encountered ■ The general Democratic campaign against right-wing broadcasts is meeting resistance. Some stations have refused to give time and either have offered to sell time to the Democrats or explained that opposing views are aired sufficiently in their newscasts.

The spokesmen for the controversial programs themselves have fought back, notably Dr. McIntire, who has broadcast his opposition to the Democrats and the FCC's fairness doctrine in many of his daily programs.

Last week resistance came from another quarter. Senator John Tower (R-Tex.) blasted the FCC and the Democratic National Committee in a speech on the Senate floor (see page 70).

The State Committee Fight ■ Washington State appears to be the major battleground on the state level so far. There Democratic State Committee Chairman Frank Keller has written 32 radio stations warning that some programs they are carrying

contain "highly political overtones favoring the conservative wing of the Republican party. Obviously, under the circumstances, we must request equal time. . . ."

As of last Thursday (Sept. 10), said Mrs. Virginia Burnside, state Democratic public relations director, three stations had offered time: KAYE Puyallup, KMO Tacoma and KCLX Colfax. Six, mostly in large cities, have refused. Eleven reported they no longer carried the programs in question and the remaining dozen are willing to sell time or else they have written to the FCC to ask for advice.

In commenting on the attitude of some of the stations, Mrs. Burnside said that Rogan Jones, an owner of KGMI-AM-FM Bellingham, Wash., and treasurer of the state Democratic committee, "told me he didn't know what we could do that would hurt the Democratic State party's status more than this fight, but I can't agree with that."

The issue of extremism in Washington state is an important one, she said. "My objective is to get these programs off the air."



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cil, which the senator said he understood "is heavily subsidized by the Democratic National Committee," is pressuring radio stations with the fairness doctrine to carry "without charge, propaganda in favor of the Democratic administration's proposals."

The Democratic National Committee has itself made demands for time, as in the case of Samuel C. Brightman, its public affairs director, in his running battle with *The Twentieth Century Reformation Hour*, the senator said (see page 70).

Browbeaten Stations — The national committee is "browbeating independent radio stations" into carrying free propaganda, Senator Tower added. If they don't comply, he continued, "they are then faced with the possibility—indeed, the probability—of having trouble with the FCC," with which the committee has "rather close contact."

The FCC has strayed far from the path charted by its founders, Senator Tower continued. "It now seeks to inform broadcasters how much advertising they can accept, and how often they may broadcast advertising" and what they shall program under certain circumstances.

The FCC, Senator Tower went on, "has evolved into a quasi-commissariat. . . ."

NBC News makes plans for campaign coverage

NBC News noted last week that it will cover the political campaigns with the largest reportorial staff it has ever assembled for such coverage and that it has set eight one-hour special TV programs during the campaigns.

NBC said a three-man team will cover the campaign activities of President Johnson and similarly another will cover those of Senator Goldwater. A two-man team will cover Senator Humphrey, and two men also will be with Representative Miller.

The eight specials started on NBC-TV Sept. 12 (7:30-8:30 p.m. EDT). The first show was to include an interview with Senator Goldwater and also a segment explaining the equal-time law (Section 315 of the Communications Act). Other specials: Sept. 17 (7:30-8:30 p.m.), Sept. 22 (10-11 p.m.), Sept. 29 (10-11 p.m.), Oct. 4 (6:30-7:30 p.m.), Oct. 13 (10-11 p.m.), Oct. 27 (10-11 p.m.), Nov. 1 (6:30-7:30 p.m.), and a post-election program on Nov. 4 (11:30 p.m.-12:30 a.m.).

The "teams": For Johnson—(Daniel P. O'Connor, supervisor) White House correspondent Robert Goralski; correspondents Tom Pettit and Ron Nessen.

For Senator Goldwater—(Don Roberts, supervisor) correspondents Robert

MacNeil, Robert Abernathy and Neil Boggs.

For Senator Humphrey—(William J. Boyle, supervisor) correspondents Ray Scherer and Geoffrey Pond.

For Representative Miller — (Ray Weiss, supervisor) correspondents Richard Hunt and Charles Quinn.

Election predictions get setback in Md.

Predictions of presidential and vice presidential election winners by television networks have become an issue in this election year, and several senators have introduced bills that would restrain the networks from predicting outcomes before all polls in the country are closed. However, no action has yet been taken by either the Senate or a special committee of governors (BROADCASTING, Sept. 7).

But last week the issue was approached from a new angle. The board of election supervisors of Prince Georges county, Md., refused to accede to a request from NBC-TV to station observers in five of the county's precincts and stated it would withhold the results of presidential and vice presidential polling until 11 p.m. EST, 8 p.m. PST, when California's polls close.

The action was described as an attempt to "show the way" to the rest of the nation, in hoping to avoid influencing voters on the West Coast.

UPI expands its communications network

Two new installations have been added to United Press International's communications network for transmission of news and newscasters.

One is a full-time newscaster cable between London and New York. The other is a news and newscaster cable between New York and San Francisco, where it ties in with UPI's radiophoto and radio-Teletype services to and from Japan.

Serial replaces 'Queen' after 19-year reign

ABC-TV last week dropped the axe on *Queen for a Day*, ending a network run of nearly 20 years on radio and TV. On Oct. 5, the Monday-Friday 3:30-4 p.m. EDT time period now occupied by *Queen* will be turned over to *That Young Marriage*, a daytime serial.

ABC-TV has stopped looking for a new time for the show that, over the years, has turned some 5,000 of its

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NIELSON STATION INDEX

AUDIENCE ESTIMATE • JUNE 15—JULY 12, 1964

STATION	TIME	PROGRAM	% SHARE OF AUDIENCE
WROC-TV	6:15 P.M.	Tom Decker & News	43
STATION B	6:15 P.M.	News & Weather	21
STATION C	6:15 P.M.	Early Show (Movie)	35
WROC-TV	11:00 P.M.	Tom Decker & News	48
STATION B	11:00 P.M.	News, Weather, Sports	30
STATION C	11:00 P.M.	News	21
WROC-TV	11:15 P.M.	Bob Mills Weather: Sports	48
STATION B	11:15 P.M.	Sports: Show	27
STATION C	11:15 P.M.	News: Weather Outside	24

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studio audience members into queens whose short but glamorous reigns were accompanied by gifts of more lasting duration.

Queen for a Day had its first broadcast on April 29, 1945, originating in New York's Longacre Theater. The series was one of the many radio program creations of the late Raymond R. Morgan, Hollywood advertising man, who got the idea from another program he originated, *Breakfast in Hollywood*.

Humphrey, Miller to make solo appearances

Vice presidential candidates Senator Hubert H. Humphrey (D-Minn.) and Representative William E. Miller (R-N. Y.) have agreed to make appearances this month on two regularly scheduled news programs, NBC-TV's *Meet the Press* and CBS-TV's *Face the Nation*.

Senator Humphrey will appear on *Face the Nation* on Sept. 16 (7:30-8 p.m. EDT) and *Meet the Press* on Sept. 20 (6-6:30 p.m. EDT). Representative Miller's appearance on the respective programs will be on Sept. 30 and Sept. 13.

Deadline extended for baseball bids

Potential and admitted bidders for the Monday Night Baseball Spectacular gained a 15-day deadline extension last week. John E. Fetzer, chairman of the Major League Television Committee, which drew up the prospectus introduced Sept. 1 (BROADCASTING, Sept. 7), said the new closing date for bids would be Sept. 30.

In a five-point note to those who had received the original prospectus, Mr. Fetzer said that "several advertisers and agencies have advised the committee that the Sept. 15 closing date . . . is an undue hardship and that it is physically impossible to give adequate consideration by that date." He added that there would be no extension beyond Sept. 30.

Mr. Fetzer, who is a veteran broadcaster and owner of the Detroit Tigers, said last Thursday (Sept. 10) that the plan to show baseball games on Monday nights nationally on a no-blackout basis has "had a lot of interest from many different quarters."

Program notes . . .

More for 'Theater' — Three more stations have signed to carry ABC Radio's *Theater Five* program of half-hour dramas weekdays. They are WFAA Dallas, WISN Milwaukee and WBNB St.

Cooperative TV production firm proposed

Possible plans for a new cooperative organization to produce film and video-tape features, syndicated series, documentaries and cartoons were discussed Thursday at WGN-TV Chicago by executives of 13 broadcasting companies. The group voted to hold further talks.

The "pilot" TV program development meeting was called by Ward L. Quaal, executive vice president and general manager of WGN Inc. The

initial session was limited to one station per market in major cities.

Mr. Quaal said the purpose was to determine if there is interest among several broadcast entities "to pool our financial resources to help provide adequate top quality product for the future years of television."

The group agreed to plan a two or three day symposium for program managers which will be held later this year. The purpose of this session

would be to enable the program executives to review the programs of the participating stations and to see what programs they now have available and what will be most needed.

Topics covered at Thursday's meeting included the production of feature films, first-run hour and half-hour programs, sports coverage, daytime strips and documentaries of national importance. Also discussed was a possible news "hot line."



At Chicago meeting discussing proposed cooperative TV production were (seated l-r): George Whitney, Midwest Television; August Meyer, Midwest Television; Guy Main, Midwest Television; George Hartford, WTOP-TV Washington; Ward L. Quaal, WGN Inc.; Edgar P. Smith, Time-Life Broadcast; Thomas A. Bland, Crosley Broadcasting; Walter Bartlett, Crosley Broadcasting;

Arch Madsen, KSL Inc., Salt Lake City; Chuck Bevis, Polaris.

Standing (l-r): Payson Hall, Meredith Broadcasting; Dalton Dannon, Golden West Broadcasters; Loyd Sigmon, Golden West Broadcasters; Dick Krolik, Time-Life Broadcast; Jack Kuney, Westinghouse Broadcasting; Shelley Cooper, WGN-TV Chicago; Bradley Eidmann, WGN Mid-America Videotape Produc-

tions; Dan Pecaro, WGN-TV; Charles Gates, WGN Inc.; Thomas Jones, Triangle Broadcasting; Henrik Booraem, Jr., WPIX(TV) New York; Frank Fogarty, Meredith Broadcasting; William Michaels, Storer Broadcasting; Ben Berentson, WGN-TV; Richard Shively, Polaris Broadcasting; Fred Thrower, WPIX; Dick Jungers, WGN-TV; Bruce Dennis, WGN Inc.; Al Field, WGN Inc.

Thomas, V. I., raising the number of affiliates signed for the series to 61, according to Robert Pauley, ABC Radio president. A sales representative will be hired shortly to concentrate solely on *Theater Five* in the top 150 markets, Mr. Pauley said. He added that he expected another 150 stations to sign for the series by the end of October.

Morning music sells ■ SESAC has announced that its "Pacemakers-for the Morning Man" series has been sold in over 150 markets. The LP package contains music suitable for programing in morning hours.

TV follies ■ ABC-TV plans to broadcast a one-hour special of the Shipstads and Johnson Ice Follies on Dec. 27. Sheila and Gordon MacRae will act as hosts for the program, *Something Special*. It was filmed Aug. 31 in San Francisco.

Fresh entries ■ NBC-TV will have two

new daytime programs for its viewing audience this year as it starts *What's This Song?*, a game show, Oct. 26 (10:30-10:55 a.m. EST). The color program stars Wink Martindale and will run weekdays replacing Merv Griffin's *Word for Word*. A dramatic show, *Moment of Truth*, will start Jan. 5, 1965, replacing *The Loretta Young Show* (2-2:30 p.m. EST).

State elections ■ WIBW-AM-FM-TV Topeka, Kan., is offering all candidates running for the state legislature from its coverage area free time on a series of 10-minute special programs. Candidates for governor, attorney general, and the Congress will be featured in prime-time, 30-minute programs.

Olympic prep ■ Wolper Television Sales Inc. has acquired distribution rights to "Olympiad 1964" and is making the documentary film available immediately for first-run showing in the syndica-

tion market. The program, narrated by Quentin Reynolds, is offered in both hour-long and 90-minute versions, and deals with the preparations of nine international champions for the Olympics in Tokyo.

A humorous look ■ Anecdotes from the entertainment industry, produced by Mel Blanc Associates, Hollywood, is being syndicated for radio by Fremen-Papin Advertising, Kansas City, Mo. The *Hollywood Flashback* series of 260 five-minute shows is narrated by Mr. Blanc.

Cartoon series ■ Hal Seegar Productions Inc., New York, in association with ABC-TV, will produce a series of 26 half-hour cartoon shows for showing as a morning program during the 1965-66 season.

Bette Davis series ■ Four Star Television has signed Cy Howard to create

Dodd, opponent to debate

WNHC-AM-TV New Haven, Conn., announced last week that Democratic and Republican candidates for the U. S. Senate have agreed to debate each other on the stations facilities Oct. 21. Howard W. Maschmeier, general manager, also said a similar offer has been made to state party chairmen and that A. Searle Pinney, Republican, had accepted for Sept. 23.

Senator Thomas J. Dodd and his Republican opponent, John Lodge, will appear in a broadcast conducted by the League of Women Voters of Connecticut, Mr. Maschmeier said.

and write a half-hour series starring Bette Davis and aimed at the 1965-66 season. The series will be a vehicle for Miss Davis, who will be one of two regulars in the casts.

Parlez vous ■ NBC-TV has set two one-hour color specials for the fall: *Quebec—Oui; Ottawa—Non* (Sept. 27, 4:30-5:30 p.m. EDT) and *The Louvre* (Nov. 17, 10-11 p.m. EST). The first show will examine the growth of nationalism among French Canadians and the latter program, narrated by Charles Boyer, will describe the history of the famed Paris museum and show its art treasures.

Big price ■ WBBM-TV Chicago offered \$10,000 reward Thursday (Sept. 10) for information leading to arrest and conviction of those responsible for a new wave of restaurant bombings, believed linked to organized crime. WBBM-TV also aired editorials on the problem.

Webb, Warner agree on suit settlement

Jack Webb's differences with Warner Bros. over settlement of his contract with the studio as head of its television operations have been straightened out and his suit for \$336,000 severance pay settled out of court. The actor-producer has returned to the studio with a new agreement under which he will "receive benefits under the original contract and will be free to develop his own television and feature projects at Warner Bros. or elsewhere as he chooses," the studio announced.

Mr. Webb filed suit at the end of 1963, following his dismissal as TV

head of Warner Bros. and his replacement by William T. Orr, whom Mr. Webb had succeeded in that position the previous February (BROADCASTING, Jan. 6, 1964, Dec. 23, Feb. 25, 1963).

Radio stations endorse candidates

Two radio stations, both with a long history of broadcast editorials, have for the first time decided to endorse political candidates in the presidential campaign.

WXLW Indianapolis endorsed the Goldwater-Miller ticket; wwdc Washington, announced support of the Johnson-Humphrey slate.

Both stations advised the national committee of the opposing party that they were offering time for reply. Both stations stressed that the replies cannot be delivered by the national candidates or a candidate for any lesser post, because of the requirements of Section 315.

Robert D. Enoch, wxlw president, said the first of a series of editorials commenced yesterday (Sept. 13) and were to be run four times daily for two successive days.

Ben Strouse, wwdc president, said there will be about a dozen editorials with each running several times a day during the campaign.

Film sales . . .

Looney Tunes Cartoon Library (Seven Arts): WNEP-TV Scranton-Wilkes-Barre, Pa.; WHTN-TV Huntington W. Va.; WKOW-TV Madison, Wis.; WMTW-TV Poland Spring, Me.; WLOS-TV Asheville, N. C.; KHJ-TV Los Angeles; KMSP-TV Minneapolis-St. Paul; KOGO-TV San Diego; KTAR-TV Phoenix; KONA(TV) Honolulu; KLAS-TV Las Vegas, and KIRO-TV Seattle.

Peter Gunn (Official Films): KTHV (TV) Little Rock, Ark.; WLKY(TV) Louisville, Ky.; WCIX(TV) South Miami, Fla., and KTLA(TV) Los Angeles. Now in 140 markets.

Blockbusters Group A (Jayark): WXYZ-TV Detroit; KLFY-TV Lafayette, La.; WLTW(TV) Bowling Green, Ky.; WINK-TV Fort Myers, Fla.; WHIZ-TV Zanesville, Ohio; WTAP-TV Parkersburg W. Va.-Marietta, Ohio; WCIX(TV) South Miami, Fla.; WPTV(TV) West Palm Beach, Fla.; WEHT(TV) Evansville, Ind.; WMAL-TV Washington; KMBC-TV Kansas City, Mo.; WJTV(TV) Jackson, Miss., and WTVK(TV) Knoxville, Tenn.

Dobie Gillis (20th Century-Fox): WNBC-TV New York; KMSP-TV Minneapolis-St. Paul; WRCV-TV Philadel-

'Made for TV' movies

A feature-length motion picture made specifically for TV by Universal Pictures has been scheduled by NBC-TV on Oct. 7 (9-11 p.m. EDT). It will be placed in the *Wednesday Night at the Movies* hour where NBC-TV has slotted a motion picture package in addition to Saturday nights.

The Universal picture called "See How They Run," part of NBC-TV's "Project 120," is one of two movies made expressly for TV. The other is set for Nov. 18 and tentatively titled, "The Hanged Man."

"See How They Run" was filmed on location in New York and at the Universal lot in Hollywood. It is based on the novel, *The Widow Makers*, by Michael Blankfort, who also wrote the screenplay.

phia; WGR-TV Buffalo, N. Y.; KOLO-TV Reno; KENS-TV San Antonio, Tex.; WTMJ-TV Milwaukee; WICS(TV) Springfield, Ill.; WKJG-TV Fort Wayne, Ind.; KREM-TV Spokane, Wash., and KTVH (TV) Hutchinson-Wichita, Kan.

Decision: The Conflicts of Harry S. Truman (Screen Gems): KMID-TV Midland, Tex.; KDKA-TV Pittsburgh; WAGA-TV Atlanta; WTAR-TV Norfolk, Va.; KRTV(TV) Great Falls, Mont.; KSHO-TV Las Vegas; WJBK-TV Detroit; WHAS-TV Louisville, Ky.; WRGB(TV) Schenectady, N. Y.; KID-TV Idaho Falls, Idaho; WREX-TV Rockford, Ill.; KTTS-TV Springfield, Mo.; WGAN-TV Portland, Me.; WSAU-TV Wasau, Wis.; WMTV(TV) Madison, Wis., and WPTA(TV) Roanoke-Fort Wayne, Ind.

Hennesy (NBC Films): WCSC-TV Charleston, and WIS-TV Columbia, both South Carolina.

Spectacular Showcase (Four Star): KONO-TV San Antonio, Tex.; WNYN(TV) Syracuse, N. Y.; WXEX-TV Petersburg-Richmond, Va.; KSHO-TV Las Vegas; WCCO-TV Minneapolis-St. Paul; WFLA-TV Tampa, Fla. and WTTG(TV) Washington.

Bowery Boys (M and A Alexander): WNEW-TV New York, WHEC-TV Rochester, N. Y., KATC(TV) Lafayette, La.

Color Feature Package (M and A Alexander): KMSP-TV Minneapolis-St. Paul.

Fractured Flickers (Desilu Sales): WMTV(TV) Madison, WSAU-TV Wausau, WFRV(TV) Green Bay, all Wisconsin;

\$3.9 billion in '65 to help America grow

Our nation is moving ahead so rapidly on so many fronts that an essential industry—such as the investor-owned electric light and power industry—has to run pretty fast to stay ahead.

To provide for your growing electrical needs, plus an adequate reserve, America's more than 300 investor-owned electric light and power companies will be making capital expenditures of more than \$3,900,000,000 in 1965.

A large part of this sum will be used for new power plants and lines to serve the ever-growing needs of homes and businesses. Part will be spent for the further development of atomic electricity. And part will be used to build high-voltage transmission lines to interconnect power systems.

Additional millions will go for research and development aimed at keeping your electric service

plentiful and low-priced. More than 1800 such projects are currently under way or recently completed.

Where will the money come from? From the companies' earnings and from the savings of millions of people who invest in the industry.

Who will benefit? Many people—for as the money is spent through thousands of businesses, it will help to create jobs and wages.

But the main purpose is to provide you—in your home or on the job—with the best possible electric service. As in the past, a sure and abundant supply of low-priced electricity will continue to be a main-spring of America's growth.

Investor-Owned Electric Light and Power Companies*

People you can depend on to power America's progress

*Names of sponsoring companies available through this magazine



WNEM-TV Bay City-Saginaw, Mich.,
WCSH-TV Portland, Me.

Greatest Show on Earth (Desilu
Sales): WAPA-TV San Juan, P. R.

Time periods deleted from questionnaires

The FCC has deleted from its political broadcast questionnaire for the 1964 campaigns the required breakdown by time periods of program time and announcements, in both network and non-network categories, devoted to appearances of vice presidential and presidential candidates.

Revised schedules 10 and 11 were mailed to radio and television station licensees last Thursday (Sept. 10). Completed questionnaires are due Dec. 4 and should be signed by an officer authorized to sign applications to the commission.

The commission also requests infor-

mation on time purchases by candidates in nonpolitical network programs. The agency said all other information requested remains the same.

The federal agency said that although there will be no suspension of Section 315's equal time requirements for the vice presidential and presidential campaigns "It is the commission's view that substantially all the information requested in the recent [Aug. 17 mailing] questionnaire is still required to enable the commission to make a detailed report to the Congress on political broadcast activities in the 1964 campaigns."

Newsmen want place on bar study group

New York television newsmen Gabe Pressman of NBC and Tom Costigan of CBS last week protested the composition of a committee formed by the Association of the Bar of the City of New

York to recommend rules governing television and radio news coverage of defendants.

In a letter to Samuel I. Rosenman, president of the bar association, Messrs. Pressman and Costigan said that "it would appear from the composition of the committee, which includes persons who have been most critical of radio-television newsmen, that the issue is judged."

The letter bore the approval of the Radio - Newsreel - Television Working Press Association, of which Messrs. Pressman and Costigan are officers.

Mr. Rosenman said last week the committee would seek a balance between the public's right to the news and the defendant's right to protection under the law. The committee's action was spurred by the murder in Dallas last November of Lee Harvey Oswald, President Kennedy's alleged assassin, by Jack Ruby as television cameras recorded the action.

The New York newsmen asked that radio and TV newsmen be represented on the committee.

EQUIPMENT & ENGINEERING

FCC rises to tower problem

**Ford plans to offer proposal to commission
this week; rulemaking would establish antenna
farms with prior approval from the FAA**

A proposal aimed at resolving long-standing conflicts among the FCC, the Federal Aviation Agency and broadcasters concerning antenna-tower heights and air space hazards is being fashioned by the FCC.

The proposal has run into some criticism from broadcasting industry representatives, whose views—in an unusual procedure—are being consulted while it is still in the drafting stage. But it is recognized by them as perhaps the most significant step the commission has yet taken to "look out for" broadcaster interests in matters affecting air-space hazards.

Basically, the proposal—in the form of a proposed rulemaking—is aimed at eliminating the lengthy hearings and attendant problems broadcasters sometimes are forced to endure in seeking FAA approval of tower proposals. It would do this by providing machinery for the establishment of antenna farms which would have prior FAA approval. The FAA has long favored such farms as an air safety measure.

FCC Authority ■ The FCC has ulti-

mate authority over the height and location of towers. But as a practical matter, it defers to the FAA in matters affecting air safety. And some broadcast industry officials feel that the commission has too often left broadcasters to shift for themselves before the FAA.

The moving forces behind the commission's effort to take a more aggressive role in tower matters are Commissioner Frederick W. Ford, the FCC's aviation commissioner, and a committee representing the National Association of Broadcasters, the Association of Maximum Service Telecasters, the National Association of Educational Broadcasters, and the Federal Communications Bar Association.

On several occasions over the past year, the committee has urged the FCC to consider the problems faced by broadcasters in dealing with the FAA. The committee has argued that the agency considers, and generally represents, the views of pilot groups.

Because of the committee's special interest, Commissioner Ford last week gave it an advanced look at the pro-

posed rulemaking drafted by the commission staff.

The proposal provides for the establishment of antenna farms on a community-by-community basis, through individual rulemakings. The commission would initiate the rulemakings after coordinating its views with those of the FAA.

Broadcast Representatives ■ Envisaged by Commissioner Ford, though not part of the proposal, is the establishment of a committee of broadcast industry representatives in Washington who would work with the commission and local broadcasters in selecting farm sites.

The proposal provides for short spacing, where necessary. It would require that adjustments be made in power to afford co-channel stations the equivalent of standard mileage separations. But stations finding themselves short-spaced to antenna-farm outlets would not be allowed to object in a hearing, as they may now.

Existing stations would not be required to move into antenna farms. But the greater antenna heights that would be possible in most farms would be an inducement to move into one.

The committee found fault with a number of provisions, including a key section that would require virtually all new stations to locate their towers in a farm. The section provides that the FCC

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. . . . nearly 7 out of 10
have never cancelled.*

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See Monday Memo, Broadcasting Magazine, September 7th, page 30.

will not accept an application providing for a tower to be located outside a farm unless the tower is shorter than 1,000 feet or has been given prior FAA approval. The committee felt that the commission should not completely rule out the possibility of approving the location outside of farms of towers that didn't meet those criteria.

Object to Short-spacing ■ The group also objected to the provision for short-spacing and urged that enough farms be established to permit standard mileage separations to be objected. The broadcast representatives said the proposal, as drafted, would be an invitation to broadcasters to seek short-spacing. The committee also expressed doubt that adjustments in equipment of short-spaced stations could provide the "equivalent" protection of standard mileage separation.

A third objection involved the maximum tower heights to be allowed in the farms. The draft proposal is silent on this. FCC officials say the intent is to leave this question to a case-by-case determination. But the committee felt the commission should provide, in the general rule, for the use of the maximum tower heights permitted by FCC.

Commissioner Ford had intended to consult FAA officials on the proposal this week and then submit the docu-

ment to the commission for issuance as a notice of proposed rulemaking. But the committee's criticisms have slowed the time table.

He will relay the committee's views to the commission this week and then consult with FAA officials. Once the FCC digests all of the conflicting views and, possibly, rewrites its draft, it will issue the proposal as a notice of proposed rulemaking.

Committee Members Encouraged ■ Despite their criticisms, members of the committee were encouraged following their meeting with Commissioner Ford. "We made a great deal of progress," said one member. "There is a basis for believing the commission is trying to work out something that will consider the broadcasters' problems in matters involving air hazards."

Commissioner Ford also seemed hopeful. "Our aims are the same," he said—to maintain the authority of the commission in tower matters and to accommodate aircraft industry needs and to minimize problems broadcasters face as a result of the failure of the FAA and FCC to reach a modus operandi."

Members of the committee are Vincent Wasilewski, executive vice president of the NAB; Lester Lindow, executive director of AMST; Vernon Bronson, director of research and de-

velopment, NAEB; and Frank Mullin, the FCBA's expert on tall tower problems. Also attending the meeting were Edgar F. Czarra Jr., an attorney, and Howard Head, a consulting engineer who often represents the AMST; Daniel Jacobson, Commissioner Ford's engineering assistant; and Martin Levy, chief of the FCC's Broadcast Facilities Division.

Japanese test Syncom satellite

The first television tests of Syncom III, successfully stopped almost "on station" last week, were scheduled to start Saturday (Sept. 12) when the Japanese intended to transmit TV pictures.

The Japanese tests, which are expected to continue for six hours, will be followed four days later by the first trans-Pacific TV tests between the Japanese satellite ground station near Tokyo and the U. S. Navy station at Point Magu, Calif. The U. S. ground station has been modified to receive TV signals from Syncom III.

The maneuver putting Syncom III "on station" over the equator at the International Date Line (180 degrees



longitude) took place in the early hours of Friday morning (Sept. 11). A final "trim-up" was to be undertaken Friday night. The satellite is scheduled to relay live telecasts of the Olympics next month.

The communications satellite is actually revolving around the planet at a speed of 6,800 miles an hour. This is in sync with the daily rotation of the earth on its axis, at 1,040 miles per hour.

Program Plans ■ In a summary issued two weeks ago, NBC, which holds the U. S. rights to the summer Olympics, noted it will devote extensive coverage to the games. NBC plans to cover the opening ceremonies live via Syncom III on Oct. 10, from 1 to 3 p.m., EDT. It also will present taped telecasts each evening while the games are in progress, with 19 telecasts totaling 14½ hours. On Sept. 28, the network will carry an hour color special, *Olympic Preview*, from 10 to 11 p.m.

Sponsoring the preview and the Olympic events are P. Lorillard, New York through Lennen & Newell, that city; Joseph Schlitz Brewing Co., Milwaukee through Leo Burnett, Chicago; Texaco, New York through Benton & Bowles, that city; and the Autolite Division of Ford Motor Company, Wixom, Mich., through BBDO, New York.

Next NAB goal in engineering

Remote operation to be asked where TV transmitter is separated from studios

A substantial saving in salaries for technical engineers may be on the horizon for television stations whose transmitter facilities are separate from their studios. A saving of half the total engineering budget may be possible, if the National Association of Broadcasters can persuade the FCC to permit remote control of television transmitters. This is the next big push by the NAB's engineering department.

George Bartlett, manager of NAB's engineering department, said last week he hopes to file a petition with the FCC next month to permit remote control operation of TV transmitters.

The filing will take place as soon as all reports are in on a study that has been underway over a period of 18 months at KKTU(TV) Colorado Springs,

Colo.; KFMB-TV San Diego, Calif.; WGEM-TV Quincy, Ill., and WABI-TV Bangor, Me.

Based on preliminary results, Mr. Bartlett said, television transmitters can be operated properly by remote control. Tests also show, Mr. Bartlett noted, that the functions of transmitter operation can be carried out successfully via remote control either by microwave or landlines.

There are 400 TV stations whose transmitters are separated from their studios, Mr. Bartlett said. Since the normal TV station is on the air 18 hours a day, this requires eight to 10 engineers to man the transmitter and the studio apparatus. At a salary of roughly \$10,000 per man, that is \$80,000 to \$100,000 a year for engineers. Many of the larger stations, which have a heavy schedule of remotes, must hire additional men or pay their regular staff overtime.

If TV stations could use their studio engineers to handle transmitter assignments, most stations could halve their salary outlay, it is pointed out. There is no plan, it is emphasized, to delete the requirement that stations must have first class operators on duty.

Radio Remote Control ■ After about a year of work by the NAB, and after the association filed a petition seeking



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the right, the FCC adopted in 1953 the first provision permitting remote control of radio transmitters. This permitted remote control only for AM stations using nondirectional antennas with not more than 10 kw of power. In 1957, again at the behest of the NAB, the FCC removed the limitations and permitted all AM and FM radio stations to use remote control.

Also underway at the NAB's engineering department is the drafting of revised standards for reel-to-reel recording and reproduction. Begun in April 1963, the reel standards are now in their ninth draft. Robert C. Moyer, RCA Victor, Indianapolis, is chairman of the engineering subcommittee working on the reel standards. When completed they will supersede reel standards adopted in 1953.

Cartridge tape recording and reproducing standards have been adopted by the NAB board (BROADCASTING, Aug. 17) and are scheduled to be mailed to all members later this month.

New Unilux flash system being used for TV spots

Unilux Inc., New York electronics development firm, has announced the development of a new process of electronic flash photography which it said, is being used for commercial TV production.

The new process utilizes Xenon flash tubes of high intensity to record exposures of a millionth of a second and higher at normal sound speeds—24 frames a second. The system works in both black-and-white and color. Lighting, the firm said, approximates daylight and provides extremely clear pictures.

Because the process records very brief exposures at regular shooting speed, it enables an ordinary camera to do the work now done by high speed cameras and provides animation techniques, the company explained.

Experimental commercials using the Unilux process have been produced by the corporation for Jack Tinker Associates (Alka Seltzer) and for BBDO (Schaeffer beer).

Union wins right to see employee's contract

Scott Broadcasting Co. lost a contest with Local 1241 of the International Brotherhood of Electrical Workers, the National Labor Relations Board announced last week.

The company, licensee of WTTM-AM-FM Trenton, N. J., (also WPAZ Pottstown, Pa., and WJWL Georgetown, Del.) refused to allow union inspection



If you go driving around shopping for tires, you're just wasting my good AMERICAN® Brand gasoline.

I not only carry tires to suit practically any need, I put awfully attractive prices on them. AMOCO® 120 Super Tires ... ATLAS® GRIP-SAFE® and WEATHERGARD® tires ... whitewalls, blackwalls, tube-type, tubeless ... you name it, I've got it. I can install them in a hurry, and you don't even need cash. Your American Oil credit card will do fine, just fine. (With it you can get easy budget terms.) You get the idea: I'm a good man to buy tires from. You expect more from American—and you get it.

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AMERICAN OIL COMPANY



of a WTTM employee's contract. Union representatives insisted that a look at the contract was necessary to determine if the individual in question was properly within their jurisdiction.

Examiner C. W. Whitemore ruled for the union, ordering Scott Broadcasting to provide the contract and that of "any other employe as to whom the question of his or her inclusion within the bargaining unit may arise, when requested to do so by said labor organization."

Set output, sales have usual July dip

Sales and production of TV and radio sets took the usual summer dive in the month of July, but for the seven months of this year both are ahead of the same period for last year.

In two special categories—color TV, and FM—year-to-date totals moved upward, according to sales and production figures issued by Electronic Industries Association last week.

Although only 90,186 color sets were made in July, down from the high of 123,725 made in June, cumulative color TV production for the first seven

Nuns, priests study TV techniques

A group of nuns and priests has been receiving an "abbreviated" course (30 hours) in basic directorial concepts and TV studio operations at RCA Institutes, New York.

RCA said the fifteen nuns, three priests and one brother were engaged in instruction as part of Fordham University's current program in the uses, techniques and implications of educational TV and that the group was the "vanguard of the religious who someday will be operating hundreds of diocesan-owned ETV stations." Many dioceses around the country are expected to file applications with the FCC for use of instructional TV (ITV) facilities to improve education and help ease the teacher shortage.

First among the dioceses to apply with the FCC for facilities were the Roman Catholic Dioceses of Brooklyn and Rockville Centre, both in New York. They filed last June. The two systems will use 24 ITV channels, 16 for the Rockville Centre area and eight in Brooklyn. The cost of the two systems will be well above \$1 million, and their first year operating cost is placed at about \$100,000.

months are 689,531.

Similarly, although FM production fell to 106,835 in July, the lowest for the year, total FM set production for the seven months hit 925,090, over 150,000 above the same period in 1963.

Cumulative sales and production figures for the first seven months of this year:

Period	SALES	
	Monochrome TV (With UHF)	Radio (With FM)
Jan.-July 1964	4,000,256	4,813,774*
Jan.-July 1963	(3,405,249)	(4,633,713)
Period	PRODUCTION	
	Monochrome TV (With UHF)	Radio (With FM)
Jan.-July 1964	4,320,687**	9,994,875***
Jan.-July 1963	(2,161,900)	(925,090)
	(3,844,212)	(9,575,843)
	(508,928)	(761,732)

*Excluding auto sales.

**In addition there were 689,531 color TV sets made.

***Includes 4,531,350 auto radios manufactured, compared to 4,084,442 in same period last year.

Technical topics . . .

TV headsets ■ Roanwell Corp. New York, has created a line of TV headsets specifically designed for studio intercom applications. The earphones, in monaural or binaural versions, completely surround the ear to exclude distracting noises, and ride against the side of the head on a soft rubber cushion. A boom-mounted microphone adjusts to the wearer, and a hand-operated switch, affording momentary or lock-in conversation, is available.

Antenna addition ■ KSTP Minneapolis-St. Paul will construct a new, 663-foot antenna. The antenna, designed by A. D. Ring and Associates, Washington, will cost \$250,000 and is to be completed by Oct. 1. It will be 345 feet higher than the station's present antenna.

Field strength meter ■ Ferris Instru-

ment Co., Boonton, N. J., has a new, solid-state radio noise and field strength meter. The model 32L is a lightweight, portable instrument designed to make measurements from 2 to 200,000 microvolts with a rod antenna and 10 microvolts to 1 volt with a loop antenna. The meter will operate 10 hours on its self-contained, rechargeable cells.

Larger facilities ■ Jerrold Electronics Corp., Philadelphia, has begun manufacturing operations in an additional 13,000 square feet of floor space. The firm has taken over a section of the third floor of the Jerrold building at 15th & Lehigh.

Another start ■ Harold C. Singleton and Alvin H. Barnard have re-established their consulting radio engineering office in Portland, Ore., after more than a year of installing radio equipment overseas. The firm will retain the name of Singleton and Barnard.

Signal generator ■ A fully transistorized, digital signal generator manufactured by Schlumberger of West Germany is available in the U.S. through E. F. Associates Inc., Westfield, N. J. Type FS-1 has a range of 0-1200 kc, spurious modulation of 80 db, an output level of 2.5 volts, 75 ohms impedance and a power consumption of 10 w. It will operate six hours from a self-contained battery.

Using their heads ■ Nortronics Co., Minneapolis, has started production of specialized recording and playback heads for the new low-priced home video tape recorders that are being developed for the U.S. market by several manufacturers. The heads "have performed well for both recording and playback at tape speeds of 60 ips and 120 ips," according to Nortronics, also a major producer of audio tape heads.

elbow-benders

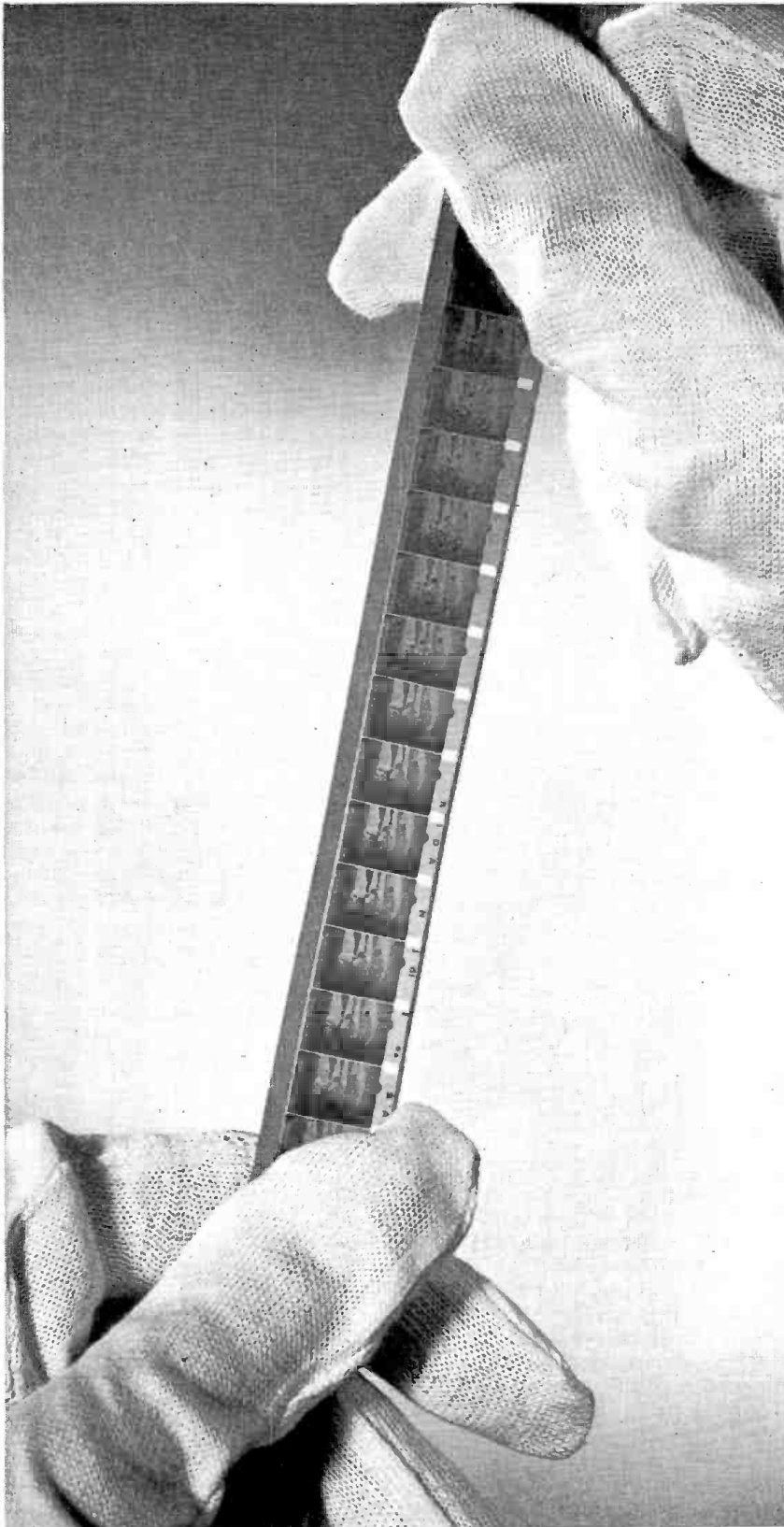


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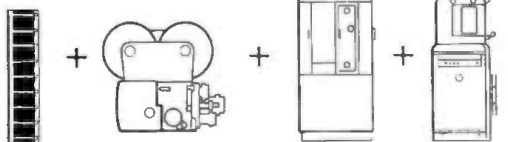
This new camera-negative film is sharp, fine-grained, and has a speed rating of 250 . . . just $\frac{1}{3}$ of a stop less than Eastman Tri-X negative film.

While it is prehardened specifically for high-speed, high-temperature Viscomat processing, this film can be handled by any commercial laboratory.

Eastman Type 7229 film is part of the new Eastman 16mm sound-film system, designed especially to speed and simplify film handling from exposure to playback. Other elements in this versatile system include the KODAK Reflex Special Camera, EASTMAN VISCOMAT Processor, and EASTMAN 16mm Television Projector, Model 275.

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WSJS-AM-TV revive sagging sales days

Winston-Salem, N. C., merchants scored an overwhelming success in reviving a dying annual sales promotion thanks to an unusual offer by WSJS-AM-TV there.

It had been the city's custom to hold Winston-Salem bargain days on Friday, Saturday and Sunday of the first week in August. But as the promotion became less and less successful because of lack of coordination between the local shopping centers and the downtown area, plans for the sale days were to be dropped this year. WSJS reported it offered to take over the promotion for two reasons: The station felt the event was too important to the community to be discontinued and it wanted to demonstrate the selling power of broadcasting—especially TV—to ordinarily reluctant merchants.

The station said that as a result of the WSJS promotion the sales event was the most successful in Winston-Salem history with sales increases ranging from 16% to 50%. In all, WSJS contributed 350 free commercials on radio and television in addition to promotional activity outside the station. The rate card value of the donated time amounted to \$8,193.

Local merchants were so enthusiastic, WSJS reported, that the station has been asked to take on production of the annual retail merchants holiday festival parade.

Drumbeats . . .

Complementary competition ■ An editorial originally broadcast over WRAJ Anna, Ill., met with such approval from the local *Gazette-Democrat* that the paper reprinted it with a note giving credit to WRAJ and concurring in full with the editorial's text. The subject was the need for additional local highway construction.

Sing you soloists ■ Illinois Opera Guild's "auditions of the air," conducted by WGN-AM-TV Chicago since 1958, become national this year and operatic auditions will be held in New York this fall as well as at WGN. Cash awards total \$2,000 with any U.S. citizen age 20-35 eligible.

Drop-out campaign ■ The Pennsylvania Association of Broadcasters is urging its members to participate in an intensive campaign to get potential drop-outs to stay in school. Member sta-

tions are being sent copies of a jingle and various editorials on the problem. Stations were asked to use the jingle as often as possible throughout September.

Large turnout ■ WAVY-TV Portsmouth-Norfolk, Va. was joined by more than 150,000 people at the Ocean View Amusement Park, Norfolk, to celebrate WAVY-TV Day Aug. 29. The station distributed more than 250,000 free rides, 25,000 fall program schedules, 25,000 toy tops, 10,000 pictures of Tom Kennedy, NBC-TV personality and master of ceremonies at the park, and 40,000 pictures of WAVY-AM-TV personalities.



Music for shut-in's ■ Illinois Governor Otto Kerner accepted from E. H. Shomo, vice president of CBS Radio and general manager of WBBM Chicago, the station's sheet music library which has been built up since the early 1930's and includes music used on CBS network shows that originated from Chicago at that time. Valued at over \$153,000 and including many manuscripts dating back as far as the 1880's, the library will be used by bands and music groups of inmates at penitentiaries.

New network guide ■ The 1964-65 edition of the Television Network Guide is being distributed by Avery-Knodel, New York station representatives. The chart shows network programs, scheduled times and sponsors and has been sent to 1,500 agency and advertising personnel, A-K stations, network executives, the trade and consumer presses. Additional

copies are available on request.

United effort ■ Thirteen radio stations in the Philadelphia area are cooperating in their public service announcements for the local United Fund drive. The stations have their on-air personalities tape personalized UFD messages which are played over all the cooperating stations.

WNBC-TV turns weighty tome into sales tool

WNBC-TV New York last week began to distribute to motion picture executives and advertising agency specialists in movie accounts a 442-page, 10-pound volume, *The Movies*. Originally published by Simon & Schuster and written by Arthur Mayer, the book tells the story of Hollywood from its pre-nickelodeon days to the present.

At the point in which the authors predict doom for the motion picture industry, WNBC-TV adds a chapter, telling the story of a 1963 box-office that was the largest in a decade. It also points to WNBC-TV's "entertainment plan," designed to attract the film industry's advertising dollars to television. The station reported that in 1963 it billed 28.7% of all the motion picture industry's national spot TV expenditures.

N.J. hospitals to gain from WCAU benefit fair

WCAU Philadelphia, which attracted more than 45,000 paid admissions to its second annual "Country Fair Day" on Aug. 14-15, reported last week that it will donate between \$15,000 and \$20,000 to three New Jersey hospitals because of the fair's success.

The fair was held at Garden State Park, Cherry Hill, N. J. Adults paid \$1 admission and children 50 cents to meet WCAU personalities and witness a two-hour show. The station erected a complete amusement area at the fair.

Patty's name produces sales

The popularity of Patty Duke, star of ABC-TV's *The Patty Duke Show* has produced a wave of merchandising licensing, with efforts primarily directed toward teen-age girls. A spokesman for United Artists, producer of the series, estimated that retail sales of Patty Duke merchandise to be in the neighborhood of \$5 million with a projected volume of possibly \$10 million extra in retail

sales during the next 10 months. Items for sale range from lines of dresses to coloring books.

Golden West sets up new Hollywood division

Golden West Broadcasters, has established an advertising-promotion division at 5905 Sunset Boulevard, Hollywood. John Asher, vice president-director of advertising, is in charge.

Golden West will use the new division, which has a complete art department, offset presses and darkroom facilities, to handle promotion and creative activities for its other operations: KTLA (TV) and KMPC Los Angeles; KSFO San Francisco; KVI Seattle; KEX Portland, Ore.; Cable TV of Santa Barbara, Calif.; Golden West Communications, Morro Bay, Calif., and the Sigalert and Airwatch sub-corporation, Los Angeles.

Mr. Asher has been with Golden West for eight years. He will be assisted by Ed Rickey, assistant to the general manager (and formerly with the KTLA promotion department), and Mimi McNeely, director of the art department.

Emperors are made . . . not born

Do-it-yourself kits now include creation of "emperors." And the maker of royalty is Mark Century Corp., New York, in a copyrighted promotion for radio stations.

The company provides all the promotional material, including a song and march, whereby stations transform a station personality into an emperor. Under the plan, the emperor, in appropriate costume, appears at promotional functions, lending his majesty to sponsors' products and enlists "troops" in his "army." Bob Hudson, KRLA Pasadena-Los Angeles, is creator of the idea.

"Emperors" have appeared at 31 stations around the U. S. and Canada so far, Mark Century reports.

Radio, TV go separate ways

An analysis of radio and TV station audience promotion trends by Promotional Services Inc., New York, reciprocal broadcast trade agency, indicates that TV stations are concentrating on large-scale use of billboards, bus cards and taxi-backs, while radio outlets are veering in the direction of promotions involving tie-ins with advertisers or per-

mitting listeners free admittance to sports or amusement facilities. A complete report on PSI's analysis is being mailed to more than 1,000 of the promotional firm's clients, according to Sidney K. Halpern, president.

NAB offers daily diet of American history

The first in a series of patriotic announcements, commemorating historic events for each day of the year, has been published by the National Association of Broadcasters and has been sent to all members.

Called an *Almanac of American Heritage*, the first mailing covers October and November. Additional mailings, on a two-months-at-a-time basis, will be distributed later. The series was produced by the NAB's public relations service.

In a covering letter, Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., and joint chairman of the NAB joint boards, urged broadcasters to "impress upon listeners and viewers how our nation was forged out of the clash of men and ideas to become a proud, pulsating radiance that gave birth to the greatest living democracy the world has ever known."

Nominations open for Edison awards

The Edison Foundation last week announced the opening of nominations for the tenth annual "National Station Awards for Serving Youth." The awards are given to local radio and TV stations which best served youth in their communities during 1964.

Each award carries a scroll and an Edison scholarship of \$1,000 to be used for the college education of a high school senior chosen by a committee of local educators. The winning stations present the awards. Nominations are made by 73 national civic organizations cooperating with the foundation. Local groups of the organizations are requested to submit a statement of 1,000 words describing the achievements of the stations.

Among the cooperating organizations are the American Legion, the Boys' Club of America, the U. S. Junior Chamber of Commerce. Deadline for nominations is Dec. 15, 1964.

Additional information may be obtained from The Thomas Alva Edison Foundation, 8 West 40 Street, New York, 10018.

Satisfied user approach being used in Kansas

Faced with a growing problem of access to sports, the Kansas Association of Radio Broadcasters has put together a brochure for school boards, superintendents and principals.

The brochure, "The Case for Play-by-Play Broadcasting," contains pamphlets with favorable statements by state educators, and copies of 10 letters written

Dizzy stunt



Disk jockeys have gone up flagpoles, into bomb shelters, under waters and even tried to stay out of the arms of Morpheus—all for the sake of station endurance promotion.

This summer's favorite gimmick appears to be the ferris wheel jockeys with Windy Craig of WOLF Syracuse, N. Y., emerging as the latest claimant to the endurance title. Known locally as "The Weird Beard," he stepped off at 4 p.m. EDT, Sept. 6, after accumulating 183 hours of round-and-round time.

Live progress reports every half hour were fed via wireless microphone to other WOLF disk jockeys.

by principals and other officials to stations throughout the state, complimenting them for their coverage of school sports events.

The Kansas broadcasters intend to mail a copy to all school board members in their state.

Store help in L. A.

KABC-TV Los Angeles has joined forces with the Hollywood Chamber of Commerce, the Hollywood Merchants Association and some 50 retailers for a week-long promotion beginning today (Sept. 14). In in-store and out-of-store promotions, the stores will advertise bargains, the TV station its new fall program line-up, including the ABC-TV network programs as well as the local shows that this week are beginning their 1964-65 TV season runs on KABC-TV.

FATES & FORTUNES

BROADCAST ADVERTISING

Dr. Alexander P. Runciman, educator-author-producer, appointed director of developmental research for Audience Studies Inc., Screen Gems subsidiary which is active in pretesting TV commercials and programs. Dr. Runciman has produced programs for KNXT(TV) Los Angeles and KMOX-TV and KETC(TV) (educational ch. 9), both St. Louis. His books include *A Stratification Study of Television Programs* and *Sociology and Social Research*.



Dr. Runciman

Ralph Esposito, Paul La Stayo and **Derrick Van Nimwegen** elected VP's of Sullivan, Stauffer, Colwell & Bayles, New York. Mr. La Stayo is associate supervisor on Lipton account; Messrs. Esposito and Van Nimwegen are associate account supervisors on Lever Brothers. **Jeremiah O'Brien** and **Timothy Stone**, account executive and supervisor, respectively, on American Tobacco Co. at SSC&B, also elected VP's.

William D. Straub, William G. A. Middleton, Richard M. Posan and **Martin E. Nusskern** have been added to D'Arcy Advertising's Cleveland staff. Mr. Straub, formerly manager of D'Arcy's South Bend, Ind., Studebaker account, will be account executive on General

Tire & Rubber. Mr. Middleton, formerly with Watts, Lee & Kenyon, Cleveland, has been appointed audio-video producer. Messrs. Posan and Nusskern, both formerly with Griswold-Eshleman Co., Cleveland, will serve as art director and copywriter, respectively.

Charles E. Brown, director of marketing services at MacManus, John & Adams, Chicago, elected VP. **James W. Gill**, formerly VP and account supervisor at Compton Advertising, Chicago, joins MJ&A as director of client services. **William P. Johnston**, previously senior TV writer at McCann-Erickson, joins MJ&A as copy group supervisor.

Joseph L. Bonanno and **Albert Hammer**, VP's of De Luxe Reading Corp. (toymaker), Elizabeth, N. J., elected senior VP's for engineering and purchasing, respectively. Mr. Bonanno joined De Luxe in 1963 after 30 years with The Lionel Corp. Mr. Hammer has been with De Luxe for 10 years.

Donald S. Lewis, partner in Chicago office of Arthur Anderson & Co., accounting firm, joins Foote, Cone & Belding, New York, as VP-finance.

John H. Edmundson Jr. and **Lester E. Gallagher**, account supervisors at Ketchum, MacLeod & Grove, Pittsburgh, elected VP's.

Robert H. McConville, former sales VP for Arketex Ceramics, Brazil, Ind., elected VP and account executive of

Caldwell, Larkin & Sidener-Van Riper, Indianapolis agency.

Jack Pavis, promotion manager of KABC-AM-FM Los Angeles, promoted to merchandising director. He is succeeded by **Janet Cuhel**, formerly sales promotion manager of Mattel Inc. (toymaker), Hawthorne, Calif.

William A. Cornish and **Rick Chapman** appointed account executives at Videotape Productions of New York, 3M subsidiary.

Jack S. Morgan promoted to newly created post of assistant marketing director in Bristol-Myers products division, New York. He was formerly assistant VP. Mr. Morgan joined products division as assistant advertising manager in 1956. **Walter McCurdy**, formerly assistant VP and sales promotion manager of Bristol-Myers products division, promoted to assistant director of sales.

Thomas J. O'Dea named national sales manager for Roger O'Connor Inc., New York. Mr. O'Dea was formerly sales manager of WXYZ-TV Detroit.

Arthur Harrison, former sales manager of WINS and WLIB, both New York, named sales manager of WWRL, that city. He replaces **Selvin Donnenson**, WWRL sales manager for 17 years and pioneer in Negro broadcasting, who retired to manage personal investments.

Crawford W. Hawkins Jr., formerly with Gardner Advertising, St. Louis, joins Foote, Cone & Belding, Chicago, as commercial production supervisor.

William J. Kostka Jr., news bureau chief at Martin Co., Baltimore, joins his father's Denver advertising and public relations firm, William Kostka & Associates, as account executive.

Chester R. Zemanly, formerly with *Eau Gallie* (Fla.) *Journal*, joins WAVY Portsmouth, Va., as account executive.

Robert Nordmeyer and **John Caho** appointed account executives at KGUN-TV Tucson, Ariz.

William Santoni, formerly associate media director at Maxon Inc., New York, joins Foote, Cone & Belding, that city, as media supervisor on Menley & James and Kool-Aid accounts.

David Pacheco and **Mike Salisbury** join creative staff of Lansdale Co., Balboa, Calif., advertising agency.

Nadeen Peterson, formerly of West, Weir & Bartel Advertising, New York, joins Tatham-Laird Inc., that city, as creative supervisor.

Lawrence H. Rhodes and **Gary S. Kuppinger**, members of sales staff of WHEN-TV Syracuse, named national and

Three named at 'Television'

Donald V. West, managing editor of TELEVISION Magazine, has been elected vice president of Television Magazine Corp., a subsidiary of Broadcasting Publications Inc., which also publishes BROADCASTING and the BROADCASTING YEARBOOK.

Edward L. Sellers, southern sales manager of BROADCASTING, has been named sales director of TELEVISION.

Frank Chizzini, acting sales director of TELEVISION since last June, has been named national sales manager of the magazine.

Mr. West continues as managing editor of TELEVISION. Mr. Sellers, who has been based in Broadcasting Publications' Washington headquarters, will move to TELEVISION's New York offices Oct. 1. Mr. West joined BROADCASTING'S editorial staff in



Mr. West



Mr. Sellers

1953 and was appointed managing editor of TELEVISION upon that magazine's acquisition by Broadcasting Publications late in 1960. Mr. Sellers joined the BROADCASTING sales staff in 1953 after service with Carl Byoir & Associates and The Associated Press.

local sales manager, respectively.

Dorothy P. Auerbach named sales manager of WLIR(FM) Garden City, N. Y.

Martin Dooling moves from CBS-TV's Chicago sales office to Pacific Coast sales office in Los Angeles as account executive. He joined CBS in 1958.

Bill Lillios, account representative in ABC-TV station clearance department, joins Advertising Time Sales Inc., New York station representative, in promotion and research department.

S. Inagaki, executive VP of Sony Corp. of America, New York, assumes additional duties as VP in charge of sales for consumer products division. He replaces **George T. Stewart**, who has resigned to move to Rochester, N. Y., and plans to establish sales representative organization there to represent Sony and other manufacturers.

Herman Maxwell, VP-general manager of WINF Hartford, Conn., joins WBIC Islip, N. Y. as VP in charge of sales.

William B. McCredie of Glenbrook Laboratories division of Sterling Drug, New York, promoted to product manager of Phillips' Milk of Magnesia and Phillips' line of products. He succeeds **H. D. Nitchie**, who retired.

Bill Josey, formerly sales manager of KILE Galveston, Tex., joins KTBC-AM-FM Austin, Tex., on local sales staff.

Alan Peckolick, formerly of Kenyon & Eckhardt, New York, joins Warren, Muller & Dolobowsky, that city, as art director.

Tony DeThomas promoted to accounting supervisor of Television Advertising Representatives, New York. He joined TVAR's business department as financial accountant in June 1961.



Mr. Fischmann

Ron Fischmann, member of sales staff of WFUN South Miami, Fla., promoted to sales manager. Before joining WFUN two years ago, Mr. Fischmann was with Radio Advertising Bureau in New York.

Stephen A. Raffel, formerly of Norman, Craig & Kummel, New York, joins Harrington, Righter & Parsons, that city, as research director.

John Phillips joins Doyle Dane Bernbach, New York, as account supervisor. He was formerly in similar post at McCann-Marschalk, that city. **Roger Steckler**, assistant advertising manager of

Hertz Corp., New York, joins DDB as account executive.

THE MEDIA



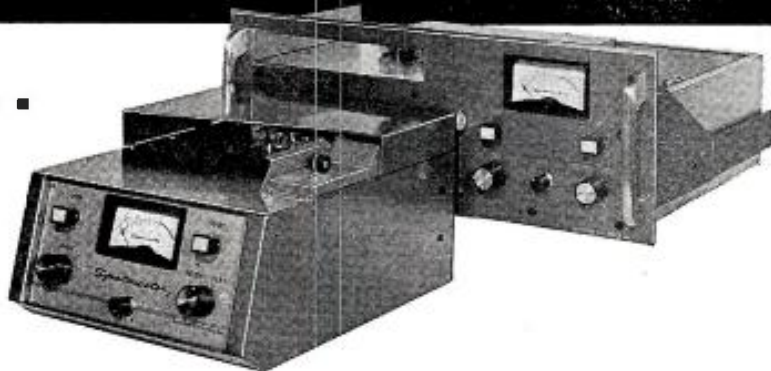
Mr. Ury

Perry S. Ury, general manager, WGMS-AM-FM Washington, named VP and general manager, WNAC Boston. **William R. McCormick** continues as VP and general manager of WNAC-TV Boston in new move separating radio and TV operations of RKO General Broadcasting stations in Boston. Move is effective on Sept. 28. Mr. Ury also will manage the Yankee Network and WRKO-FM Boston. Mr. Ury was general manager of WGMS since 1962. Mr. McCormick has been in his post since 1960 and before that, had been VP and director of sales at WOR New York.

John H. Poole has assumed active management of KGLM Avalon (Catalina Island) and KBIG(FM) Los Angeles and resumes post of president of John Poole Broadcasting Co. He replaces **Kevin B. Sweeney**, former president and general manager, who resigned but remains as officer, director and stockholder (BROADCASTING, July 27). **Alan Fischler**, who

Spotmaster

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- 14 models match every programming need: recorder-playback and playback-only ... compact and rack-mount ... monophonic and stereo.
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- Heavy duty construction throughout, with rugged hysteresis synchronous motors, top specs and performance.
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NCTA names 10 committee chairmen

Bruce Merrill, president of the National Community Television Association, and the NCTA executive committee have selected committee members and designated chairmen for 10 committees, including two newly formed ones on policy and rural services. In addition, Mr. Merrill has announced that **Robert J. Tarlton**, of Lansford, Pa., NCTA board member, has been named to the executive committee to replace **F. Gordon Fuqua**, Bluefield, W. Va.

Committees and their chairmen:

policy review, **Glenn Flynn**, Tyler, Tex.; rural services, **Archer Taylor**, Missoula, Mont.; convention, **Bill Daniels**, Denver; ladies program, **Phyllis Schneider**, Casper, Wyo.; bylaws, **Franklin R. Valentine Jr.**, Dallas; standards, **Howard S. Frazier**, Washington; membership, **Frank H. Nowaczek**, Glenside, Pa.; budget and audit, **Ray Schneider**, New York; educational television, **George Barco**, Meadville, Pa.; safety, **James Duratz**, Meadville, Pa.; pole line, **Benjamin J. Conroy**, Uvalde, Tex.

has been station manager of two facilities, promoted to general manager.

Al Gillen elected executive VP, general manager and member of board of directors of **WJRT(TV)** Flint, Mich. Mr. Gillen had been general sales manager of **WPRO-TV** Providence, R.I., since 1961. He started at **Compton Advertising**, New York, and was formerly with **Newhouse Broadcasting Co.**, Syracuse, N. Y., and at **WHAS-TV** Louisville.



Mr. Gillen



Mr. Selley



Mr. Kaufman

W. Arthur Selley, for past three years VP and general manager of **WFUN** South Miami, Fla., appointed to same post at **WDAE-AM-FM** Tampa, Fla. Stations are owned by **Rounsaville** group. **Arnold**

C. Kaufman, 12-year veteran of **Rounsaville** group and VP of **WFUN**, succeeds Mr. Selley as VP and general manager of South Miami facility. Mr. Selley, who will continue as national sales manager of both **WFUN** and **WDAE-AM-FM**, has been associated with **Rounsaville** stations (also **WCIN** Cincinnati; **WLOU** Louisville, Ky.; **WVOL** Nashville and **WYLD** New Orleans) for 17 years.

Wally Briscoe, administrative assistant to Representative **Oren Harris** (D-Ark.), chairman of House Commerce Committee, appointed administrative assistant and office manager of **National Community Television Association**, effective about Oct. 1. Mr. Briscoe, who has been with Representative **Harris** since January 1963, will be responsible for NCTA internal administration and replaces **Frank Nowaczek**, who has become assistant to president of **Telesystems Services Corp.**, Glenside, Pa. (BROADCASTING, Aug. 3). Mr. Briscoe previously was associated with several Arkansas stations including **KATV** (TV) Little Rock.



Mr. Briscoe

Robert O. Magruder, formerly sales manager of **KBAT** San Antonio, Tex., promoted to station manager.



Mr. Magruder

Jerry Rhoads appointed general manager of **KDAB** Arvada, Colo. **Marty Sullivan** named operations manager.

Barry D. Stigers, sales service manager of **WBEC** Pittsfield, Mass., resigns to become general manager of **Pittsfield Television Cable Co.** He joined **WBEC** in July 1961.

PROGRAMMING



Mr. Rector

Richard R. Rector, veteran TV executive, has announced formation of his own production company at 136 East 55th Street, New York. Phone: Plaza 3-4169. Firm, called **Richard R. Rector Productions Inc.**,

will produce and originate pay-TV programs, documentaries, sales and industrial presentations and commercials on tape and film, in addition to radio shows and records. **Maury Clark**, former program and production director for **QXR Network** (now **Market 1 Network**), will join Mr. Rector in new company. Mr. Rector, in entertainment business as actor, director and producer since 1945, was most recently associated with **VHF Inc.**, a division of **Reeves Broadcasting & Development**, New York, as vice president for production.

Jeremy Shamos joins **Goodson-Todman Productions** in New York as staff attorney and member of business affairs department.

Sid Rogell, formerly executive production manager of **20th Century-Fox**, elected president of **Pacific Title & Art Studio**, Los Angeles, supplier of titles and optical services for motion pictures and television. He succeeds **Mrs. Larry Glickman**, widow of company's founder. She continues as board chairman, with **Gorden Hubbard** continuing as executive VP and **Gerald Glickman** as VP in charge of studio operations.

Lawrence S. Wexler, former radio-TV program editor and feature writer for **New York Journal-American**, appointed assistant director of program information at **WCBS**, that city.

Don Fortune appointed program director of **KDAB** Arvada, Colo. **Wendell Deaton** named production manager.

Ted Westcott, VP of **Alexander Film Co.**, Colorado Springs, and **Fred H. Komma**, former program and produc-

CR 7-0040/TR 9-1037

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Conferences at Geneva regarding the General Agreement on Tariffs and Trade (commonly referred to as GATT) are significant for the whole U. S. economy. Some details relevant to certain subjects being discussed may shed extra light on the importance of these conferences.

A tariff by any other name still costs money

Imports of foreign steel into the United States are subject to a tariff applied to the value of the product on an F.O.B. basis (free on board at foreign mill). Exports of American steel to foreign countries are subject not only to higher tariffs (applied to cost plus insurance plus freight), but also are subject to a variety of costly nontariff barriers—extra taxes with many different names—that can shut out American-made products more effectively than outright high tariffs can. Such added trade barriers are seriously preventing American steel companies from successfully competing in world markets.

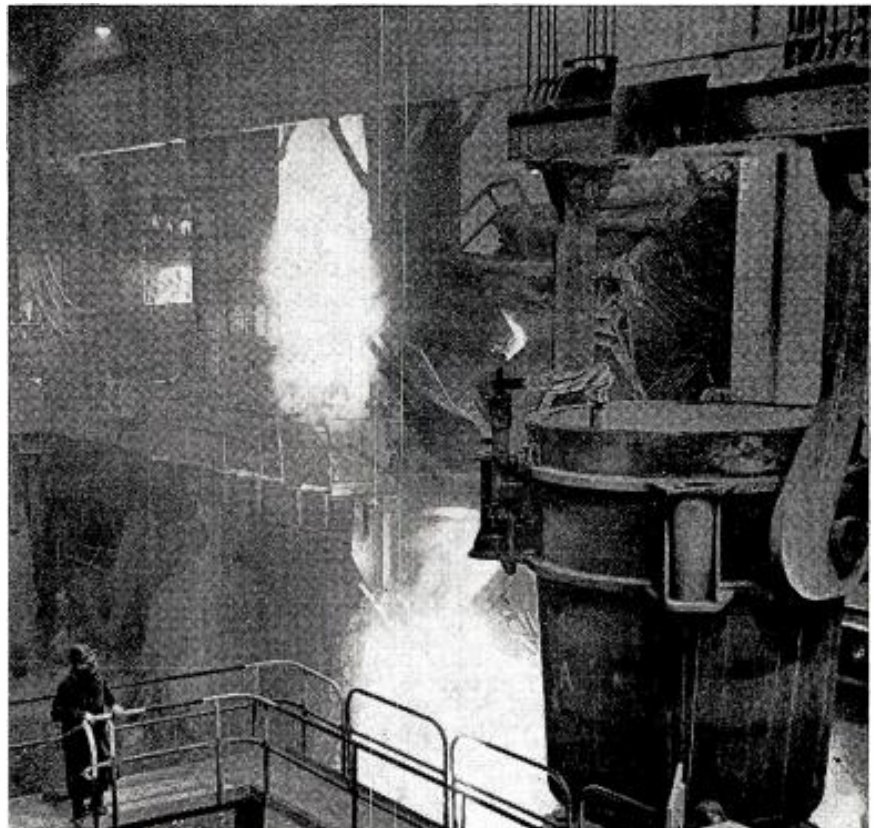
American steel exports of hot-rolled steel bars and light shapes, for example, have declined from 86,037 tons in 1953 to 47,000 tons in 1963. The effects of such decreased exports on national employment, along with greatly increased steel imports, have been substantial and alarming.

The question at issue here is not only the desirability of increasing world trade with fair tariffs, it is also the necessity of eliminating unfair nontariff barriers. These endless special taxes comprise highly discriminatory additional tariffs on American products. But of even greater importance to fair competition in world trade is the need to

end “dumping,” a practice by which foreign steel is sold in this country at prices lower than those in the country of the steel’s origin.

That is why leaders in the American Steel Industry trust that the current GATT conferences will be able to effect changes in cost of entry into

foreign markets: to allow American steel an equal chance to compete in world markets. To strengthen its competitive position, and help protect the American employment situation, Republic Steel will invest \$400 million in one phase alone of its continuous modernization program.



REPUBLIC STEEL
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CLEVELAND, OHIO 44101

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SECOND VACUUM DEGASSING FACILITY EXPANDS REPUBLIC'S MODERNIZATION

Vacuum Degassed Alloy Steel produced in facilities recently installed at Republic's Canton, Ohio, plant has received excellent reception by customers. A second degassing installation, like the one at Canton, will be completed at Republic's Chicago plant and in operation around the end of the year. This process will permit production of a wide variety of exceptionally clean steels.

stock-exchangers



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WGY 810 KC 50 KW

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tion manager of KVOO-TV Tulsa, Okla., appointed producer-directors at KTVI(TV) St. Louis.

Joseph B. Wills joins Theater Network Television Inc., New York, as director of sales. Mr. Wills has worked in industrial and documentary films as writer-producer and was formerly in charge of 20th Century-Fox's New York studios.

Barbara Avedon and **Stephen Kandel** have been signed by Screen Gems to write pilot programs for Vince Edwards' Shervint Productions. Miss Avedon has written for *The Donna Reed Show* and *Hazel*, among others. Mr. Kandel's credits include *Empire*, *The Rogues*, *Sea Hunt* and *The Millionaire*. Stanley Kallis is executive producer for Shervint.

Ben Sasnett, former staff announcer at KPIN Casa Grande, Ariz., appointed program director of KYOR Blythe, Calif.

Robert R. Yost appointed assistant staff director at WTOP-TV Washington. Mr. Yost joined station last May as floor director.

William Homer, financial editor of *Boston Herald*, signed by WCOP-AM-FM Boston to prepare and broadcast complete financial news report Monday through Friday at 6:30 p.m.

Ed Justin, merchandising director of Screen Gems, New York, elected VP and general manager of SG's merchandising division. Simultaneously, Mr. Justin announced formation of ILAMI Ltd. (Interplanetary Licensing and Merchandising Inc.), designated as entirely separate merchandising entity functioning apart from any other SG activity. ILAMI Ltd., which has signed with ABC-TV to handle international exploitation, character licensing and merchandising for *Combat*, *Burke's Law* and *The Fugitive*, has established headquarters at 711 Fifth Avenue, New York, and will have branch offices in 19 foreign countries.



Mr. Justin

John Egan and **Boyd Harrier** appointed program and production manager, respectively, of WHRO-TV Hampton-Norfolk, Va. **Eilene Halpern**, formerly with production staff of NBC and WNDT(TV) (educational ch. 13) Newark-New York, joins WHRO-TV as staff director.

NEWS

Marlene Sanders joins staff of ABC News. Miss Sanders, assistant director of news for public affairs at WNEW New York, will be working reporter in ABC News' New York newsroom.

Keith Silver, for past eight years news director of WSPR Springfield, Mass., joins on-air news staff of WWLP(TV), that city.

Ace Bushnell, formerly city editor of *Tucson* (Ariz.) *Daily Citizen*, joins news staff of KTUC, that city.

Roy Whitfield joins news department of WWRL New York.

Bill Grow appointed documentary and special programs writer in news department of KETV(TV) Omaha.

Richard E. Fischer appointed manager of UPI Audio, voice news service of United Press International. Mr. Fischer started as newscaster with KWK St. Louis in 1936, served with WHAS Louisville, KMOX St. Louis, WSAI Cincinnati and WJBK-TV Detroit. UPI Audio is 24-hour news service established in 1958 and serves more than 85 U. S. and Canadian radio-TV stations.



Mr. Fischer

Glenn Rinker, announcer at WBNF-AM-FM-TV Binghamton, N. Y., promoted to news editor. Mr. Rinker joined WBNF stations last year from WHEN-TV Syracuse.

EQUIPMENT & ENGINEERING

Douglas L. Hamilton elected VP-finance and **Jay W. White** treasurer of Sylvania Electric Products, New York. In newly created post, Mr. Hamilton continues to serve as corporate controller. Mr. White succeeds **Walter R. Seibert**, who was named Sylvania's VP for pension investment administration.

Donald E. Hauck, **Donald Knaus**, **Russell J. Owens**, **James R. Palmere** and **John J. Rogers** have been appointed sales specialists at Reeves Soundcraft

division of Reeves Industries, New York. Mr. Hauck, formerly of RCA, will cover eastern Pennsylvania, Delaware and southern New Jersey. Messrs. Owens and Palmere, both of Burgess Battery Co., will be responsible for Midwest and Southeast, respectively. Mr. Knaus, of SCM Corp., will cover Southern California, and Mr. Rogers, formerly of magnetic products division of 3M Co., will be responsible for New England region.

Dale O. Lansing appointed Washington area audio-visual sales manager for Bell & Howell, Chicago.

Donald E. Lincoln named technical supervisor of KPX(TV) San Francisco.

Dr. Rudolf Kingslake, director of optical design for Eastman Kodak Co., Rochester, N. Y., named to receive 1964 Progress Medal Award of Society of Motion Picture & Television Engineers. Presentation will be made during SMPTE's semi-annual technical conference Sept. 27-Oct. 2 in New York.

FANFARE

John P. Shanley, *New York Times* reporter, appointed director of public relations at WOR-AM-FM-TV New York, effective Sept. 21. He'll report to Robert B. Beusse, director of advertising and sales development, and succeed Sid Bakal, who has resigned. Mr. Shanley is former *Times* radio-TV editor and drama reviewer.

Edward (Ted) L. Boyle appointed administrative assistant in charge of promotion for Associated Press, New York. He succeeds **Andrew C. Lang**, who is devoting full time to special feature projects for AP. Mr. Boyle joined AP in 1942, was assigned to promotion department in 1958.

Mark Hodder appointed community relations director of WKY-AM-TV Oklahoma City.

Russell Birdwell, head of his own Beverly Hills, Calif., PR and publicity organization, has announced formation of twin company to be known as Brainstorming Associates, with headquarters at 9250 Wilshire Blvd., that city. Suite 412. Phone: CR 3-8477.

ALLIED FIELDS

Dr. Franklin C. Fry of New York, head of Lutheran Church in America and past president of Lutheran World Federation, elected board chairman of federation's broadcasting service. Dr. Fry succeeds **Dr. Fredrik A. Schoitz** of Minneapolis, head of American Lutheran Church, who year ago became president of federation itself.

Gerald Verbel, consultant to Douglas Turner Inc., N.Y., J. agency and

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Mattel Toys does. They buy WIIC exclusively in the big Pittsburgh market. There's no better spot TV buy around. Check the figures (especially cost-per-thousand) on some great availabilities with General Sales Manager Roger Rice or your Blair-TV man.

CHANNEL 11 **WIIC** NBC IN PITTSBURGH



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transmission line protection system



protects antenna system from damage due to arcing will instantly squelch transmitter output to prevent arc from being sustained by RF energy immediately self-restoring transmitter interruption goes unnoticed on the air

LTV
Continental Electronics
BOX 17040 / DALLAS, TEXAS 75217

producer-host of interview program, *Focus*, on WMTR Morristown, N. J., joins faculty of New School for Social Research in New York. Mr. Verbel will teach new course in radio-TV commercial writing and production.

Edward P. Taptich, formerly law clerk to Judge Walter M. Bastian of U. S. Court of Appeals for Washington, joins Washington communications law firm of Welch, Mott & Morgan.

James K. Petersen, director of radio-TV at Florida Atlantic University, Boca Raton, elected to board of directors of National Association of Educational Broadcasters and will hold post of director of institutional affiliates.

Jerrold Sandler appointed executive director of National Educational Radio, division of National Association of Educational Broadcasters, Washington. He formerly was project director of Educational Communications System Project, administered under grant to NAEB from U. S. Office of Education. **John P. Witherspoon**, formerly program director of KEBS(FM) (educational) San Diego, Calif., appointed associate director of NER.

Neil R. Bernstein, formerly promotion director of WFBR Baltimore, joins Drake University's School of Journalism at Des Moines, Iowa, as assistant professor and head of advertising sequence.

Joseph W. Durand, formerly with NBC-TV and WNDT(TV) (educational ch. 13) Newark-New York, appointed director of Rutgers University's newly formed instructional TV division at New Brunswick, N. J. University last March approved closed circuit TV plans which are scheduled for initial classroom use in fall of 1965.

DEATHS

Richman Garrison Lewin, 45, president-general manager of KTRE-TV Lufkin, Tex., and veteran broadcaster of 26 years, died Sept. 9 of heart attack at Lufkin Memorial hospital. Mr. Lewin, who was elected KTRE-TV president in 1963, previously served for number of years as station's VP and general manager. He served as president of Texas Association of Broadcasters in 1956 and at time of his death was member of Mutual Affiliates Advisory Board. Mr. Lewin is survived by his wife, former Delila McGaughey; son, Gary; and daughter, Karen Kay.



Mr. Lewin

Standish C. Marsh, 51, head of San Francisco office of Doyle Dane Bern-

bach, died Sept. 6 at Atherton, Calif., where he was vacationing. Mr. Marsh formerly served for number of years as vice president of J. Walter Thompson Co., New York.

John Falvey McCormick, 72, VP of Kelly, Nason Inc., New York, died Sept. 4 at Midtown hospital there.



Mr. Spokes

Alfred E. Spokes, 45, VP and general manager of WVMT (formerly WCAX) Burlington, Vt., died Sept. 3 at Mary Fletcher hospital there after 3-month illness. Mr. Spokes, who served in 1956 as president of Vermont Association of Broadcasters and was director of Radio Advertising Bureau, began his career at WJTN Jamestown, N. Y., in 1940. After serving as PR and promotion manager and assistant station manager, he moved to WJOY Burlington in 1946 as general manager, became general manager of WEAV Plattsburgh, N. Y., in 1956, and general manager of WCAX in 1959. Mr. Spokes was elected VP of station in 1963. He is survived by his wife, former Amy Lois Tarr; son, Richard A., and two daughters, Nancy Ann and Judith Ellen.

Wesley M. Ecoff, president and board chairman of Ecoff & James, Philadelphia advertising agency, died Sept. 6 at his home in suburban Melrose Park.

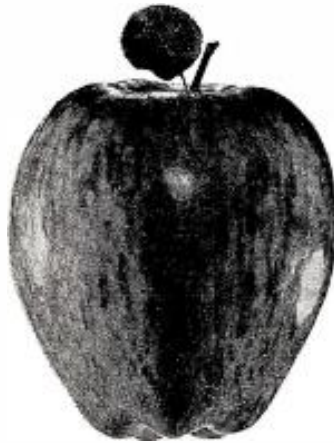
Dan MacDonnell, 50, radio-TV staff announcer at CBS, New York, died Sept. 5 of heart attack at Port Clyde, Me. Mr. MacDonnell had been with CBS for 20 years.

Gladys Thornton, 65, actress who was "Aunt Jemima" on radio and portrayed Scottish and Irish characters in films and on Broadway, died Sept. 2 at Garfield Sanitarium in Hollywood after long illness.

Richard Willis, 58, who in 1939 initiated on WOR New York his own show, *Here's Looking at You*, which centered on interviews with women troubled by their appearance, died of heart ailment Sept. 5 at Flower-Fifth Avenue hospital. Subsequently, Mr. Willis' show appeared on CBS, NBC, Westinghouse Broadcasting Co. and Canadian Broadcasting Corp.

Charles L. Stec Sr., 58, chief civilian for electronics, research and development with Navy Department's Bureau of Ships, died Sept. 6 at Arlington (Va.) hospital. Following graduate work at University of Pittsburgh in 1932, Mr. Stec worked for Philco Corp. in Philadelphia where he was in charge of first mobile television unit in country.

An Open Message to the Publishing, Broadcasting and Advertising Industries:



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SPOIL TWO BARRELS OF GOOD APPLES?

...your barrel and ours? The bad apple we're talking about can...and will...unless we join forces now to get rid of him. He's the fast-buck phoney who infiltrates every business and profession. He's the dishonest advertiser who destroys the power of all advertising by undermining believability. He's an impostor who smears guilt-by-association on every legitimate, ethical man in his "chosen" business. The 22,000 franchised new-car dealers who are members of NADA are pledged to a program of quality: to sell quality products, to

price them fairly, to advertise them honestly and to maintain complete servicing facilities. Our goal is to get the bad apples out—and keep them out—of the retail automobile industry. Your support will be appreciated. Don't accept nor participate in false or misleading automobile advertising. In your news and editorial features, do what you can to protect quality new-car dealers from guilt-by-association with "bad apple" impostors.

May we send you a free copy of "Recommended Standards of Practice for Advertising and Selling Automobiles"? Published by NADA and the Association of Better Business Bureaus, Inc. Please write to:



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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 3 through Sept. 9, 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. unil.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—special hours. E—educational. Ann.—announced. CH—critical hours. CATV—community antenna television.

New TV stations

APPLICATION

Lubbock, Tex.—McAlister Broadcasting Corp. UHF channel 20 (506-512 mc); ERP 45.5 kw vis., 10.4 kw aur. Ant. height above average terrain 320.5 feet, above ground 366 feet. P.O. address Box 1524. Lubbock. Estimated construction cost \$172,301; first year operating cost \$203,000; revenue \$240,000. Studio and trans. locations both Lubbock. Geographic coordinates 33° 35' 05" north latitude 101° 50' 54" west longitude. Type trans. RCA TFU-2A, type ant. RCA TFU-24 DL. Legal counsel Leo Rusnick, Washington; consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals: R. B. McAlister, Mack Mead, Alex K. Miller, Roy Bass and Bill M. McAlister (each 20%). Mr. Bass is attorney. McAlister Broadcasting is licensee of KSEL Lubbock. Ann. Sept. 2.

New AM stations

ACTIONS BY FCC

By memorandum opinion and order, commission granted Seward Broadcasting Corp. temporary authority to operate KIBH Seward, Alaska, on 950 kc with 1 kw, SH. At same time, waived Sec. 1.571 (c) of procedural rules to permit prompt consideration of application for regular operation and adopted public notice establishing Oct. 20 as date on which will be considered ready and available for processing. Action Sept. 9.

Houston, Tex.—Lake Huron Bestg. Corp. Granted CP for new AM on 1070 kc, 10 kw. P.O. address 221 S. Washington Ave., Saginaw, Mich. Estimated construction cost \$179,177, first year operating cost \$310,000, revenue \$390,000. Principals are (one-third each); William J. Edwards, Howard H. Wolfe, and Michigan Congressman Alvin M. Bentley. Applicant corporation owns WKNX-AM-TV Saginaw, Mich. Commission withheld action

on operation on 10 kw pending further action. Action Sept. 2.

APPLICATIONS

New Castle, Ind.—Newcastle Broadcasting Corp. 570 kc, 500 w, unil. P.O. address 4235 South Main Street, New Castle. Estimated construction cost \$110,184; first year operating cost \$110,000; revenue \$125,000. Principals: Howard A. and Phyllis White (16.02%), Franklyn George (5.34%), Charles Green Jr. (5.34%), Pierre Long (2.13%), Raymond E. Rohrer (1.06%), Fred L. Hall (5.34%) and others. Mr. Rohrer is owner of Raymond E. Rohrer & Associates, Washington consulting engineers. Mr. Rohrer has 10% interest in Golden East Broadcasting Co., applicant for new AM in Barbourville, Ky., and is partner in Catonsville Broadcasting Service, applicant for new AM in Catonsville, Md. Mr. Hall is attorney. Other principals have business interests in New Castle. Ann. Sept. 2.

Edna, Tex.—Cosmopolitan Enterprises Inc. 1130 kc, 10 kw, DA-D. P.O. address Box 1819, Victoria, Tex. Estimated construction cost \$94,000; first year operating cost \$80,000; revenue \$90,000. Principals: Morris J. Hyak (16.15%), Victor Alkek (16.15%), Matry L. Hyak (16.15%), Phillip J. Tibiletti (11.64%), C. E. Ritchey (11.64%), Kemper S. Williams Jr. (11.64%), John J. Tibiletti (11.64%) and H. Gene Garrison (5%). Messrs. Tibiletti, Williams and Ritchey are attorneys. Mr. Garrison is engineer at WYLD New Orleans. Ann. Sept. 3.

Existing AM stations

ACTIONS BY FCC

WPAX Thomasville, Ga.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions.

By letter, commission denied petition by Upper Michigan - Wisconsin Broadcasting Inc. for waiver of Sec. 1.569 of rules concerning action on applications on channels adjacent to Class I-A clear channels, and returned as unacceptable for filing application to increase daytime power of WJMS Ironwood, Mich., on 630 kc, from 1 kw to 5 kw, and change from DA-N to DA-2, without prejudice to any subsequent request for waiver of Sec. 1.569 provided it is accompanied by sufficient supporting data to demonstrate that proposal would not materially affect future consideration of Class I-A channel 640 kc. Commissioner Lee abstained from voting. Action Sept. 9.

New FM stations

ACTIONS BY FCC

Pekin, Ill.—WSIV Inc. Granted CP for new FM on 95.3 mc, channel 237, 2.5 kw. Ant. height above average terrain 89 feet. P.O. address c/o Dean McNaughton, WSIV Pekin. Estimated construction cost \$10,868; first year operating cost \$5,000; revenue \$5,000. Applicant is licensee of WSIV Pekin. Action Sept. 2.

Radford, Va.—WRAD Broadcasting Co. Granted CP for new FM on 101.7 mc, channel 269.3 kw. Ant. height above average terrain 64 feet. P.O. address Route 2, Radford. Esti-

mated construction cost \$13,595; first year operating cost \$1,500; revenue \$7,000. Applicant is licensee of WRAD Radford. Action Sept. 2.

Parkersburg, W. Va.—Zanesville Publishing Co. Granted CP for new FM on 103.1 mc, channel 276, 660 w. Ant. height above average terrain 557 feet. P.O. address c/o Allan Land, Lind Arcade building, 48-52 North 5th Street, Zanesville, Ohio. Estimated construction cost \$18,000; first year operating cost \$3,500; revenue \$5,500. Principals: Clay Littick (47.5%), Arthur S. Littick (47.5%) and William O. Littick (5%). Zanesville Publishing, (Zanesville Times-Recorder and Signal) is licensee of WTAP-AM-TV Parkersburg and has 63% interest in Southeastern Ohio Television System, licensee of WHIZ-TV and 60% interest in Southeastern Ohio Broadcasting System Inc., licensee of WHIZ, both Zanesville, Ohio. Action Sept. 2.

APPLICATIONS

Monroeville, Ala.—Monroe Broadcasting Inc. 99.3 mc, channel 254A, 3 kw. Ant. height above average terrain 225 feet. P.O. address Box 641, Monroeville. Estimated construction cost \$14,766; first year operating cost \$5,600; revenue \$7,000. Principals: William M. Stewart (97%), Carolyn H. Stewart (2.8%) and Ralph L. Jones (0.2%). Mr. Stewart is owner of Monroe Journal, Monroeville, and South Alabamian, Jackson, Ala., both weekly newspapers. Monroe Broadcasting is licensee of WMFC Monroeville, Ann. Aug. 31.

Rossville, Ga.—Jay Sadow. 105.5 mc, channel 288A, 2.9 kw. Ant. height above average terrain minus 23 feet. P.O. address Ellis Road, Rossville. Estimated construction cost \$15,535; first year operating cost \$8,500; revenue \$6,500. Mr. Sadow is owner of WRJP Rossville. Ann. Sept. 4.

Junction City, Kan.—Junction City Broadcasting Inc. 94.5 mc, channel 233, 85.6 kw. Ant. height above average terrain 535 feet. P.O. address 724.5 North Washington Street, Junction City. Estimated construction cost \$26,500; first year operating cost \$12,000; revenue \$12,000. Principal: Ralph L. Weir Jr. (100%). Mr. Weir has 100% interest in KJCK Junction City with interest in following CATV systems: Junction City Television Inc., Junction City; Ft. Riley Cable TV Services Inc., Junction City; Manhattan Cable TV Services Inc., Manhattan, and Salina Cable TV Services Inc. Salina, all Kansas. Ann. Sept. 2.

Existing FM stations

ACTION BY FCC

KMSC(FM) Alvin, Tex.—Granted CP to change trans. site and location to Clear Lake City, increase ERP from 3.2 kw to 100 kw and ant. height from 210 feet to 255 feet, and waived Sec. 1.721 of rules to permit main studio to be located at Nassau Bay; remote control permitted. Operates on channel 271 (102.1 mc). Commissioner Cox dissented. Action Sept. 9.

Ownership changes

ACTIONS BY FCC

KTMS Santa Barbara, Calif.—Granted assignment of license from News-Press Publishing Co., owned by McLean Publishing Co. which is owned by Bulletin Co. to McLean Publishing Co. No financial consideration. Bulletin Co. is owned by Robert McLean, William L. McLean III and others and is licensee of WPBS(FM) Philadelphia. Action Sept. 3.

WFUL-AM-FM Fulton, Ky.—Granted transfer of control of licensee corporation, Ken-Tenn Broadcasting Corp., owned by R. Paul Westpheling (97.5%) and Kenneth Z. Turner to Kenneth Z. and Clara Agnes Turner (100% jointly). Consideration \$39,000. Mr. Turner is general manager of WFUL. Action Sept. 8.

KGRT Las Cruces, N. M.—Granted assignment of license from Taylor Enterprises Inc., owned by W. C. Taylor (50%), Gene Reischman (20%), Homer F. Glover (15%) and J. Raymond Harris (15%) to Chaparral Broadcasting Services Inc., owned by Frank O. Papen Inc. (44%), Thomas G. Morris (10.67%), Claud Tharp (10.67%), Howard Klein (10.67%), Melvin Klein (10.67%), Edward E. Triviz (8%) and William R. Lask

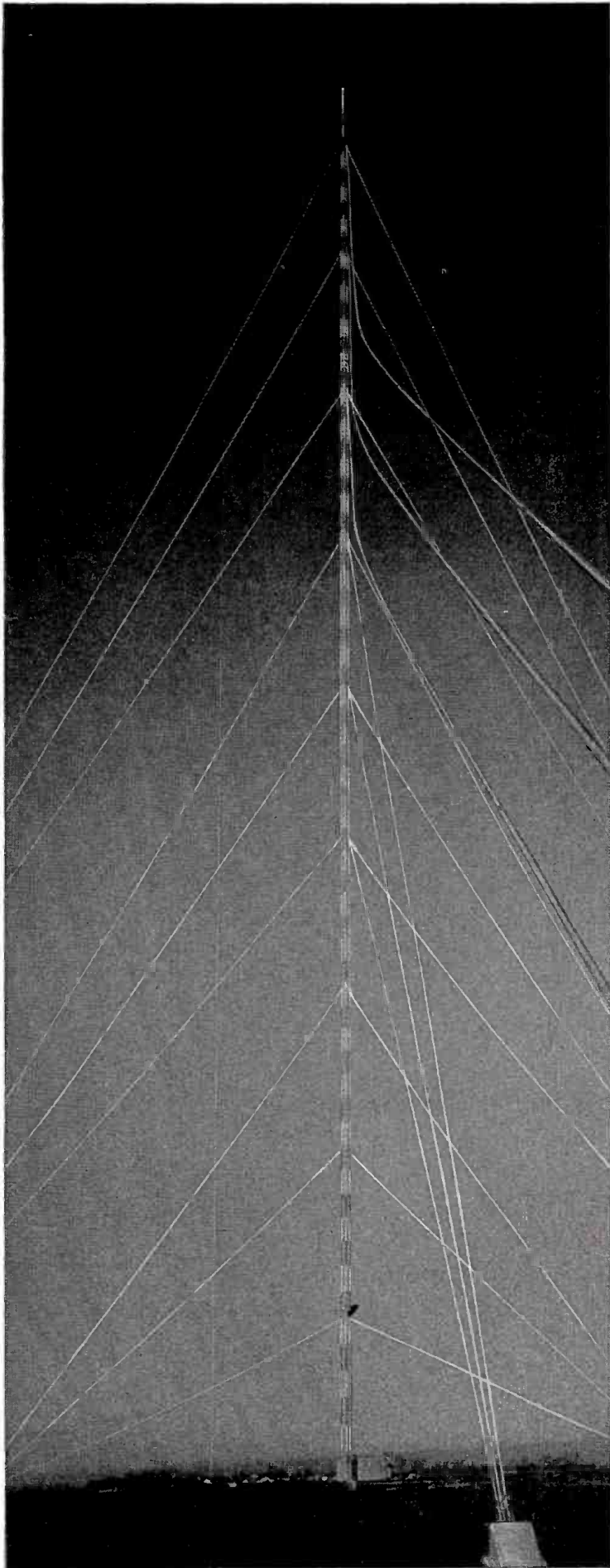
EDWIN TORNBURG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations**

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



KTHI-TV, Channel 11, Transmitting Tower at Fargo, North Dakota, serves the market of Fargo-Grand Forks, N. D., an area of 32,047 square miles. Owners: The Polaris Corporation, Broadcast Division, Evansville, Ind. Designed, fabricated and erected by Kline Iron & Steel Company, Columbia, South Carolina. Guys by Roebling.

ROEBLING GUYS KEEP IT HIGHEST IN THE SKY

This is the tallest man-made structure the world over. 2,063 feet from base to the sky end. It is almost one and a half times the height of the Empire State Building. It will transmit for KTHI, Channel 11, Fargo, North Dakota. (Significant, don't you think, that the location is *Far-go*.)

Roebling, as usual, supplied the guys that keep this soaring signaller straight up. 40,125 feet (7.6 miles) of Roebling galvanized bridge strand were used. Roebling has been doing this for years and we're pleased that in some measure we've helped make Jackie Gleason, Perry Como, Donna Reed, Ben Casey (you name it) clear to lots of people.

If you want KIMCO to build a taller Tower than this, you have our enthusiastic approval. For aid in going higher, or for any difficult guying problem, write Colorado Fuel and Iron Corporation, Roebling Bridge Division, Trenton 2, N. J.

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THE ARTHRITIS AND RHEUMATISM FOUNDATION

(5.33%). Consideration \$187,500. Mr. Lask is manager of KGRT. Action Sept. 3.

KRGV(FM) Las Vegas—Granted assignment of license and SCA from Mrs. E. W. Gragin to Gragin Broadcasting Co., owned by Mrs. E. W. Gragin (80% after) and Horst Schmidt (40%). Consideration \$10,000. Action Sept. 4.

WEYE Sanford, N. C.—Granted assignment of license from Gale P. Lewis tr/as San-Lee Radio Broadcasting Co. to Crest Broadcasting Corp., owned by Stanley H. Fox (35%), Seymour L. Dworsky (25%), Milton A. Hight (10%), Irvin L. Fox (15%) and Mrs. S. H. Fox (15%). Consideration \$50,000 with \$18,000 covenant not to compete and \$15,500 consultancy agreement. Action Sept. 3.

KQDY Minot, N. D.—Granted assignment of license from D. Gene Williams, Delbert Berthoff, Jack W. Birchill and H. T. Searle (each 25%), d/b as Dakota Broadcasters, to People's Radio Association, nonprofit corporation owned by Gordon L. Beck, Gerald M. Swanson, J. Merrill Tannehill and A. Orville Helgeson (each 25%). Consideration \$92,500 and covenant not to compete for five years. Messrs. Beck, Swanson and Helgeson are associated with various religious organizations; Mr. Tannehill is farmer. Also see KSVN Ogden, Utah, below. Action Sept. 4.

KGRL Bend, Ore.—Granted transfer of control of licensee corporation, KGRL Inc., from John H. McAlpine (100%) to Juniper Broadcasting Inc. (100% after), owned by B. D. and Dagmar Fancher, R. W. and Nancy Chandler (each 18 2/3%) and Glenn Cushman (33 1/3%). Consideration \$110,500. Chandlers have interest in Bend Bulletin, Bend, and LaGrand Observer, LaGrand, both Oregon; Mr. Fancher is attorney; Mrs. Fancher and Mr. Cushman have local business interests. Action Sept. 2.

KASE Austin, Tex.—Granted assignment of license from Rogers Broadcasting Co., owned by W. D. Rogers Jr. (80%), John R. Kreiger (10%) and Billy M. Gamblin (10%) to Southwest Republic Corp., owned by John W. Stayton (17.2%), John R. Kingsbery (11.42%), Ralph E. Jane Jr. (11.42%), E. G. Kingsbery (20%), Bryant M. Collins (11.42%), Victor L. Brooks (11.42%), Texas Longhorn Broadcasting Corp. (11.42%) and Marlon B. Findlay (5.71%). Consideration \$275,000. Applicant is permittee of KHFT(TV) Austin and applicant for KHFT-FM also Austin. Action Sept. 3.

KSTA Coleman, Tex.—Granted assignment of license from Coleman County Broadcasting Co., owned by Floyd Shelton (80%), Bobbie Shelton (0.285%) and O. E. Shelton (19.715%) to Robert L. Griffs and Theo M. Griffs (each 50%) d/b as Coleman County Broadcasters. Consideration \$125,000. Robert L. Griffs is program manager of KSTA. Action Sept. 4.

KFRD Rosenberg-Richmond, Tex.—Granted transfer of control of licensee corporation, Fort Bend Broadcasting Co., from W. M. Shannon, deceased, (23.33%), D. I. Lowe, deceased, (10%) and Mart Cole Sr., deceased, (18.33%) to Mrs. J. M. Cooper (widow of W. M. Shannon, 23.33%), R. W. Lindsey and Kathleen Joeger Lindsey (independent executives, 10%) and Mrs. Bobbie Wilson (widow of Mart Cole Sr. 9.18%) and Jack V. Cole, A. E. Foerster and Jean E. Junker (executors of half of estate of Mr. Cole 9.18%). No financial consideration. Action Sept. 8.

APPLICATIONS

KIUP Durango, Colo.—Seeks assignment of license from KIUP Inc., owned by Ralph Louis Atlass (100%) to Radio San Juan Inc., owned by W. Douglas Morrison, Richard B. Wheeler and Harry J. Kelly Jr. (each 33 1/3%). Consideration \$200,000. Mr. Wheeler has 89% interest in KTLN Denver. Messrs. Morrison and Kelly are owners of Doug Morrison & Co., Denver real estate company. Ann. Sept. 2.

WSOR Windsor, Conn.—Seeks assignment of license from Tobacco Valley Broadcasting Co., owned by Sydney E. Byrnes (51%), Lois Byrnes (1%), Robert B. Chatfield (21%), Nathan M. Silverstein (14%), Ellis T. Stearman (8%) and Gilbert Marheim (5%) to Robert I. Kimel and Bessie W. Grad. Consideration \$50,000. Proposed assignee is licensee of WSNB Barre, and WWSR St. Albans, both Vermont. Ann. Aug. 31.

WVGT Mt. Dora, Fla.—Seeks assignment of license from Robert A. Lewis to Frasure Hull Inc., owned by P. Frasure Hull (64.06%), Emily Broadwell Hull (7%), Abraham J. Goldsmith (7%), and others. Consideration \$35,000. Frasure Hull Inc. is permittee of WFAC(FM) Mt. Dora. Ann. Sept. 3.

WSPB-AM-FM Sarasota, Fla.—Seeks assignment of license and FM CP from WSPB Broadcasting Co., owned by Community Broadcasting Corp. to Community Broadcasting Corp., owned by John Morgan Davis (48.3%), Eva B. P. Davis (1.7%), Marjorie A. Clipp (23.9%) and Roger W. Clipp (26.1%). Mr. Clipp is vice president of radio and television division of Triangle

Publications Inc., Philadelphia. Ann. Sept. 2.

WNOF-TV Newport, Ky.—Seeks assignment of CP from Tri-City Broadcasting Co., owned by James G. Lang (58.5%) and Dean C. Stuhmueler (41.5%) to D. H. Overmyer Broadcasting Co., owned by D. H. Overmyer (100%). Consideration \$100,000. Mr. Overmyer is applicant for new UHF-TV in Toledo, Ohio and D. H. Overmyer Communications Co. is seeking assignment of WATL-TV Atlanta. Ann. Sept. 2.

KUXL Golden Valley, Minn.—Seeks assignment of license from Greater Happiness Inc., owned by Edward D. Skotch (100%) to Universal Broadcasting Co. of Minneapolis-St. Paul Inc., owned by Marvin Burton Kosofsky (100%). Consideration \$150,000 minus balances to be paid on liabilities assumed. Mr. Kosofsky has 50% interest in KCIJ Shreveport, La., 12.5% interest in WMOE Mobile, and has interest in Highlands Cable Television Corp., Sebring, Fla. CATV system. Ann. Sept. 2.

WNNJ-AM-FM Newton, N. J.—Seeks transfer of control of licensee corporation, Sussex County Broadcasters Inc., from Robert A. Mensel (49% before, none after) and Agnes P. Mensel (1% before, none after) to Simpson C. Wolfe Jr. (25% before, 32.9% after), Naomi E. Wolfe (25% before, 32.9% after) and Irving and Ethel Goldberg (none before, 34.2% after). Consideration \$225,000. Ann. Sept. 3.

WOHO Toledo, Ohio—Seeks transfer of control of licensee corporation, Midwestern Broadcasting Co., from Samuel W. Sloan (80.12% before, none after) to Lewis W. Dickey (none before, 60.12% after). Consideration \$125,300. Mr. Dickey has 51.2% interest in WKWK-AM-FM Wheeling, W. Va., and is majority stockholder of KDOT Scottsdale, Ariz. Ann. Sept. 2.

WRSC State College, Pa.—Seeks transfer of control of licensee corporation, Suburban Broadcasting Corp., from L. Edward Pamphilon (33.16% before, none after), Howard S. Frazier Inc. (33.16% before, none after), Glenn L. Musser (33.16% before, none after) and Harry J. Bellowar (0.52% before, none after) to Edeora Corp., owned by Michael M. Rea (100%). Consideration \$125,000. Mr. Rea is director of WQED(TV) educational station in Pittsburgh. Ann. Sept. 4.

WLOM(FM) Chattanooga, Tenn.—Seeks assignment of license from Radio Dixie Inc., owned by J. A. Gallimore (30%), Virginia F. Gallimore (30%) and Charles W. Gwyn (40%) to WLOM(FM) Broadcasting Co., owned by J. Dunlap Henry, August J. Lombardo and M. LaMar Pickell (each 33 1/3%). Consideration \$30,000. Mr. Henry is salesman for WDEF-TV Chattanooga. Ann. Sept. 3.

KGBC Galveston, Tex.—Seeks assignment of license from Galveston Broadcasting Inc., owned by Lenore C. Bradner (99.8%), James W. Bradner III (0.2%) and Jane Bradner Harvey (0.2%) to Lenore C. Bradner. Consideration \$1,200. Ann. Sept. 3.

KGBC Galveston, Tex.—Seeks assignment of license from Lenore C. Bradner to Harbor Broadcasting Inc., owned by Edgar B. Taylor, Aaron Robert Schwartz, Edward J. Walsh Jr. and Pete S. Miller (each 25%). Consideration \$210,750 and \$15,000 covenant not to compete for ten years within 50 miles of Galveston. Mr. Taylor has 95.6% interest in Alvin Broadcasting Co., licensee of KMSC-FM Alvin, Tex. Contingent on grant of above application. Ann. Sept. 4.

KSOX Raymondville, Tex.—Seeks assignment of license from Bob Hicks and J. W. Steward d/b as Bob Hicks Enterprises Ltd. to Melody Inc., owned by Burney Jones (66 2/3%), Julia Evelyn Jones (0.33%), Neil J. Gilligan Jr. (33%) and Lillie B. Gilligan (0.33%). Consideration \$110,000. Messrs. Jones and Gilligan were licensees of KSWA Graham, Tex., until July 1964. Ann. Sept. 3.

WYFI-FM Norfolk, Va.—Seeks assignment of license from Roy Marsh, receiver, to Continental Broadcasting Inc. which is owned by Rollins Broadcasting Inc., O. Wayne Rollins, president. Consideration \$36,200. Rollins Broadcasting, with subsidiaries, owns WAMS Wilmington, Del., WNJR Newark, N. J., WBEE Harvey, Ill., WRAP Norfolk, Va., WGEE Indianapolis, WCHS-AM-TV Charleston, W. Va., WEAR-TV Pensacola, Fla., WPTZ-TV Plattsburgh, N. Y., and KDAY Santa Monica, Calif. Ann. Aug. 31.

Hearing Cases

DESIGNATED FOR HEARING

Triad Stations Inc. and Marshall Broadcasting Co., Marshall, Mich.—Designated for consolidated hearing applications for new FM's on channel 285 (104.9 mc) with ERP 3 kw; Triad with ant. height 220 feet, and Marshall with 248-foot ant.

Lorenzo W. Milam and Jeremy D. Lansman, M. R. Lanford Broadcasting Co. and Christian Fundamental Church, St. Louis—Designated for consolidated hearing applications for new FM's on channel 273 (102.5

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mc); Milam and Lansman with ERP 29.2 kw and ant. height 423 feet; Lankford, 25.5 kw, 382 feet, and Christian Fundamental Church, 62.3 kw, 382 feet.

■ By memorandum opinion and order, commission designated for hearing application of Marion Moore for new AM on 1420 kc, 1 kw, D, in Joshua Tree, Calif.; made KDHI Twenty-nine Palms, Calif., which filed opposing petition, and Federal Aviation Agency parties to proceeding. Action Sept. 2.

OTHER ACTIONS

■ Commission scheduled oral argument for October 15 in Salem, Ore., TV channel 3 proceeding and for Nov. 2 in Rochester, N. Y., channel 13 proceeding. Action Sept. 9.

■ By memorandum opinion and order, commission approved agreement whereby Heart of Hoosierland Inc. withdraws application for new FM in Hartford City, Ind., on channel 285 (104.9 mc), ERP 3 kw, ant. height 125 feet and competing applicant, Three J Radio Corp., will reimburse Heart of Hoosierland \$1,041 for expenses in prosecuting application. This leaves Three J application uncontested. Action Sept. 9.

■ By orders, commission scheduled consolidated oral argument, to be held Sept. 21 before panel consisting of Commissioners Bartley, Lee and Cox, on various pleadings certified by Review Board for commission resolution concerning possible enlargement of scope of commission inquiry regarding financial capacity of applicants for new UHF-TV's on channel 29 in Buffalo, N. Y., channel 65 in Cleveland, and channel 44 in Boston. Action Sept. 4.

■ By memorandum opinion and order, commission denied petition by WJNO Radio, West Palm Beach, Fla., for reconsideration of May 15 action by Broadcast Bureau granting application of Ken-Sell Inc. for new Class C FM in West Palm Beach on channel 300 (107.9 mc); ERP 27 kw; ant. height 180 feet. Action Sept. 2.

■ Commission addressed letter to Donald S. Frost, chairman of Television-Radio Committee, United Community Campaigns of America, New York, in response to request for ruling as to whether equal-time broadcast provision of Sec. 315 of Communications Act is applicable to special message by President of United States scheduled for Sept. 11 in connection with this year's United Fund and Community Chest campaign. Commissioner Bartley abstained from voting; Commissioner Loevinger dissented. Action Sept. 2.

■ By memorandum opinion and order, commission denied or dismissed pleadings by South Central Broadcasting Corp., licensee of WTVK(TV) (ch. 26), Knoxville, Tenn., in petition for reconsideration of commission's action of May 29, 1963 in denying short-spaced VHF channel drop-in for that city, and dismissed petitions by Rivoli Realty Co., operator of WARD-TV (ch. 19), Johnstown, Pa., and American Broadcasting Co. insofar as they requested reconsideration of May 29, 1963 denials of VHF drop-ins in six other markets. Commissioners Hyde, Ford and Cox dissented. Action Sept. 2.

■ By order, commission denied application by 1360 Broadcasting Inc. for review of Review Board's May 28 decision which denied application to change operation of WEBB Baltimore on 1360 kc, 5 kw, DA, from daytime to unl. time with 1 kw-N, DA-2. Commissioner Lee absent; Commissioner Cox not participating. Action Sept. 2.

■ By order, commission denied application for review and request for oral argument

by Garo W. Ray directed against April 14 decision by Review Board which denied Ray's application for new AM on 1530 kc, 250 w, D, in Seymour, Conn., and which granted application of Connecticut Coast Broadcasting Co. for new AM on same frequency with 10 kw, DA, D, in Bridgeport, Conn.; also, severed Ray's application out of consolidated proceeding. Commissioner Cox not participating. Action Sept. 2.

■ By separate order, commission referred to Review Board, for its original action, motion by Broadcast Bureau to reopen record in proceeding on above-mentioned application of Connecticut Coast Broadcasting Co. and add issues concerning qualifications of company, of which Daniel J. Femicola is

CATV BOXSCORE

Permits granted	1*
Permits granted since October 1963	196
Communities with applications pending	267
CATV systems in operation	1,400†
Total CATV subscribers	1,600,000†

New permit: Donovan Nelson owner, Nelson's Radio and Television Service, Boscobel, Wis.

* Reported to National Community Television Association Sept. 3-Sept. 9. All figures provided by NCTA.

† NCTA estimate as of Sept. 1, 1964.

one of principals, to be licensee; further, authorized Review Board, should it grant Broadcast Bureau's requests to reopen record and enlarge issues in proceeding and in Wide Water Broadcasting Co. case in Doc. 14669 et al., to order consolidation of particular aspect of proceeding with that of Wide Water case and to take such other action so as to avoid duplication of work and in order to expedite resolution of both of proceedings. In event Review Board authorizes such consolidation, chief hearing examiner was authorized to designate hearing examiner to preside at further, consolidated hearing. Commissioner Cox not participating. Action Sept. 2.

■ By order, commission denied application by Service Broadcasting Corp. for review of Review Board's April 17 decision which granted application of Z-B Broadcasting Co. for new AM on 1500 kc, 250 w, DA, D, in Zion, Ill., with conditions including no sunrise operation with daytime facilities pending decision in Doc. 14419, and which denied application of Service Broadcasting Corp. for like facilities in Kenosha, Wis. Commissioner Lee absent; Commissioner Cox not participating. Action Sept. 2.

■ By order, commission denied application by James R. Williams for review of Review Board's (1) decision of Jan. 15 which denied application for new AM on 540 kc, 250 w, D, in Anadarko, Okla., and (2) memorandum opinion and order of April 15 denying Williams petition for reconsideration. Commissioner Lee dissented; Commissioner Cox not participating. Action Sept. 2.

■ By order, commission denied application by O'Connor Broadcasting Corp. (KTXO), Sherman, Tex., for review of Review Board's (1) decision of Jan. 7 which granted application of KPLT Inc. to increase daytime power of KPLT Paris, Tex., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and (2) memorandum opinion and order of May 8 which, among

other things, denied KTXO's petition for rehearing. Action Sept. 2.

■ By order, commission denied application by Don L. Huber for review of March 26 decision of Review Board which denied Huber's application for new AM on 920 kc, 1 kw, DA, D, in Madison, Wis., and granted application of Bartell Broadcasters Inc. to increase daytime power of WOKY Milwaukee, from 1 kw to 5 kw and change from DA-1 to DA-2, continued operation on 920 kc with 1 kw-N. Commissioner Cox not participating. Action Sept. 2.

■ By memorandum opinion and order in Boston TV channel 5 proceedings, commission denied petition by Boston Broadcasters Inc. to (a) reconsider May 8 action which consolidated reopened case in Doc. 8739 and 11070 with proceedings in Doc. 15204-7 for limited purpose of taking evidence on effect of death of Robert B. Choate on WHDH Inc. applications, (b) to set aside September 1962 grants to WHDH, (c) dismiss as moot WHDH and Greater Boston Television Corp. applications involved in Doc. 8739 and 11070, and (d) terminate present operation on channel 5 by WHDH Inc. in order that all applicants may make application to operate facility pending completion of proceedings. By separate memorandum opinion and order, commission denied petition by Greater Boston Television Corp. for reconsideration of action consolidating proceedings. Commissioners Cox and Loevinger not participating. Action Sept. 2.

■ By order in Cleveland TV channel 65 proceeding, commission denied application by Cleveland Telecting Corp. for review of June 4 memorandum opinion and order of Review Board affirming examiner's denial of petition for leave to amend application with respect to deletion and addition of stockholders, officers and directors and modifications in staffing, cost estimates and financing. Commissioner Loevinger dissented. Action Sept. 2.

■ By order in Boston TV channel 44 proceeding, commission denied application by United Artists Broadcasting Inc. for review of July 9 memorandum opinion and order of Review Board affirming examiner's grant of petition by Integrated Communication Systems Inc. of Massachusetts for leave to amend application. Commissioner Bartley dissented and issued statement. By separate order, commission denied application by Integrated for review of Review Board's May 5 action enlarging issues with respect to staffing proposal of Integrated. Action Sept. 2.

■ By memorandum opinion and order in proceeding on applications of Burlington Broadcasting Co. and Mount Holly-Burlington Broadcasting Inc. for new AM's in Burlington and Mount Holly, N. J., respectively, commission granted petition to intervene by John C. Giordano, receiver of assets of Mount Holly-Burlington Broadcasting Inc. to limited extent of permitting him to file, by Sept. 18, brief setting forth his position as to why substance of examiner's report should not be given effect, and as to procedures to be followed were that report to be set aside by commission. Response briefs may be filed by Burlington Broadcasting Co. and Broadcast Bureau by Sept. 25, and parties may also submit views as to further steps to be taken should examiner's report be adopted. Commissioner Cox not participating. Action Sept. 2.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order, denied petitions by Rhinelander Television Cable Corp. to reopen record, and for leave to amend application for new AM on 1300 kc, 5 kw, daytime only, in Rhinelander, Wis., to show change in financial resources, and afforded parties ten days in which to indicate whether they desire to participate in oral argument. Member Nelson abstained from voting. Action Sept. 9.

■ In proceeding on applications of Community Radio of Saratoga Springs, N. Y. Inc., and A. M. Broadcasters of Saratoga Springs Inc. for new AM's on 900 kc, 250 w, D, in Saratoga Springs, N. Y., in Doc. 15587-8, granted Broadcast Bureau's petition to extend time to Sept. 14 to file responsive pleadings to Community's petition to delete issue or, in alternative, place burden of proof upon Kenneth H. Freebern. Action Sept. 4.

■ By memorandum opinion and order, granted point request for approval of agreement by Springfield Television Broadcasting Corp., D. H. Overmyer, and Producers Inc., applicants for new TV's on channel 79 in Toledo, Ohio, whereby Springfield Television and Producers Inc. applications would be dismissed and, in consideration therefor, Overmyer would pay Springfield \$11,200 and



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Producers \$6,000 for out-of-pocket expenses; dismissed with prejudice applications of Springfield and Producers Inc. and retained in hearing status Overmyer application. Member Nelson not participating. Action Sept. 4.

■ In proceeding on AM applications of Abacoa Radio Corp., Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, P. R., in Doc. 14977-8, granted petition by Mid-Ocean to extend time to Sept. 11 to file replies to exceptions to initial decision. Action Sept. 3.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Designated examiners to preside in following proceedings and scheduled prehearing conferences and hearings as shown:

David I. Kraushaar—AM application of Marion Moore, Joshua Tree, Calif., prehearing conference for Oct. 2 and hearing for Nov. 3;

Jay A. Kyle—FM applications of Lorenzo W. Milam and Jeremy D. Lansman, M. R. Lankford Broadcasting Co., and Christian Fundamental Church, St. Louis, prehearing conference for Oct. 1 and hearing for Nov. 3;

Walther W. Guenther—FM applications of Triad Stations Inc. and Marshall Broadcasting Co., Marshall, Mich., prehearing conference for Oct. 2 and hearing for Nov. 5. Action Sept. 8.

■ In proceeding on applications of Nelson Broadcasting Co., Ubiquitous Frequency Modulation Inc., and Big River Broadcasting Corp. for new FM's in Kingston and Hyde Park, N. Y., in Doc. 15535-7, granted Nelson's motion to schedule prehearing conference for Sept. 9. Action Sept. 3.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Noble Broadcasting Corp. to extend time from Sept. 8 to Sept. 18 to file proposed findings and from Sept. 28 to Oct. 5 for replies in proceeding on application for renewal of license of WILD Boston. Action Sept. 8.

By Hearing Examiner Thomas H. Donahue

■ Granted joint motion by Franklin Broadcasting Co. and William F. Johns Sr.

and William F. Johns Jr. to extent of dismissing, but with prejudice, application for transfer of control of WLOD Inc. (WLOD), Pompano Beach, Fla., and canceled Sept. 8 hearing. Action Sept. 4.

By Hearing Examiner Isadore A. Honig

■ On own motion, rescheduled Sept. 23 prehearing conference for Sept. 24 in proceeding on AM applications of Community Radio of Saratoga Spring, New York Inc. and A. M. Broadcasters of Saratoga Springs Inc. both Saratoga Springs, N. Y. Action Sept. 4.

■ In proceeding on applications of Community Broadcasting Service Inc. and Mortimer and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., in Doc. 15265-6, granted Community's petition to extend time from Sept. 2 to Sept. 4 to file proposed findings and from Sept. 14 to Sept. 16 for replies. Action Sept. 2.

By Hearing Examiner David I. Kraushaar

■ In Paterson, N. J., UHF-TV proceeding in Doc. 15089 et al., granted petition by Trans-Tel Corp. for leave to amend application in technical respects, to reflect proposed use of channel 66 in lieu of channel 37, new RCA-designed ant. for Empire State Building in New York, reduction in ERP, and statement of comparative costs of new equipment proposed. Action Sept. 3.

■ On own motion, rescheduled Sept. 16 prehearing conference for Sept. 18 in proceeding on applications of Middle Tennessee Enterprises Inc. and Middle Tennessee Broadcasting Co. for new FM's in Columbia, Tenn. Action Sept. 3.

■ Afforded time until Sept. 14 for Broadcast Bureau to file comments with regard to application of New Horizon Studios for new TV on channel 26 in Eugene, Ore., which Review Board has remanded to examiner for further consideration. Action Sept. 3.

By Hearing Examiner Jay A. Kyle

■ Pursuant to Sept. 3 prehearing conference in proceeding on AM application of Progress Broadcasting Corp. (WHOM), New York, continued without dates prehearing conference and Jan. 12, 1965 hearing. Action Sept. 3.

■ Denied petition by Dover Broadcasting

Inc. for additional time to file opposition to petition by Tuscarawas Broadcasting Co. for leave amend in proceeding on applications for new FM's in Dover-New Philadelphia and New Philadelphia, Ohio, respectively. Action Sept. 2.

By Hearing Examiner Sol Schildhouse

■ Continued date for prehearing conference to Oct. 26 and to Nov. 23 for hearing in proceeding on applications of D & F Broadcasting Co. and Radio Monticello for new AM's in Quincy and Monticello, Fla., respectively. Action Sept. 2.

By Hearing Examiner Herbert Sharfman

■ Continued without date Sept. 9 hearing in proceeding on applications of Southern Radio and Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida. Action Sept. 8.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Sept. 8

WLBW-TV Miami—Granted licenses for TV; and covering installation of auxiliary ant. at main trans. and ant. site.

WOW-TV Omaha—Granted mod. of license to change aur. ERP to 15 kw, and change type aur. trans.

KBTV(TV) Denver—Granted mod. of license to reduce aur. ERP to 45.3 kw, and change type aur. trans.

Actions of Sept. 4

KOMU-TV Columbia, Mo.—Granted license covering replacement of transmission line.

WAPC Riverhead, N. Y.—Granted license for AM; conditions.

WCYB-TV Bristol, Va.—Granted license covering installation of auxiliary trans. and ant. at main trans. site.

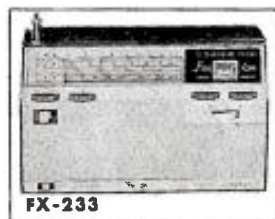
K73AX Romeo, LaJara, Manassa, Antonito and Alamosa, all Colorado—Granted CP to change type ant. for UHF TV translator.

National Broadcasting Inc., New York, N. Y.—Granted extension of authority to deliver programs to stations under control of Canadian Broadcasting Corp. or to any licensed station in Canada whether or not such programs are network programs and whether or not they pass through NBC's

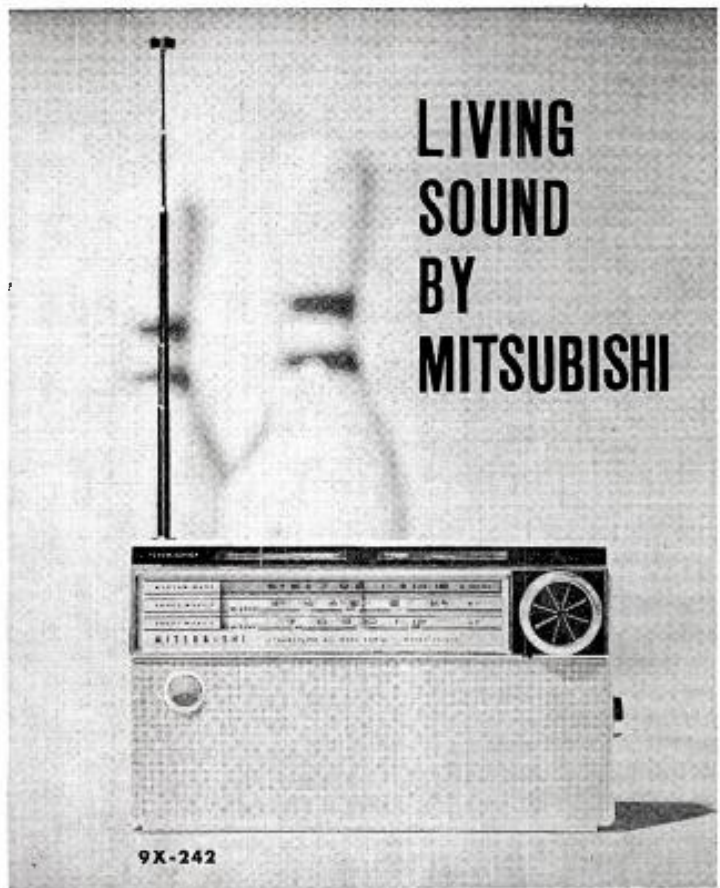
Continued on page 107

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Midwest major market Country-Western and Old-time station needs experienced salesman. Draw against 20% commission, plus other benefits. Box J-62, BROADCASTING.

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Are you good enough to sell, write copy, produce tape spots, announce and daily take more and more responsibility until you are running this small market Florida station? You must be experienced in all phases, especially sales. You will report only to owner. Starting pay is good, eventual pay above average. Last man with us nine years. Enthusiasm for radio is most important qualification. I want picture, tape, complete resume and references immediately. Box J-120, BROADCASTING.

Wanted radio time salesman. Experienced New York City. Management opportunity. \$8,000 plus commission. Resume to Box J-141, BROADCASTING.

If you have perspiration, inspiration, enthusiasm, we have opportunity. KFRO, Longview, Texas.

Immediate opening. Salesman-announcer-assistant manager. Excellent opportunity. Bill Tedrick, KWRT, Boonville, Missouri.

Sales manager to take over sales dept. of well established C & W 17-yr. old FM station. Attractive salary, commission, bonus arrangement, plus many company benefits. Send detailed background and recent photo to Manager, WPMX, Statesville, N. Carolina.

Aggressive salesman, single station friendly market, write or phone Ron Clark, WHLT, Huntington, Indiana.

Sales—(Cont'd)

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 Tim Kroh, General Manager, WNAK, Wilkes-Barre, Penna.

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 an opening in New Orleans . . . For a sales manager. If you've got sales ability we can promise you realistic earnings between \$10,000 and \$12,000. 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.

Atlantic Ocean resort city needs 2 men. Modern format, 24 hour operation, personality dj's. Must be strong on production with good on-the-air sound. This is an opportunity to learn and go into bigger things or an invitation to come and grow with us. Send tape and resume to Box H-337, BROADCASTING.

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Twenty four hour radio station seeks experienced Top Forty announcer. Sidewalk level glass studios located in center of capitol city. Rush tape and resume. Box J-34, 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.

Morning man also evening announcer with experience for good music station in central Florida. Must have third class ticket with endorsement. Send resume, photo and tape. Immediate openings. Box J-94, BROADCASTING.

Top 1000 watt in an Intermountain area needs a first class ticket who is a real announcer capable of keeping advertisers satisfied. One special rock'n roll show . . . Lots of middle of the road music but with an alive format. Send resume and salary expected. Box J-95, BROADCASTING.

Announcers—(Cont'd)

You may be the right man for a moving and progressive station in the South. Send tape, resume and money needs—If you are the right man—you are for us. Box J-99, BROADCASTING.

For Better than average announcer-newsman, established kilowatt in pleasant, prosperous Illinois city offers better-than-average situation as to pay, extra benefits, opportunity, working conditions. Must be able to gather and write news, be familiar with modern and adult music, be able to keep things moving with right production, sell on the air with conviction, help create good sound for progressive, popular station. Send tape and resume to Box J-111, BROADCASTING.

First phone announcers have excellent opportunity with fast growing Midwest medium market station. Above average salaries. Immediate openings. Rush tape and resume. Box J-117, BROADCASTING.

Midwest radio station has opening for experienced air personality. Good opportunity for mature announcer desiring stable employment. Middle of the road format. Send photo, resume and references to Box J-122, BROADCASTING.

Somewhere there must be a capable adult top forty man who will settle in a lesser market and take over our night time programming for young people and young adults. No one under 26 years, please. \$500 up. J-127, BROADCASTING.

Virginia station seeks an announcer preferably experienced. Send tape and resume to Box J-144, BROADCASTING.

Texas kilowatt seeking experienced, mature announcer. Send aircheck to KBUD, Athens, Texas.

Young, single Rock Jock—6-10 p.m. slot; lots of teen dances. Send tape immediately or call: KCRG, Cedar Rapids, Iowa.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Denver fulltime country/western needs mature, stable, humorous, deejay to build from already high ratings. Newscasts and production work, too. No "cornball" accents. Daytime shift. Hard work. Send complete tape including board work with resume and salary requirements. Ed Scott, KLAK, Denver, 80215.

Immediate opening—Announcer wanting sales. Some play-by-play. Need one man to complete wonderful staff. Good pay. Ralph Meador, KLEX, Lexington, Missouri.

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.

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, KTL, 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.

Announcers—(Cont'd)

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.

Conscientious announcer to work with quality radio. Production and writing ability desirable. Send resume, tape and photo to: Mr. George DeForest, WDEA, Ellsworth, Maine.

Experienced announcer with good voice and first phone. Midwest applicant preferred. Send tape and resume to WFAW, Ft. Atkinson, Wisconsin.

Wanted immediately announcer-dj. Send resume, photo and tape to WGTV, Georgetown, S. C.

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.

Need immediately, mid-morning and afternoon announcer with third class endorsement. New station and equipment. Rush resume and tape to WMBT, Box 1530, Shenandoah, Penna.

Immediate opening for mature announcer with better-than-average ability on news and commercials, capable of running own board, doing production work and with a third class ticket. Also need combination announcer-salesman to handle weekend air shift and sell to area accounts. Experience in radio sales a must. Send tape, photo, resume in first letter to WMIX, Mt. Vernon, Illinois, or Contact Robert L. Whitaker, Vice President.

Wanted: Jack of all trades. 1st phone . . . some air work . . . some sales. WMOP, Ocala, Florida. 622-4118.

Experienced modern personality jock with production ability. Excellent pay for good job plus bonus for #1 rating in your time period. Good working conditions and fringe benefits. Send tape resume and photo to: WPDQ, Jacksonville, Fla.

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.

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.

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.

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.

Opportunity for married announcer, staff work, play-by-play helpful. Oklahoma station, growing group. Galen Gilbert, Box 346, Neosho, Mo.

Men in sympathy with Religious format for Religious station: Need announcers, salesmen, engineers. Write Box 1701, Billings, Montana.

"Interpretive Announcing" will teach you what 95% of announcers will never learn by trial and error. "Interpretive Announcing," the nationally recognized copyrighted voice training system, available now in lecture series on tape, \$14.95 complete with commercial script. Broadcast Guild of America, Inc., 975 North 35th St., Milwaukee 8, Wisconsin.

Technical

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.

Chief engineer for Eastern FM station. Box J-79, BROADCASTING.

Engineer-combo man—first class ticket. Engineering primary, announcing secondary for New York State daytimer. Salary open our main objective is to get right man! Write soonest Box J-88, BROADCASTING.

Chief for Conn. station. Immediate opening. Box J-110, BROADCASTING.

Chief engineer wanted for Midwest station. This is small market both AM and FM. Prefer some college education. \$600 per month. Box J-128, BROADCASTING.

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.

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.

Production—Programming, Others

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.

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.

Midwest good music station needs bright, mature newsman/dj. Play-by-play a plus but not required. New studio building, 65,000 market, home of Purdue University. Resume, tape to WAZY-AM-FM, Lafayette, Indiana.

Currently staffing new full time AM. Target air date Dec. 1st. WCVL, Crawfordsville, Ind.

Our sports director and news editor is leaving us Dec. 26, 1964, to go with 50,000 watt station on West coast. This position open Dec. 14th. Only top play-by-play man in football and basketball will be considered. Must also be tops in news delivery and securing local news, be able to write good editorials. No floaters. Must be willing to participate in local community affairs. Car furnished with mobile equipment installed. Radio Station WIOU, 5000 watt CBS affiliate, Kokomo, Indiana, Box 732. Include all in first letter with tape, picture and references.

Our continuity and traffic director is leaving due to health. Been with us 12 years. Looking for top gal in this field. If you can't write good copy please don't apply. Must be good typist. This is permanent job. Send all in first letter, including references, sample copy, photograph and salary requirement. WIOU, 5000 watt. Box 732, Kokomo, Indiana. Contact: J. C. Jeffrey.

Georgia daytimer needs experienced news director for local news, and mobile reports. Good position for the right man. WLBB, Carrollton, Ga.

Production—Programming—(Cont'd)

Immediate opening for experienced, thoroughly competent news director capable of handling a prestige news department at this 5000-watt Midwest regional station. Must have excellent air presentation, must be able to write local news, and above all, dig it out. Ability to write editorials essential. Men without experience need not apply. Contact Robert L. Whitaker, Vice President, WMIX, Mt. Vernon, Illinois.

Immediate opening southern West Virginia for experienced program director or announcer ready to assume responsibility. Call for General Manager, Area Code 304-235-3600.

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.

I would like a chance to manage a Country and Western station. I have drawn up a format for a daytime C&W operation which will pull in revenues. It's loaded with salable features focused at the community. I love to work if I'm given the authority to do it my way. Let's get together and boost the billing. Box J-91, BROADCASTING.

Manager-Sales manager. Working type! priceless combination ability—experience, willingness to work. Seventeen years all phases. National, regional, local sales. Best references. West preferred. Box J-92, BROADCASTING.

Over 15 years successful experience, sales management, management, medium markets. No miracles, hard work, and know-how. Family man, excellent character. Box J-115, BROADCASTING.

Available now—professional with experience in management, sales, programming, production, news engineering (first phone). College degree. Excellent references. Desire management in small or medium market or sales in major market. Call 515-424-4928, or Box J-121, BROADCASTING.

Sales

Money-making special events sales campaign available to California, Arizona radio stations. Box J-98, BROADCASTING.

Just a good salesman. Sober, reliable. Open thirty days notice. Several years station manager. Know sales promotion. Prefer Southeast. Box J-133, BROADCASTING.

Sales manager only—Southeast only. Capable, mature, long experienced, no problems, financial, domestic or otherwise. A soundly financed station with pleasant compatibility and no problems other than sales. Town of 12 to 40,000 or thereabout. Maybe management potential later. Box J-139, BROADCASTING.

Announcers

Midwest—Experienced, capable first-phone announcer wants program director position. No maintenance. Box H-376, BROADCASTING.

Announcer, dj, experienced, Top 40, dependable, draft free, third phone. Box H-387, BROADCASTING.

Newsman-dj-first phone, currently employed—prefer Washington, D. C., or Conn. area. Box J-11, 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.

Northeast—Experienced announcer with adult appeal, good music stations only. Box J-54, BROADCASTING.

School of Broadcasting and Announcing graduate, Negro. Ambitious, hard worker, some experience. Married. Box J-82, BROADCASTING.

Announcer-college graduate and recent broadcasting school graduate with third phone desires start. Play-by-play football, basketball, news and dj. Age 25, military obligations completed. Box J-90, BROADCASTING.

Situations Wanted—Announcers

Experienced, likeable, personality dj, first phone, program director, college grad, married, middle road. Box J-100, BROADCASTING.

Announcer-dj personable bright sound, tight board, authoritative newscaster. Want to settle. Not a prima donna or floater. Box J-101, BROADCASTING.

Is eleven years, 1st class license, and the habit of getting up early worth money? Waiting for an opportunity in East. Box J-105, BROADCASTING.

1st phone available the 21st. Experienced—Excellent sports and play-by-play. DJ, some news, telephone, interviews. Family 23. Send offer to Box J-112, BROADCASTING, or phone 217-854-4342.

First phone announcer, strong on news. Married, children, draft deferred. Dependable. Eight years at present position. Extensive knowledge of classical music, politics, history. Wish to relocate for more money, but only at good music station with creative format. You will not be getting a Lemon. I am well experienced in all radio facets except sales. Box J-113, BROADCASTING.

Announcer—5 years experience in all phases. Looking for advancement. Currently employed and seeking position in Chicago area. Married, 27, veteran. Delivery with a smile from your spot on the dial. Box J-118, BROADCASTING.

Experienced sportscaster, newscaster . . . Wants play-by-play . . . available immediately . . . references . . . first phone. Box J-119, BROADCASTING

Announcer—dj—sportscaster, five years experience, second class license, college graduate. Box J-123, BROADCASTING.

DJ-announcer, authoritative newscaster, dependable, personable; not a floater, professional attitude. Box J-126, BROADCASTING.

Announcer — mature voice, experienced newscaster, graduate, family man, references, willing to relocate. Box J-129, BROADCASTING.

Experienced, reliable 1st phone announcer desires midnight shift in Northeast or Florida. Box J-130, BROADCASTING.

1st phone 16 years experience AM-FM operation. Available immediately. Box J-132, BROADCASTING.

Southern majors: Dependable format radio personality. 7 years. Must relocate. Box J-135, BROADCASTING.

Swingin, bright, modern dj, 1st phone. Six years experience as dj, pd. I'm steady, want permanence. Box J-136, BROADCASTING.

Top 40 air personality—1st phone jock. Young, swinger. Now doing drive time. Major or medium market. Will travel. News savvy. Married. \$550. Area code 309-452-3593, or Box J-138, BROADCASTING.

Two man team with combined total experience of 15 years. Interested in moving to secure "Top forty" in medium or major market. Your station can make more money with us. For details send replies to Box J-140, BROADCASTING.

Third phone needs job now. Production great. Whether on the air or tape adult voice. Do any kind of program. Strong news. Employed metro station now. Run very tight board. Will travel anywhere. No drifter. Married. Personality or straight man plus many more talents. Send replies to: 413 East Chestnut St., Lancaster, Ohio.

Announcers—(Cont'd)

Top 40 only—college graduate—experienced—married—excellent credit rating—desires good Top 40. Richard Sharpe, 4207½ Ringgold Rd., Chattanooga, Tennessee. Phone 624-3108.

DJ-announcer—Washington, D. C. vicinity. Dependable. College student. Experience. Tight board. 914-429-8652.

First phone personality—college, draft free, 6 years all formats, available immediately. Prefer California. Write: Announcer, Monterey, California.

1st phone DJ 3½ years experience. Available immediately. 1843 G Street, Topeka, Kansas.

1st phone announcer—Available immediately. Experience with news and board work. Eager to learn. \$75 a week to start. John Ryan, 145 South LaSalle St., Aurora, Ill.

Pennsylvania, New York, New Jersey stations: young, versatile, conscientious program director-announcer with smooth intelligent delivery and excellent production ability desires position, not necessarily as program director, with either middle-of-road or rock station. Excellent references. Phone Bill Gordon, Philadelphia 215-455-4625.

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.

Studio-transmitter engineer. First phone available in near future. Will relocate for good offer. Reply Box J-89, BROADCASTING.

First phone, combo, experienced. Family man, prefer South, no tapes. Box J-109, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box J-114, BROADCASTING.

1st phone—little experience—available immediately. Prefer South. Box J-124, BROADCASTING.

First phone engineer. Want transmitter watch and maintenance work. Eight years experience. Available immediately. William Blum, Route 3, Bloomington, Indiana. Phone 812-339-0464.

Engineering proofo—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.

1st phone seeks permanent position anywhere U.S.A. \$125. Wire Eddie Post, YMCA, Washington, D. C.

Production—Programing, Others

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 (play by play) news, music, first phone. West. \$180.00. Box J-22, BROADCASTING.

Experienced, young newscaster looking for position with strong local news team. Box J-55, BROADCASTING.

Production—Programing, Others

Continued

Farm director available. Experienced, mature. Member of NATFRD. Excellent references. Box J-63, BROADCASTING.

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

My voice brings copy to life. . . . Send dead copy to me for sample. No charge first time. Make offer. Box J-103, BROADCASTING.

Young-21 years—Married—one child—mature. One year in news, traffic, continuity, and dj experience. Have third class license. Want news work with smaller station to gain more experience. Interested in news only. No combinations. Write Box J-131, BROADCASTING.

Professional sportscaster/director. 9 years play-by-play basketball, football, baseball. Strong on news, interviews. Family, college journalism graduate. Box J-137, BROADCASTING.

Seasoned newsman, ready for move. Desire writing, research, documentary, editing type position in larger department. Prefer Northeast. Box J-138, BROADCASTING.

I am a professional. I believe in the honest, sincere broadcast approach. The mobility and versatility of our industry continues to fascinate me; and with each new broadcast experience I realize how vast are the possibilities for creative and original thinking. If your station needs someone dedicated to broadcasting, who has made the broadcast industry a way of life, please consider my qualifications. I am university trained and have been in my present job for 2 years. I am vitally interested in the future of my business and want to use my abilities to the utmost extent. I have reached the top at the station for which I now work. Although I am very happy here, I feel that I must move to a station offering me more challenge and opportunity. If you are interested in offering this challenge and the corresponding financial recompense, please write for my resume and tape. I am 28 years old, single, and will go wherever opportunity abounds. Box J-143, BROADCASTING.

Telephone discussion moderator on KWKH, Shreveport, nightly "Party Line" for 5 years backed up by over 10 years of staff announcing. Convincing news delivery. Better than average knowledge of serious music through pops. Some TV. Family. Creative. Sometimes imaginative. Seeking progressive situation with congenial management. Joe Fribley, 4416 Orchard, Shreveport, La. UN 1-2300.

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

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.

Mature TV announcer, some radio. 5 day week. Air resume, audio tape, photo. Dick McDaniel, KFEQ AM TV, St. Joseph, Mo.

Technical

Maintenance chief for Texas station, superior technical qualifications. Box J-41, BROADCASTING.

Engineer technically qualified, reliable, for Texas VHF. Box J-44, BROADCASTING.

Chief engineer—New UHF ETV station in Southeast has immediate opening for mature, settled engineer with transmitter, VTR, and studio maintenance experience. Excellent facilities, community, salary scale and employee benefits. Box J-134, BROADCASTING.

Immediate opening for TV engineer, 1st phone required. Send resume and expected salary to: Earl Richards, WDSE-TV, 406 Bradley Bldg., Duluth, Minnesota, 55802. Phone 727-3277.

Production—Programing, Others

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.

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.

News organization wants film and tape editor for nationwide operation. Must be experienced in editing 35mm-16mm silent and SOF film and in recording, mixing and editing magnetic tape. Box J-142, BROADCASTING.

TV copy/promotion man—Can you direct TV continuity department and handle station promotion? Must be energetic, enthusiastic and full of ideas. Contact: Jack Chapman, KTSM-TV, 801 N. Oregon, El Paso, Texas.

Situations Wanted

Management

General manager—sales and promotion manager, 39 AB degree. In radio 17 years; television 8 years. Past decade in nation's 24th market. Nationally known and connected. Professional, thoroughly experienced. Successful producer of ratings, profits and prestige. Weekend interview anywhere. Please write Box H-13, BROADCASTING or telephone 404-355-4501 evenings or Sunday.

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.

TV program manager—four stations in sixteen years. Award-winning programing concepts, creative production, and excellent management references. Available soon. Box J-106, BROADCASTING.

Production—Programing, Others

I know television production VTR . . . ATR . . . SOF . . . live for information. Box J-21, 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.

TELEVISION

Situations Wanted

Production—Programing, Others

Continued

Photographic chief, 8 years editorial, PR, documentary, visuals, informational photography; presently 3 years with major ETV. Looking for a small, challenging market. Will furnish complete lab, if desired. Box J-96, BROADCASTING.

Television-radio graduate-top school-seeks position leading to station management. Experienced. Interesting background. Outstanding references. Married. Public relations, promotion, production, etc. Write Box J-102, BROADCASTING.

Eight years experience as producer-director. Ready for production manager position. Presently employed in large market. BA and MA. Box J-104, BROADCASTING.

Operations manager with outstanding references and experience in all phases of successful VHF operation. Available soon. Box J-107, BROADCASTING.

Talk artist—and interviewer—with a new schtick. Will develop audience with uncontentious controversy—comedy writer & performer—Gen. Sarnoff said of me—Who? Cross between Mike Wallace & Ruth Lyons. How about that?—Intelligence too—wow! Contact J-116, BROADCASTING.

Production man, four years experience in Studio management, technical directing, studio and remote camera, set design, lighting, and art work. Write: Clemens Kuhlrig, General Delivery, Denver, Colorado.

WANTED TO BUY—Equipment

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.

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 Filium 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.

Presto-Tape Splicer—MT-1 (Prestoseal). Box 6, Catholic University, Washington, D. C. 20017.

Amplifier for use with a Magnecord PT6J, also a Kahn symetrapack and a CBS Volu-max. Box J-97, BROADCASTING.

FOR SALE—Equipment

Television-radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new, solid surface with hardware, dipole, etc. \$100.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

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.

Cartridge tape, Two Collins PB-150 playback and one matching recording amplifier. Very clean. Good condition. Package price \$500.00, WOMN, Decatur, Georgia. 404-377-2827.

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.

Complete stock model 450 tape reproducer spares. Used 450's bought and sold. VIF Int P. O. Box 1555, Mtn. View, Calif.

FOR SALE—Equipment

Continued

For sale immediate delivery 980' long 2" wide Mylar recording tape for use with Soundscribe recorder models No. 116 and No. 124 made for government to military specifications. New in sealed original cartons. Cost 980—\$9.80. Would normally cost from manufacturer \$9.50 for 300'. Tremendous value. Golden State Sales, Inc., 1604 West 139th Street, Gardena, Calif.

Magnecord PT6-A portable, 64 model, 7½ & 15 motor, used 10 hours, \$495. Jim Fincannon, P. O. Box 2, Taylorsville, N. C., phone 704-632-3784.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners, Gags, sound effect bits, station breaks, ad libs, etc. . . . \$7.50. Show-Biz Comedy Service—(Dept. J), 65 Parkway Court, Brooklyn, N. Y. 11235.

What would you pay for a good radio sales idea this morning? Get baker's dozen per week for \$2.00 per week. Subscribe now and tie up your market to the Brainstorm. Write Box 20496, Dallas, Texas.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

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.

INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting 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.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295.- private rooms \$10 per week. Job placement free. Classes begin 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.

Help Wanted—Sales

Syndicated Show SALESMAN

\$250 to \$350 a week. Will consider salesman presently selling TV shows or non-competitive product who desires to supplement present income. Top commission, protected territory, profit sharing plan. Prefer men over 30 to sell high-quality documentary and special holiday syndicated radio programs. Only High-caliber men with impressive list of business and character references need apply. All inquiries confidential. Send resume and picture to
Box J-87, BROADCASTING

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:

Box J-9, BROADCASTING

Technical

**WE NEED
A GOOD
ENGINEER
NOW!
(and we're
willing to
pay for it!)**

This established, solid Northern Illinois full-timer needs an experienced, clean, hard-working, stable engineer. We have expansion plans underway, and we are associated with six stations. Salary is no object to the right man. Please give personal details in your first letter, plus salary requirements. All letters will be answered and held confidential.

WRITE TODAY . . . TO:
George Walker
WKEI
Kewanee, Illinois

Technical—(Cont'd)

CHIEF ENGINEER

Secure, well paying position open for competent, reliable first class ticket experienced in all phases AM and FM broadcasting, willing and able to assume complete charge technical department. Contact George W. Gingham, WKIP, P. O. Box 889, Poughkeepsie, N. Y. Phone 914-GR 1-2300.

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Technical

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COME WHERE THE FUTURE IS!

Texas needs all types
BROADCAST PERSONNEL NOW!
For free listing and/or information, write Texas Association of Broadcasters, 1004 International Life Building, Austin 2, Texas.

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MIDWEST SATURATION
WRITE FOR APPLICATION NOW
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Minneapolis, Minn. 55417

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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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STATIONS FOR SALE

1. BOOMING SOUTHWEST. Top market. Daytimer. Excellent deal available to qualified buyer.
2. GULF COAST. Exclusive. Industrial economy. \$30,000 down.
3. SOUTHWEST. Daytimer serving a dynamic market of 50,000. Priced at \$125,000. Excellent terms.
4. ROCKY MOUNTAIN. High Power. Full time. \$180,000. 29% down.

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Los Angeles 28, California

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1,000 watt-daytime
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SOUTHWEST TEXAS AREA
LOW FREQUENCY—
LARGE COVERAGE
\$12,500 DOWN**
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buying and selling, check with
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 9

	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS for new stations
AM	Lic. 3,937	66	81	342	
FM	1,167	51	190	279	
TV	532 ¹	58	85	171	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 9

	VHF	UHF	TV
Commercial	509 ²	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

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

Continued from page 101

regular chain facilities, for period ending Sept. 15, 1965; conditions.

Columbia Broadcasting System Inc., New York—Granted CP and license to add new trans., with amplifier and low power units, for low power auxiliary; conditions.

KIKK Pasadena, Tex.—Granted CP to install old main trans. as alternate main daytime trans. at main trans. site; remote control permitted.

WPBS Paris, Ill.—Granted CP to make changes in ant. system; condition.

WFID(FM) Rio Piedras, P. R.—Granted CP to make changes in ant. system; increase ant. height to minus 6 feet; remote control permitted.

WPRS(FM) Philadelphia—Granted CP to install vertically polarized ant.

W12AH Jellico, Tenn.—Granted CP to replace expired permit for new VHF-TV translator.

KROC-FM Rochester, Minn.—Granted mod. of CP to decrease ant. height to 1110 feet, and change type trans. and type ant.; condition.

■ Granted licenses covering changes for following TV's: WCDC Adams, Mass.; KENS-TV San Antonio, Tex.

■ Granted licenses for following VHF-TV translators: K02DC Arroyo Seco Citizens Association, Sycamore Flats and Upper Arroyo, Calif.; W06AD, Skyway Broadcasting Co., Spruce Pine, N. C.; W02AG, Spartan Radiocasting Co., Brevard N. C.; K02DS, Southwest Oregon Television Broadcasting Corp., Roseburg, Ore.

■ Granted licenses covering changes for following VHF-TV translators: K13CD, Trout Lake TV Association, Trout Lake, Wash.; K07EC, K09EF, K12EN, Sentinel Bluff Television Inc., Royal City and Beverly, Wash.

■ Granted CP's to make changes in ant. system for following VHF-TV translators: K06AW, Mimbres TV Association, San Lorenzo and Mimbres Valley, N. M.; K02BS, Upper Colorado River TV Association, Dotsero, and area between Cabin Creek and Dotsero, Colo.; K11DU, Pinos Altos TV Association, Silver City, N. M.

■ Following were granted extensions of completion dates as shown: WPIN-FM St. Petersburg, Fla., to March 8, 1965; W79AJ, W79AJ, W81AE Connecticut Television Inc., Willimantic, Norwich and Torrington, all Connecticut, to March 8, 1965.

KFOG(FM) San Francisco—Granted mod. of license to change studio location and remote control point.

WTIC-TV Hartford, Conn.—Granted li-

cence covering installation of auxiliary trans. at main trans. and ant. site.

Actions of Sept. 3

KCMO-TV Kansas City, Mo.—Granted license covering installation of auxiliary trans. at main trans. site.

KTAL-TV Texarkana, Tex.—Shreveport, La.—Granted license covering installation of auxiliary trans. at main trans. site.

KGEE Bakersfield, Calif.—Granted CP to make changes in ant. system, and change ant.-trans. location.

*KXLU(FM) Los Angeles—Granted CP to increase ERP to 670 w, install new trans. and new ant., and make changes in ant. system, and increase ant. height 13 feet.

KOIN-FM Portland, Ore.—Granted CP to move ant.-trans. location to west of city limits of Portland, and increase ant. height to 1640 feet; remote control permitted; conditions.

KTCS-FM Fort Smith, Ark.—Granted mod. of CP to change type ant.

KFNB(FM) Oklahoma City—Granted mod. of CP to move trans. location.

■ Granted licenses for following TV's: W0WL-TV Florence, Ala.; KPLR-TV St. Louis.

■ Granted licenses covering changes for following TV's: KTVW Tacoma, Wash., and specify applicant's name as KTVW Inc.; WDAM-TV Laurel, Miss.; KSTP-TV St. Paul, Minn.; KHOL-TV Kearney, Neb.; KTSM-TV El Paso, Tex.

Actions of Sept. 2

Capital Cities Broadcasting Corp., Roxboro, N. C.—Granted CP for new VHF-TV translator, on channel 9, to rebroadcast programs of WTVD-TV (ch. 11) Durham, N. C.

WASK-FM Lafayette, Ind.—Remote control permitted.

■ Granted CP's for following new VHF-TV translators: Eugene Television Inc., on channel 4, southern section of Eugene, Ore., to rebroadcast programs of KVAL-TV (ch. 13), Eugene, Ore.; Cascade Chamber of Commerce, on channels 11 and 13, Cascade, Idaho, KBOI-TV (ch. 2), and KTVB-TV (ch. 7), both Boise, Idaho.

■ Granted CP's for following new UHF-TV translators: K & E Electronics Co., division of Miratel Electronics Co., on channel 76, Ely, Minn., to rebroadcast programs of WDSE-TV (ch. 8), Duluth, Minn.; Board of Education-St. Mary's county, on channel 71, St. Mary's county, Md., WETA-TV (ch. *26),

Washington.

WQXI Atlanta—Granted license covering installation of alternate main-nighttime and auxiliary-daytime trans.

WBNE-FM Fitchburg, Mass.—Granted license covering changes in frequency, ERP and ant. height, and installation of new trans.

WGRM Greenwood, Miss.—Granted license covering use of old main trans. as alternate main nighttime and auxiliary daytime trans.

KFMU(FM) Los Angeles—Granted license covering installation of new auxiliary trans.

WLIQ Mobile, Ala.—Granted mod. of license to change name to Hartzog Broadcasting Inc.

*KMSM(FM) Rolla, Mo.—Granted mod. of license to change name to Curators of University of Missouri.

WABC New York—Granted mod. of licenses to change studio location and remote control point; without prejudice to such further action as commission may deem warranted as result of final determinations with respect to (1) report of Network Study Staff, and (2) related studies and inquiries now being considered or conducted by commission.

WLS Chicago—Granted mod. of licenses to change studio location and remote control point; without prejudice to such further action as commission may deem warranted as result of final determinations with respect to (1) report of Network Study Staff, and (2) related studies and inquiries now being considered or conducted by commission.

KTW Seattle—Granted license covering increase in nighttime power to 5 kw, and specify type trans.

KRML Carmel, Calif.—Granted CP to change ant.-trans. location to southeast of Carmel; redescribe studio location and remote control point.

*WYES-TV New Orleans—Granted extension of completion date to March 2, 1965.

■ Granted SCA on subcarrier frequency of 67 kc for following FM's: KSET-FM El Paso, Tex.; WSMJ Greenfield, Ind.; WIL-FM St. Louis.

■ Granted licenses for following FM's: KLJT Lake Jackson, Tex., KHEP-FM Phoenix; WACY-FM Moss Point, Miss.; ant. height 150 feet.

Action of Aug. 31

WWOL-AM-TV Buffalo, N. Y.—Granted change in remote control authority for AM and FM.

Action of Aug. 27

WGLC Mendota, Ill.—Remote control permitted; nondirectional ant. daytime.

Fine

■ Commission notified Holmes County Broadcasting Co., licensee of WXTN Lexington, Miss., that it has incurred apparent liability of \$350 for repeated failure to comply with Sec. 1304 of U. S. Code and commission rules by broadcasting advertisement involving lottery. Action Sept. 2.

Rulemaking

PETITION FOR RULEMAKING FILED

■ WCVP Murphy, N. C.—Cherokee Broadcasting Co. Requests assignment of channel 257A to Murphy in following manner: Cornelia, Ga.; add 221A, delete 257A; Athens, Tenn.; add 232A, delete 257A, and Murphy; add 257A. Received Aug. 28.

Processing Line

■ Application listed is mutually exclusive with application, File No. BR-1840, of licensee of KPAS Banning, Calif., for renewal of license, in that it requests same channel as that presently assigned to KPAS:

NEW, Banning, Calif., James Parr and Darwin Parr, Req: 1490 kc, 250 w, unl. Class IV.

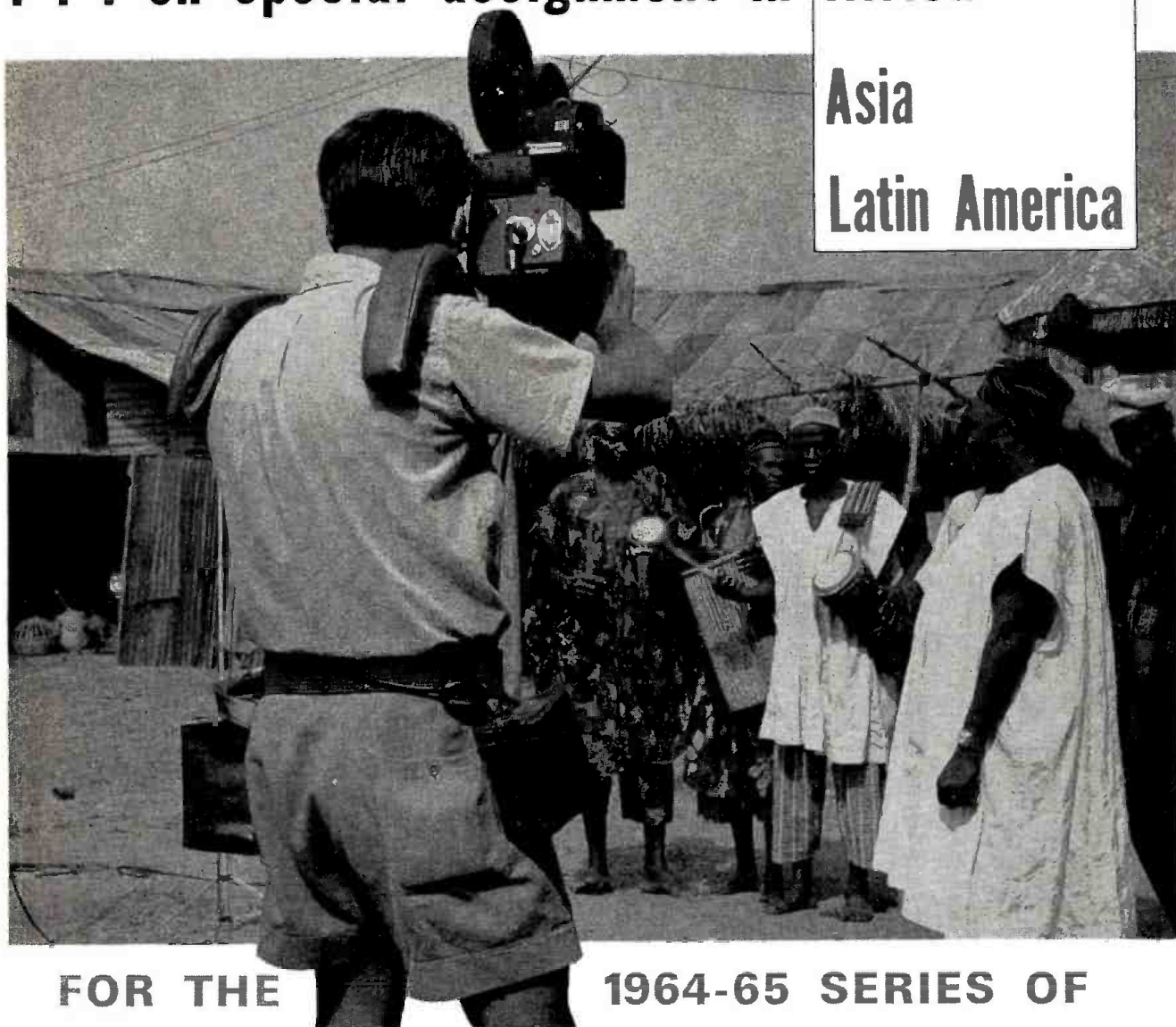
Accordingly, notice is hereby given above application is accepted for filing and on Oct. 14 application will be considered as ready and available for processing, and pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with application, or with any other application on file by close of business on Oct. 13 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) of close of business on Oct. 13 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 Sept. 3.

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U.S. Broadcasters' Committee
for the United Nations
230 Park Avenue
New York, N.Y. 10017

or

Mr. Michael Hayward
Chief, UN Television
Room 847
United Nations, New York

Featuring *ALISTAIR COOKE*



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PLAYING the organ for churches and choirs during his high school and college years gave Vern Nolte ample opportunity to realize the incidence of human frailty in sustained artistic performance.

The observation helped him in later years as vice president of WJBC-AM-FM Bloomington, Ill., to understand just how significant his marriage of the tape cartridge and automatic cueing would be to the improvement of broadcast performance and the curbing of revenue-losing on-the-air fluffs. It was a marriage that quickly gave birth to a whole new product industry and to station automation.

When he and his associates formed Automatic Tape Control Inc. less than six years ago to market the custom-made tape cartridge recorder and playback units used at WJBC, initially through Collins Radio Co. and then independently, they didn't think that in so few years more than 6,000 machines would be sold throughout the world and that the product line would quickly diversify into sophisticated automation systems too. Those original hand-made units, incidentally, are still in service at WZZW Streator, Ill., Mr. Nolte proudly notes.

'Tis a Foine Commercial ■ Actually, Mr. Nolte recalls, his appreciation of the economic and creative benefits of tape cartridge automation came from practical broadcast experience as well as his early organ lessons: Experiences like announcing and writing commercial copy for local retail accounts such as "Dick Slack the Smiling Irishman" on WTMV East St. Louis, Ill., in 1938. Or coordinating the multiple and occasionally unpredictable talents of a staff of some 50 people as program director in 1941 of WMBD Peoria, Ill., typical of the successful grassroots radio operation of that period but a staff which only a few of the biggest stations can afford to employ today.

Mr. Nolte also credits his manager-ship of WHIZ-AM-TV Zanesville, Ohio, and his work as a station management consultant for clients of the Washington law firm of Dow, Lohnes & Albertson as helpful to him in grasping the full scope of radio's evolution in the new world of TV and FM. While managing WJBC in 1957, he recalls, he saw that the reproduction of short bits of program material caused serious problems.

Disks wore out quickly. Announcers were tied up more and more in mechanics instead of their creative functions. Tape works fine, he remembers reasoning, but what about the cueing problem? He talked it over with WJBC's chief engineer, Ted Bailey.

"One day I found a background music machine and the plastic tape cartridge," Mr. Nolte says, "and I realized

He built a better mousetrap

that if you could make the tape start and stop at just the right places, cue the tape, you could solve the problem."

After several months of intensive work and study by Mr. Bailey and his assistant, Jack Jenkins, plus Mr. Nolte, the first model of the broadcast cartridge recorder-playback evolved. Five

WEEK'S PROFILE



Vernon August Nolte—VP of Automatic Tape Control Inc., Bloomington, Ill.; VP of Bloomington Broadcasting Corp., licensee of WJBC-AM-FM Bloomington, and president of WROK Inc., licensee of WROK-AM-FM Rockford, Ill.; b. St. Louis, March 19, 1916; early grade school in Panama Canal Zone and latter grade school and high school in St. Louis; journalism school, U. of Missouri, 1933-37; copywriter and announcer, WTMV East St. Louis, Ill. (now WAMV), 1938; copywriter, WMBD Peoria, Ill., 1939; continuity director at WMBD 1940 and program director 1941, becoming sales promotion director 1946; general manager, WHIZ Zanesville, Ohio, 1947-54, including WHIZ-TV 1953-54; station management consultant, 1954-56; VP of WJBC in 1956 and general manager until 1960 and is now stockholder; organized Automatic Tape Control Inc. late 1958 and early 1959, becoming VP and its largest single stockholder, became president of WROK October 1963 upon its acquisition as subsidiary of Bloomington Broadcasting Corp.; past president, Illinois Broadcasting Assn.; member of founding board of Television Bureau of Advertising, 1953; m. Lucille Jones of Peoria, June 15, 1940; children—John 18, and Mrs. Adlia M. Rust of Bloomington; hobbies—fishing, music and golf.

units were made and put on the air at WJBC and the design was patented in the name of all three.

Solid Introduction ■ In early 1959 before the annual convention of the National Association of Broadcasters, Collins Radio became interested and asked to handle the machines, according to Mr. Nolte. Setting up ATC, he relates, "we subcontracted the manufacture of 10 machines to a local firm and went to the NAB with a radical new idea in broadcasting. In three days Collins sold over \$100,000 worth of units."

After two years Collins and ATC discontinued their marketing arrangement and ATC set up its own manufacturing plant and distribution organization. CBS International now handles foreign sales. Based in part on Mr. Nolte's study of the needs and potentials of WJBC-FM as well as WJBC, ATC soon expanded its line of automation product to the ATC-55 playback, the systems programmer and program time control as well as automatic program logging and other gear such as automatic time clocks.

WJBC-FM was automated in 1961 and went full stereo in 1962, being programmed separately from WJBC. It proves Mr. Nolte's belief that you can turn extra profit in FM by trimming costs through automation, through counter-programming which attracts new audience not listening to your AM outlet and through reasonably priced monthly rotation spot packages to win the extra dollars.

Mr. Nolte feels that automation will provide the cost efficiencies and the operating flexibility which broadcasters will need next August when the FCC's new rule requiring separate programming of FM stations goes into effect. Although automation, in both AM and FM, may be a means of reducing staff expenses, the more effective use, he contends, is the liberating of staff from mechanical jobs to perform more important selling, programming and public service activities.

Appreciation Coming ■ Now that the special NAB committee on tape cartridge standards has completed its work, Mr. Nolte also predicts greater appreciation of tape cartridge quality by advertisers and agencies. Mr. Nolte participated in the first meeting of this committee but Mr. Bailey took part in subsequent meetings.

"The quality of today's tape cartridge units is as high as any recording units," Mr. Nolte contends, "and they have technical specifications far above the capability of most receivers today."

Mr. Nolte considers the present state of automation as only the beginning of its extensive potential for application in the broadcast field, both at station and network levels, not to mention the interlinking of functions of the two.

Piggy backlash

IN the skirmishing over piggybacks a strange confluence of forces has developed that could have significant effects not only on piggybacks and their pricing but on the whole price structure of spot television.

The forces are the biggest investors in television time, Procter & Gamble and Colgate-Palmolive, Nos. 1 and 2 in the gross-dollar derby. Paradoxically, although they hold opposite attitudes toward piggybacks, their different approaches may lead to identical results.

Procter & Gamble wants no part of piggybacks. As long ago as last December, before the television code's piggyback restrictions were tightened, P&G warned that it would not pay for any commercial scheduled next to a piggyback. In the last few weeks it has revived this warning but aimed it a little differently—not only against piggybacks but also against the code authority's decision that political announcements need not be counted as "commercials." No P&G commercial, stations have been advised, is to be placed with two other spots, even if one of the others is political.

Colgate champions piggybacks. It wants to use them—and doesn't want to pay extra for doing so. Colgate accordingly has made clear that any station charging Colgate a premium for a piggyback will lose not only the piggyback but all other Colgate business.

In pursuit of these divergent goals the two giants may in time arrive at a common result—and that common result, it seems to us, must almost inevitably be higher TV rates.

P&G's policy, which is stricter than the code, makes sure that stations do not squeeze in an extra commercial here and there to compensate for availabilities lost when the code's piggyback rules were tightened. Colgate's policy meanwhile would prevent their making up the loss by charging higher prices for the more limited number of piggyback positions. If both of these policies succeed, we will be most surprised if the result is not across-the-schedule spot rate increases.

Right now the broadcasters are under considerable pressure which we trust will not cause them to lose sight of the fact that P&G and Colgate need television at least as much as television needs them and that smaller competitors of the two giants need television too. In their own self-interest broadcasters must price their time to be affordable to large numbers of advertisers.

Sections 315 and 315½

TWO events of the past couple of weeks have added to the growing inventory of idiocies occasioned by the federal government's insistence on dictating the editorial decisions of the American broadcasting system.

The first was a ruling by the FCC that a five-minute program featuring President Johnson in an appeal for support of the United Fund and Community Chest campaigns would, if broadcast as a special program, expose stations to demands for equal time by all other candidates for the Presidency.

The second was a rejection by the three television networks of a series of one-minute commercials sponsored by the American Medical Association in support of its opposition to the Johnson administration's medical care plan.

The FCC's ruling on the President's United Fund appeal was in accord with its history of interpretation of the political broadcasting law. Section 315 of the Communications Act requires that if a broadcaster allows any candidate to appear on any program except some kinds of newscasts, he must provide equal time for all other candidates for the same office.

In its ruling on the United Fund program the FCC did

not quite go on record as saying that the show would fall outside the category of programs that are exempt from Section 315, but it hinted that broadcasters would carry it at their own risk. That risk would be considerable since the FCC has consistently narrowed its definition of what constitutes exempt programming ever since the exemptions were adopted in an amendment to Section 315 that the Congress passed in 1959.

The television networks' rejection last week of the American Medical Association's spot campaign may also be traced to Section 315, although none of the networks said so publicly. When the 1959 amendment was passed, the Congress inserted in it a phrase that has caused at least as much mischief in its brief life as any other language in the 30-year-old Communications Act, except, perhaps, that all-purpose refuge for government regulators: "the public interest, convenience and necessity." The phrase states that broadcasters have an "obligation . . . to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

That phrase stamped a congressional cachet on what up to then had been a somewhat tenuous "fairness doctrine" under which the FCC had from time to time inhibited broadcasters from freely stating editorial opinion. Once the fairness doctrine was written into the law the FCC began applying it indiscriminately to all kinds of broadcasts involving any kind of controversy.

If the networks were to begin broadcasting AMA spots that were antagonistic to the Medicare plan, they could expect at once to be presented with demands for equal time from supporters of the plan—including the administration which has the power to appoint a majority of FCC commissioners. And the fact that the AMA had paid commercial advertising rates would provide little shelter for the networks against requests for free time from the other side. A year ago the FCC ruled, in a case involving two Alabama radio stations, that if a broadcaster presents one side of a two-sided question in a program paid for by someone else, he must present the other side at his own expense if he cannot find a sponsor to pay for it.

Section 315, which originally applied only to political candidates, and its fairness doctrine provision, which has created a sort of Section 315½ that is applicable to issues, will continue to inhibit the journalistic function of radio and television as long as the section remains on the books. The total repeal of the section must become the broadcasters' priority business before the next Congress.



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 "I'll bet this is a TV first . . . a commercial that starts with a crawl!"

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***all these remarks have been
taken out of context.***

"I have never said anything that was unprintable."—BETTE DAVIS. *"I have had the pleasure of studying with Frank Sinatra."*—FRANK SINATRA, JR. *"I'm one of the great nervous people of our time."*—TONY CURTIS. *"Avocados always give me a tummy ache."*—BORIS KARLOFF. *"I have a very elastic face."*—IDA LUPINO. *"I have never gotten used to being called Rock."*—ROCK HUDSON. *"Acoustical tile is no longer the dull, uninspired item it was some years back."*—HUGH DOWNS. *"I make a lot of money—so what? They don't let me eat anything."*—SHELLEY WINTERS.

For the *full* remarks of these and other fascinating people, tune in *Monitor* each weekend on NBC Radio. The context, you'll find, makes all the difference. And *Monitor* is so different it's completely unique. It's the *only* weekend entertainment service on network radio—a singular blend of comedy, news, music, sports and memorable conversation. For listeners as well as advertisers, nothing else on weekend radio comes even close to matching *Monitor*. Remarkable.

MONITOR **R**
ON THE NBC RADIO NETWORK