

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO



Collins quits NAB for new civil rights job. p9  
Television advertisers will spend more to sell more. p29  
FTC cigarette-ad rule is first shot of long battle. p32  
FCC to duplicate some clears; raise power of others. p48

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BY STATION DEMAND...



## TWO ADDITIONAL RUNS NOW IN RELEASE THE RIFLEMAN

- Delivering some of the most fantastic successes in syndication . . . in over 120 markets.
- Rated No. 1 in its time slot in 32 markets by latest ARB Reports.\*
- Rates great stripped or once-a-week . . . against news, movies, action, and kids.

"PROVEN-PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH AVENUE  
NEW YORK 20  
NEW YORK  
LT 1-8530

THE RIFLEMAN STARRING CHUCK CONNORS  
STARRING JOHNNY CRAWFORD AND PAUL FIX  
Four Star and Levy Gardner-Leven Production  
68 HALF HOUR EPISODES

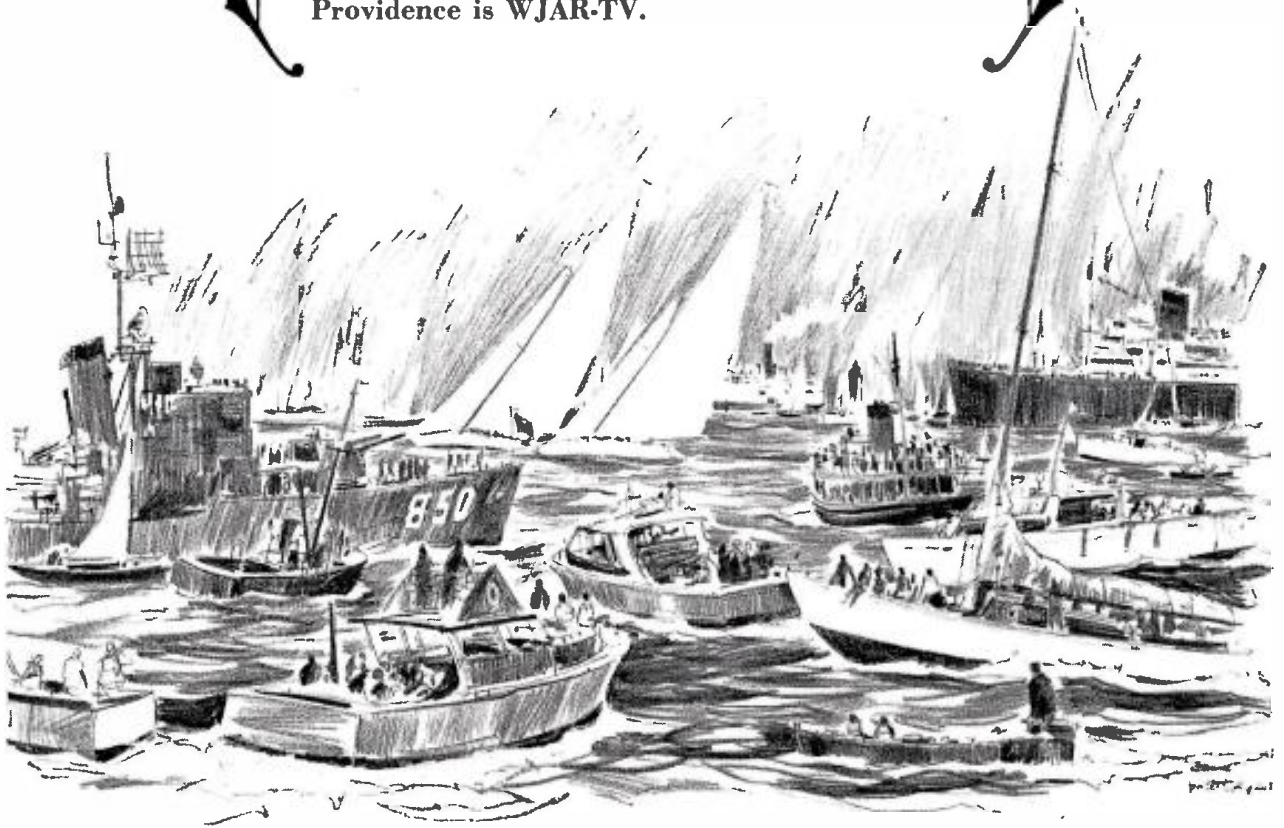
Source: ARB March-April 1964

## Tempest in a Teapot?

"Nope. Tempest *for* a teapot, you might say. Big doin's for our yachtsmen and the U.S.A. — The America's Cup races off Newport, Rhode Island. Like a second Armada!

"A thousand boats, lobstermen to liners, loaded to the gun'ls with people an' good cheer. Everybody hollerin and bumpin' together; Coast Guard chargin' around. All watchin' a British sailboat race one of ours, tryin' to get back a mug we won from them 113 years ago. That's *enthusiasm* for you!"

But of course people throughout the Providence market do have a special brand of enthusiasm, in their buying as well as their boating. And from New London, Connecticut to Worcester, Brockton and the Cape in Massachusetts, they have the money to indulge. Providence is Rhode Island, of course. People in television say **Providence is WJAR-TV.**



Yours for the asking,  
a personal print,  
suitable for framing.

FIRST TELEVISION STATION IN RHODE ISLAND



AN OUTLET CO. STATION NBC — Edward Petry & Co. Inc.

© OUTLET 1964





## **Remember Hal Carter?**

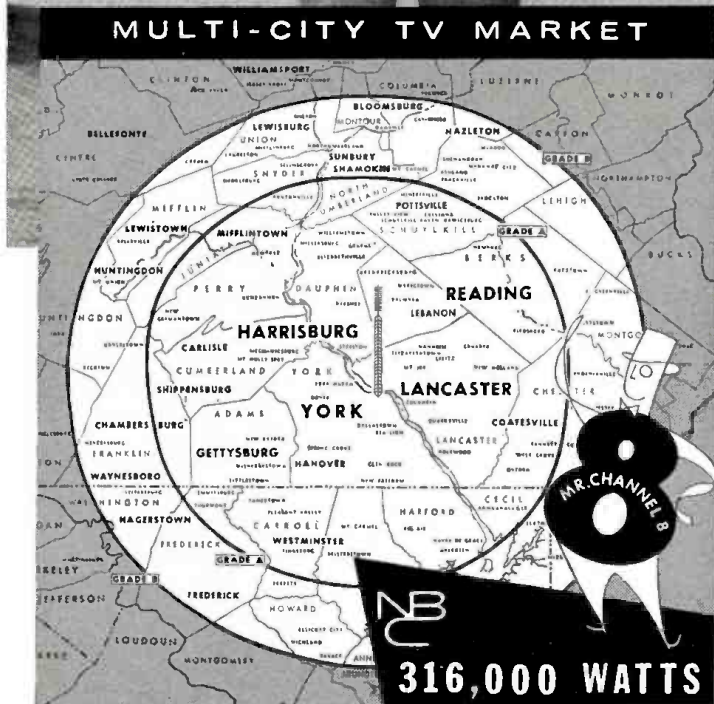
**A great role played by William Holden opposite Kim Novak ...in the never to-be-forgotten film (in color)... "Picnic". It's one of 60 prime-time-calibre features, from the Columbia Post-'50 Group II, just released for television.**

For details, contact

**SCREEN  GEMS**

# RELAX

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



# WGAL-TV

## Channel 8

### Lancaster, Pa.

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



## Who succeeds Collins?

Who will succeed LeRoy Collins as president of NAB, now that he has accepted (subject to Senate confirmation) key post of director of community relations services under new civil rights legislation being rushed through Congress? Prospect is that answer won't be forthcoming anytime soon. Vincent T. Wasilewski, executive vice president, will be caretaker. While he's not candidate, Mr. Wasilewski will have considerable support from some board members but likelihood is that majority would favor following precedent of getting outstanding public figure.

*When Governor Collins was selected in fall of 1960 for presidency, runner-up in eliminations was George V. Allen, who had just retired as career ambassador and who previously had been assistant secretary of state in charge of overseas (now USIA) information operations. Mr. Allen subsequently became and still is president of Tobacco Institute, trade group for tobacco manufacturers. Among others who had been under consideration earlier but were found not available were Henry Cabot Lodge, who subsequently became Republican vice presidential nominee.*

## Blind spots

Some radio stations are reportedly carrying commercials inviting listeners to "write in for free booklet on family planning." Booklet is actually ad for foam contraceptive product. National Association of Broadcasters' code authorities have advised against direct advertisement of similar product in response to inquiry from one manufacturer, and reportedly will also forbid indirect approach if matter comes to their official attention.

## Pay-TV briefing

FCC commissioners and some staff members were briefed last week on secret research into probable fate and effects of pay TV. Afterward word around FCC was that these were among research project's findings: Wired pay TV is less promising than on-air pay TV because of high costs of stringing cable into low-density residential areas where upper-income families, who are best pay-TV prospects, live. Unless artificially restrained, pay TV on air can become viable. It will make little mark on free TV since amount of time pay-TV subscribers can afford to spend viewing pay pro-

# CLOSED CIRCUIT®

grams is inconsequential by comparison with time spent on free TV.

*Research that was described to FCC last Tuesday was commissioned by Time-Life Broadcasting Inc. and WDSU-TV New Orleans and conducted by Spindletop Research Center (formed some time ago by former Rand Corp. experts) in Lexington, Ky. Project reportedly cost about \$100,000. FCC got its briefing—at its request—from Weston C. Pullen Jr., T-L president, and Edgar Smith, vice president. Edgar Stern Jr., president of WDSU-TV, was unable to attend.*

## UHF harbinger?

What is seen as vote of no-confidence in UHF came in unusual action last week involving KCHU (ch. 18) San Bernardino which surrendered its license last Thursday (story page 53). Times Mirror Co. (Los Angeles Times and related newspaper enterprises) has purchased San Bernardino (Calif.) Sun and Telegram for undisclosed amount. Interpretation given transaction is that Times Mirror Co. didn't want UHF outlet, although it was part of San Bernardino properties. KCHU has been on air since Feb. 26, 1962, and had been unable to make network affiliation. It has lost money both years as independent.

## Out in Austin?

Odds are that Texas Broadcasting Co. (KTBC-AM-FM-TV Austin), principally owned by President Lyndon B. Johnson's wife and daughters, will not exercise option to acquire one-half of merged single CATV system in Austin (story page 54). With estimated \$1.5 million to be paid for acquisition of Capital Cable by TV Cable, in which Johnson company holds 50% option, and with like amount estimated as investment in latter company, it would entail at least \$1.5 million payment by KTBC to acquire overall 50% interest. Both companies reportedly have sustained losses. Option runs until January 1966.

## Smoke boomerangs

Broadcasting, with history of full support of public service campaigns, may be faced with decision that could bring on case of schizophrenia for radio and TV. Potential lies in mounting pressures for government to undertake national educational campaign to persuade people to stop smoking, or not

to start (see page 32). Broadcasters may soon be faced with big problem—carrying public service spots against smoking and at same time commercial announcements for tobacco products.

## Luncheon with LBJ

Two members of FCC were White House luncheon guests last week. Commissioner Rosel H. Hyde, dean by virtue of having served continuously since 1946, broke bread on Monday at luncheon given Turkish Prime Minister Ismet Inonu. Commissioner Robert T. Bartley, second in seniority, having served since 1952, was luncheon guest last Thursday when President Johnson honored Greek Prime Minister George Papandreou.

## Wall Street on Madison Ave.

Current Wall Street look at advertising agency business has come up with this "discovery": instability in agencies appears to be myths, at least in specific case of Foote, Cone & Belding, first major-billing agency to go public. Report on FC&B by unidentified brokerage house, one of 50 underwriters of FC&B stock last fall, found that of FC&B's 18 top executive officers, not one has been at agency less than eight years; turnover of personnel is far below public impression and employment by most large agencies of more than one executive on single account has reduced fear of employe leaving agency with "captive" account.

*Among several other findings in study: "No man or group of men who has left agency since 1958 has taken account of "significance"; record of account movement in overall agency business disproves belief that accounts switch so frequently as to cause marked upswings or downswings in income.*

## Seven Arts over seven seas

Wide expansion in activities is planned by Seven Arts' international division, which intends to place into overseas distribution shortly more than 400 hours of programing, including feature films, cartoons and syndicated series, nearly quadrupling last year's volume. In 1963, Seven Arts placed 88 features, totaling 103 hours, into foreign sales. Rapid growth of global market during past year prompted decision to step up operations in this area.



## 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

# WEEK IN BRIEF

There's no slowdown in buying on television. Gross billing expected to reach \$1.84 billion, gain of \$140 million over 1963. In top 100 advertiser list, 8 of 9 bought more TV in 1963 than '62. See . . .

## BIG TV ADVERTISERS GET BIGGER . . . 29

Commission moves to duplicate 13 of 25 clear channels. Hearing set on KREX's application for 50 kw. FCC orders staff to form criteria for stations to meet if they want to operate with high power on developmental basis. See . . .

## FCC MAKES MOVE ON CLEARS . . . 48

Procter & Gamble is still at top in first quarter list of top 100 spot TV advertisers. P&G's billings up \$700,000 compared to 1963 period. Total billings of top 100 rise 16.5% to \$255,943,000. See . . .

## SPOT TV BILLINGS UP . . . 30

House hearing on tobacco rules hits unexpected recess; will resume today. Concern expressed by tobacco men on effect FTC rule will have on state and local governments. Terry says FDA waiting for Congress's expression. See . . .

## FTC'S RULE OPENS FLOODGATES . . . 34

Storer plan to give KGBS Los Angeles 'electronic screen' in New Mexico is frowned upon by commission. FCC grants request to dismiss application for Johns' station, which Storer planned to build. See . . .

## INGENIOUS PLAN DIDN'T WORK . . . 49

Schwerin asks New Yorkers what they think about liquor spots on radio; two-thirds have no objections to commercials after 10 p.m. Men are more willing to listen to announcements than women. See . . .

## MOST DON'T OBJECT TO SPOTS . . . 42

FCC may not have any more worries in Austin CATV situation. Capital Cable has signed agreement to purchase TV Cable for \$1.5 million. Texas Broadcasting Co. has option to buy up to 50% of Capital Cable. See . . .

## AUSTIN STORY NEARS END . . . 54

FTC rule on cigarette advertising and labeling ignites controversy. Tobacco men say all rules must come from Congress. Dixon says 'death' warning comes under FTC's jurisdiction. See . . .

## RANKS FORM ON TOBACCO RULE . . . 32

FCC again facing question of free time for opposing views to paid programs. Position taken by 'Life Line' and 'Dan Smoots Reports' programs is catalyst. Some stations willing to give free time for differing opinions. See . . .

## ONCE MORE INTO THE MAZE . . . 62

Supreme Court refuses to review appellate court decision supporting ASCAP in licensing firm's refusal to clear television music at program source. All-Industry Committee unsure of next step. See . . .

## SUPREME COURT BACKS ASCAP . . . 68

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

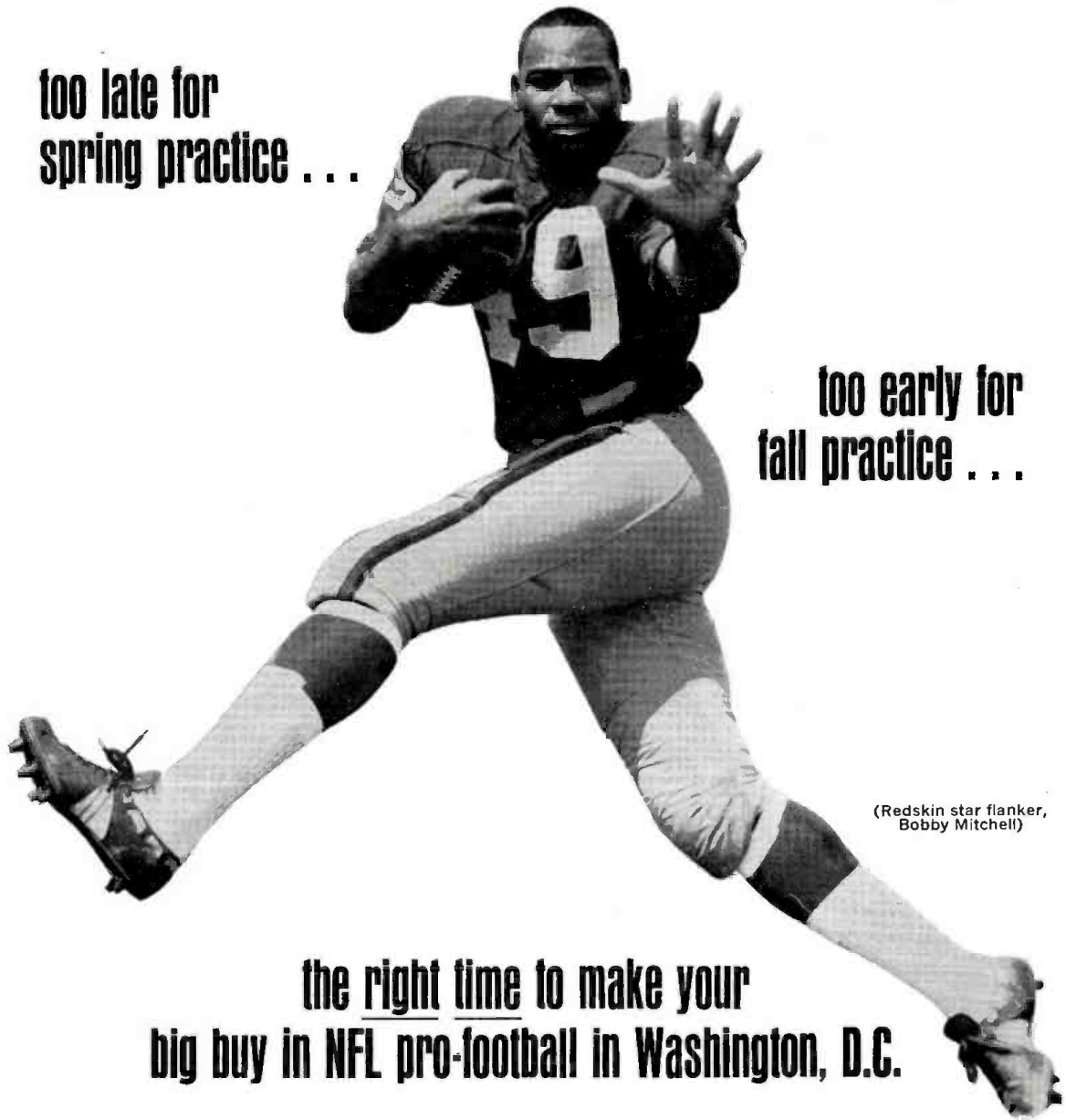
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**too late for  
spring practice . . .**



**too early for  
fall practice . . .**

(Redskin star flanker,  
Bobby Mitchell)

**the right time to make your  
big buy in NFL pro-football in Washington, D.C.**

**WMAL-RADIO WILL BROADCAST  
ALL 19 REDSKIN GAMES IN '64!**

Choice availabilities before-within-and after each game.  
Check McGavren-Guild Company, Inc.

**wmal-radio-63** 

The Evening Star Broadcasting Co., Washington, D.C.



## Collins to move to new civil rights post

### HE'LL LEAVE NAB TO BECOME RACIAL TROUBLE SHOOTER

LeRoy Collins will leave presidency of National Association of Broadcasters to take new, high-level job as federal conciliator in civil rights disputes.

He'll be released from NAB contract, which was effective through December 1965, and will be paid substantial settlement—reportedly some \$60,000. His salary has been \$75,000 a year, and his allowances have run to another \$25,000.

Because he resigned, NAB was under no obligation to pay him severance, but settlement was negotiated after personal intervention of President Johnson who called members of executive committee of NAB board to his office to request Mr. Collins's release. Committee members met with President for about 20 minutes Friday afternoon (June 26).

**Pay Cut** ■ Job for which Mr. Collins has been tapped will be created by Civil Rights Act which is expected to be passed by House and signed by President soon, perhaps on July 4. Though salary has not been firmly established, it is expected to be between \$24,500 and \$28,500 a year.

New position is director of community relations services. Mr. Collins's mission will be to attempt to settle racial disputes before federal court action, as prescribed in new Civil Rights Act, becomes necessary.

In his meeting with NAB executive committee President Johnson reportedly said he deemed new job to rank in importance with cabinet offices. President said Mr. Collins was especially qualified for job.

Mr. Collins, former governor of Florida, is southern Democrat of prominence who has embraced liberal view on civil rights. Last December in speech to chamber of commerce in Columbia, S. C., he told his southern audience that racial injustices must end, and he said it "is time the decent people in the South, with all their might and strength, told the bloody-shirt wavers to climb down off the buckboards of bigotry."

His Columbia speech was widely reported in news accounts.

**Presidential Word** ■ It was in response to President Johnson's assurance that Mr. Collins's services were needed that NAB executive committeemen voted to release their president and give him severance to offset salary sacrifice he will make in taking government job.

Action of executive committee must

be ratified by NAB board. Wires recommending approval were dispatched to all board members late Friday.

First word that NAB executive committee members had of Mr. Collins's offer from White House came not from Mr. Collins but from White House aide who last Thursday telephoned Willard Schroeder, of WOOD-AM-TV Grand Rapids, Mich., chairman of combined NAB boards. Mr. Schroeder summoned other members, Mike Shapiro (WFAA-AM-FM-TV Dallas), John F. Dille Jr. (Communicana Group of Indiana), Rex G. Howell (KREX Grand Junction, Colo.) and Jack W. Lee (WPOR Providence, R.I.), to meet in Washington next morning with Mr. Collins. After seeing him, they met with Secretary of Commerce Luther Hodges, to whom Mr. Collins will report in new job, and then went to see President. Mr. Collins was not present.

Date on which Mr. Collins will quit NAB reportedly was set at August 1. After his new job is established by law, his appointment must be confirmed by Senate.

**Attitude Change** ■ Mr. Collins has not always been among liberals on civil rights matters. He was governor of Florida when U. S. Supreme Court ruled in 1954 that school segregation was unconstitutional, and at next session of Florida legislature he said he would use all lawful powers to preserve segregation in public schools. Mr. Collins, native of Tallahassee, Fla., had roots deep in southern customs and attitudes.

As racial tensions worsened in Florida, Governor Collins began to disassociate himself from white supremacists who wanted to defy Supreme Court. When legislators passed an interposition resolution declaring Supreme Court's

decisions null and void, Governor Collins, though he had no power to veto it, declared action amounted to anarchy, though he said he still thought Supreme Court had usurped states' powers.

He was still pleading for moderation in March 1960 when sit-in riots erupted in Tallahassee. He was given much credit for quieting matters when he went on statewide TV and radio broadcast to urge peaceable settlement of racial differences and to announce appointment of bi-racial committee to arbitrate disputes.

Governor Collins came into national prominence in summer of 1960 when he was chairman of Democratic national convention. In preparation for convention he was instrumental in programing speeches by four governors, one of them Luther Hodges, then governor of North Carolina, whom Mr. Collins had known when both were active in National Governors' Conference. Mr. Hodges, it is believed, was instrumental in selection of Mr. Collins for his new job on civil rights.

Mr. Collins became president of NAB on Jan. 4, 1961, at expiration of his term as Florida governor.

**Starting Gate** ■ Almost from start, Mr. Collins's tenure as NAB president has been marked by controversy. Appearing at his first NAB board meeting few weeks after he took office, he made speech critical of broadcasting and of network domination in industry affairs—and took unprecedented step of releasing speech for publication.

It was in speech at regional NAB meeting in Portland, Ore., in November 1962 that he precipitated perhaps strongest reaction. He advocated code restrictions on cigarette advertising which he labeled menace to youth. Cigarette billing in radio and TV amounts to some \$150 million a year.

Mr. Collins was originally hired by NAB under three-year contract. At end of second year, board gave him current

### Pay-TV legislation not being sought

Broadcasters are not seeking government control of pay TV, LeRoy Collins, president of National Association of Broadcasters, told Maryland-District of Columbia-Delaware Broadcasters Association at meeting in Rehoboth Beach, Del., Friday (June 26).

"We do not seek government con-

trol of pay TV," he said. "We have no plans for advocating any national legislative wired pay-TV prohibition. I seriously doubt that any such effort would be constitutional."

Mr. Collins prepared his speech before eventful meeting with NAB executive committee and President on Friday (see story above).

## WEEK'S HEADLINERS



Mr. Pierce



Mr. Karp

**Frederick Pierce**, VP in charge of research, sales planning and sales development at ABC-TV, New York, named VP and national director of TV sales. **Marshall Karp**, formerly eastern sales manager, promoted to director of sales for eastern division. Other changes in ABC-TV sales department: **Mark Cohen**, formerly director of sales planning, named manager; **Slocum Chapin**, VP and national division sales manager, promoted to VP in charge of client relations; **Charles T. Ayres**, VP and eastern sales manager, named VP and general sales executive, and **William K. Ermeling**, central division account executive, becomes sales manager of division.

**Ivan Hill** has resigned as senior VP in charge of Chicago office of Campbell-Ewald Co., effective July 1. Mr. Hill retires from advertising after more than two decades in which he headed his own agency there as well as Chicago

office of Cunningham & Walsh. He is to be succeeded at Campbell-Ewald by **Keith Munroe**, formerly president of Alexander Film Co., who was brought into agency by Mr. Hill earlier this year. Mr. Hill plans to enter retail farm supply field.

**Fred M. Mitchell**, for past four years senior VP and management supervisor at Norman, Craig & Kummel, New York, joins Erwin Wasey, Ruthrauff & Ryan as executive VP in charge of western division. Mr. Mitchell, who also was elected member of agency's board of directors and of its executive policy committee, will be based in Los Angeles and be responsible for all Pacific Coast operations, including San Francisco office. He began his agency career in 1946 at Foote, Cone & Belding, New York, and moved to Dancer-Fitzgerald-Sample in 1954 as account supervisor.



Mr. Brooks

**Leon R. Brooks**, assistant general attorney in Washington for CBS Inc., elected VP and general counsel, with headquarters in New York. He fills position left vacant by death of **Thomas K. Fisher** (BROADCASTING, June 15). Mr.

**Brooks** joined CBS in Washington in 1950 as attorney, was made assistant general attorney in 1961. Previously he had been with Department of Justice in alien property office.

**Worth Kramer**, president of The Goodwill Stations Inc., Detroit, will join Capital Cities Broadcasting Corp., New York, in event FCC approves purchase by Capital Cities of operating properties of Goodwill Stations (BROADCASTING, March 2). According to Frank M. Smith, Capital Cities president, Mr. Kramer will assume newly created post of senior VP-corporate affairs, and will operate with corporate staff in both New York and Detroit, while continuing to reside in Detroit. Goodwill stations are WJR Detroit; WJRT(TV) Flint, Mich., and WSAZ-AM-TV Huntington-Charleston, W. Va.



Mr. Kramer

**George Polk**, VP in charge of TV programming and planning at BBDO, New York, named director of advertising at Alberto-Culver Co., Melrose Park, Ill., effective July 6. He replaces **Charles A. Pratt**, who resigned fortnight ago (BROADCASTING, June 22).

For other personnel changes of the week see FATES & FORTUNES

contract for three years. Last January in showdown meeting with combined NAB board Mr. Collins held on to his job by narrow vote of 25 to 18 against motion to dismiss him.

### PT&T facilities OK'd for Bay Area pay TV

California Public Utilities Commission has approved agreement for Pacific Telephone & Telegraph Co. to provide transmission facilities for pay TV programs of Subscription Television Inc. in San Francisco's Richmond and Sunset districts. San Francisco arrangement is amendment to original PT&T-STV contract for service in Los Angeles, approved June 3 by PUC, with same requirement for advance deposit by STV to cover PT&T material costs. For initial San Francisco area, with 51,500 dwellings, STV deposit amounts to \$1,822,900. Monthly charges will be \$56,441, plus 50 cents per subscriber.

### Time-Life sells WTCN for \$500,000

Buckley-Jaeger Broadcasting Corp. has purchased WTCN Minneapolis-St. Paul for \$500,000 from Time-Life Broadcast Inc., subject to FCC approval, according to contract signed Friday (June 26) in New York by Weston C. Pullen Jr., president of Time-Life Broadcast, and Richard D. Buckley, president of Buckley Jaeger.

Sale of AM followed by several weeks Time-Life Broadcast's agreement to sell WTCN-TV to Chris-Craft Industries Inc. for \$4 million. Howard Stark was broker on both sales. WTCN, operates on 1280 kc with 5 kw fulltime. Buckley-Jaeger owns WDRC-AM-FM Hartford Conn.; KKKH-AM-FM San Francisco, and KGIL San Fernando-Los Angeles. Last month it sold WHIM-AM-FM Providence, R. I. (BROADCASTING, June 1).

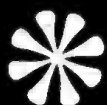
Time-Life has KERO-TV Bakersfield, Calif., KOGO-AM-FM-TV San Diego; KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich., and WFBM-AM-FM-TV Indianapolis.

### Aid for daytimers

Ability of daytime stations to stay on—and get back on—air before sunrise would be strengthened under rule recommended by FCC staff last week.

Proposed rule, based on proceeding begun in November 1962, sets up procedures for resolving disputes between daytimers and fulltimers, recommendation provides for allowing presunrise operation even by daytimers that interfere with fulltimers.

Commission is scheduled to discuss proposal in special meeting today (Monday). However, no action is expected. Staff was putting finishing touches on recommendation late last week. Under existing rule, daytimers may go on presunrise until fulltimer complains of interference.



**The Radio  
audience pattern in  
Indianapolis has changed**

**... Have You  
Reviewed Your  
Indianapolis  
Radio Buy?**

**PULSE\*** verifies total dominance for

**A.M. 46%**

**P.M. 45%**

**Wife**

**\* PULSE Feb. - Mar. 1964**

6 a.m. to 6 p.m. . . . 7 County Metro Area

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

**THE STAR STATIONS**

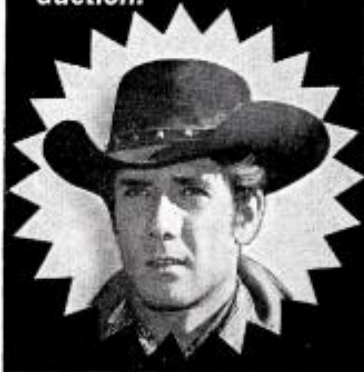
**SOLD NATIONALLY  
By H-R Radio**

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



# LARAMIE

Just bought by Tom Garten, Vice President and General Manager of WSAZ-TV Huntington, West Virginia. 124 hours (60 in color) packed with stars, action, excitement, top level writing and production.



CALL NBC FILMS

for your tower requirements check **ROHN SYSTEMS** ✓



A complete tower erection service that has these special advantages:

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

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

**ROHN SYSTEMS, INC.**  
6718 W. Plank Road Peoria, Illinois

## Comments and compliments

EDITOR: I received a number of very nice comments on my Week's Profile (BROADCASTING, May 25), and want to express my appreciation . . . for a fair and thorough job.

. . . On your presentation of news in TV and radio, I can only say that BROADCASTING is by all odds the best and most reliable, as it is. Keep it that way.—*Everett H. Erlick, vice president and general counsel, American Broadcasting-Paramount Theatres Inc., New York.*

## Accolades to be had

EDITOR: It is true that people were never as impressed by television as they were during the four days surrounding the Kennedy tragedy. All of the superlatives heaped on the industry were justly deserved. . . .

What perhaps few people have realized, however, is this. All of the ingredients that constitute great television were there but, and this is a big but, without commercials. Had there not been the complete absence of commercials most of the accolades attributed to the industry would have been a severe judgment in reverse.

Great fictional drama and entertainment and sports would impact the American public in the same way were there a tighter control by the industry itself on its abundance of commercials.

Pay television will eventually replace what we have now if this preponderance of commercials continues. It is a slow, creeping disease that is sinking into our present TV circumstances. The only thing that is destroying commercial television is commercial television itself. By the time the industry becomes aware enough to do something concrete about it, it will be too late.—*Josh Barry, commercial manager, WNOB Norfolk, Va.*

## Interesting but

EDITOR: Contrary to what you have reported in BROADCASTING, May 25, WKYN and WFQM(FM) San Juan, as well as WORA-FM Mayaguez broadcast 100% of their programming in the English language. These three stations which comprise the QBS radio network are devoted exclusively to the service of the English-speaking peoples of Puerto Rico. The QBS radio network has sister stations, WORA-AM-TV Mayaguez and WRIK-TV and WPRP Ponce, which are devoted exclusively to the Spanish-speaking population.

I feel your report on the Spanish-

language advertising was interesting but a great deal more could have been said about the striving Commonwealth of Puerto Rico.—*Bob Bennett, station manager, Quality Broadcasting Corp., Santurce, P.R.*

## Slow progress

EDITOR: While it is true, relatively speaking, that Procter & Gamble has not been in radio to any extent during recent years, the \$3,500 figure you mention in BROADCASTING, June 15, is far too conservative. We have had Procter & Gamble, for several products, using a number of our stations and I can assure you that they have been spending quite a bit more than the figure you indicate.

We have been persistent in our efforts to have Procter & Gamble brands utilize radio effectively and while their investment is much too modest, we do feel we are making progress.—*Arthur Gordon, vice president & general manager, National Time Sales, New York.*

## Comments on TV

EDITOR: Since retiring after 20 years in radio (eight with WJR Detroit, then 12 with KMPC Los Angeles) I have had the time—and conscience—to watch television. In fact, television has become such an integral part of my retirement that I can't resist speaking out loud whenever it is abused or misused in the hope that its shortcomings may be corrected.

For weeks now I have watched a suffering woman burst into her neighbor's kitchen moaning: "It will take more than coffee, Marge, to stop my headache." Marge suggests that she try a certain pill or powder which the suffering one does.

Now, I ask, if said pill is as effective as the advertiser, through the neighbor, claims, why does the woman continue to get no relief?

Then there is the number one bowler who, to my knowledge, has been trying a certain pill for weeks, yet, still threatens not to show up for a critical match if he can't get relief from his headache. Nowadays, when the friend and fellow bowler ask: "But have you tried—?", I want to stand up and yell: "Yes, brother, he's been trying that pill several times a day for weeks. You'd better suggest something else such as watching his own commercial. That will give him such a pain in the neck, he may forget his head."

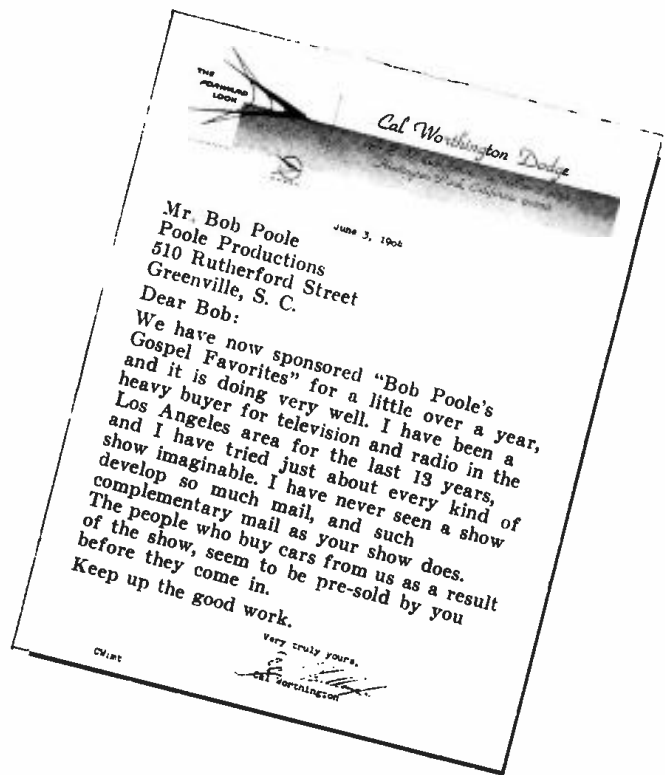
How can TV advertisers be so shortsighted? They spend many, many thousands of dollars for network time but will not spend a few hundred for fresh

WE'RE NO JUNE BRIDE

BUT HERE'S A

(blush)

LOVE LETTER



## BOB POOLE'S GOSPEL FAVORITES

*The biggest and most popular show of its type in the nation, on VIDEO TAPE for TV and AUDIO TAPE for RADIO, with more than 100 hours now available.*

Here's a 1 HOUR program of real family ENTERTAINMENT for Sunday morning, usually scheduled 8-9. (We don't say "Sunday Morning" on the show because some folks run it in Class "A" time or even in segments five times a week.)

There are no sermons (we're not qualified), but there is plenty of good clean fun and fine singing by the Nation's top Professional Quartets and your host, Bob Poole. (Please, no singing by Bob.) Here are some of our Happy TV Stations:

KPAR	KOLO	WIS	WFBC	KTVF	WSVA	KARK	WKRG
KTVA	WXEX	KVOA	KAUZ	KPLR	KPRC	KXLY	WCTV
WAIL	KOTV	WCBI	KCEN	WECT	KTAL	WCIU	WKAB
WJBF	WBRC	WSLS	WTVD	WOWL	WSJS	KCOP	KOSA
WBRZ	KTYB	WTWV	KWSB	KJEO	WLBT	KLBK	KTAR
KBMT	WCSC	WMSL	KVAL	WZZM	WFGA	WTOK	KOAM
KWAB	WSOC	WTVY	KVIQ	WNCT	KMBC	WTVJ	WIIC

Call COLLECT or TWX:

**POOLE PRODUCTIONS OF THE S.E., INC.**

510 Rutherford St.

Greenville, S. C.

PHONE: 803 239-7821 TWX: 803 282-1098

*P.S. to Sponsors: Your cost per thousand is less with "BOB POOLE'S GOSPEL FAVORITES" because you get a large audience for Class "D" prices.*

*A guide to*  
**WAVE WATCHERS**  
*(native "birds" of the Louisville area)*



*Eagle-eyed Stampsaver*



This female really rules the roost in the Louisville sanctuary. She controls average household expenditures of \$4,158.00 annually. Last year eagle-eyed stampsavers put the Louisville area into 41st place in U.S. metro area food store sales. (Figures from SRDS.)

**You can reach more Eagle-Eyed Stampsavers on WAVE-TV because:**

- **WAVE leads in total market coverage**—reaching more Louisville-area TV homes than any other station (567,400 TV homes vs. 445,700 for its nearest competitor—a WAVE bonus of more than 120,000 homes!\*)
- **WAVE leads in audience appeal**—with six out of the area's ten favorite nighttime network TV shows (according to a recent reader-poll by the Louisville Courier-Journal, December 22-31, 1963 viewing period).

\*Source: ARB Market Coverage Information.



**WAVE-TV**  
**Channel 3 • NBC • Louisville**

Represented by The Katz Agency

commercials to make that time effective?

It is understandable, Mr. TV Advertiser, that you brag, even extravagantly, about your product but why stoop like an unscrupulous politician, as many TV commercials do, to discredit your competition. TV commercials nowadays sound like a couple of kids arguing over who broke a window. One kid claims: "Joe did it," and Joe's only response is: "I didn't neither."

Have advertising agencies become so lazy, so unimaginative, so uncreative that they can't conceive unique and constructive copy that sells without belittling competition? Many TV spots, especially those dealing in pain relief, are strictly on the defensive devoting most of their 60 seconds to rebutting snide remarks by their competition.

Years ago, radio adopted an advertising code prohibiting comparative advertising. Television should do the same.

Despite my affection and loyalty for radio, I must confess to the belief that television is the greatest means of communication ever conceived, and used properly the most effective advertising medium extant. It has come to mean so much to me that I can't remain silent when I feel it is being unjustly accused, abused or misused. However, I do feel that certain practices inevitably will lead to its downfall or at least to strict governmental control. I refer, primarily, to overcommercialization.

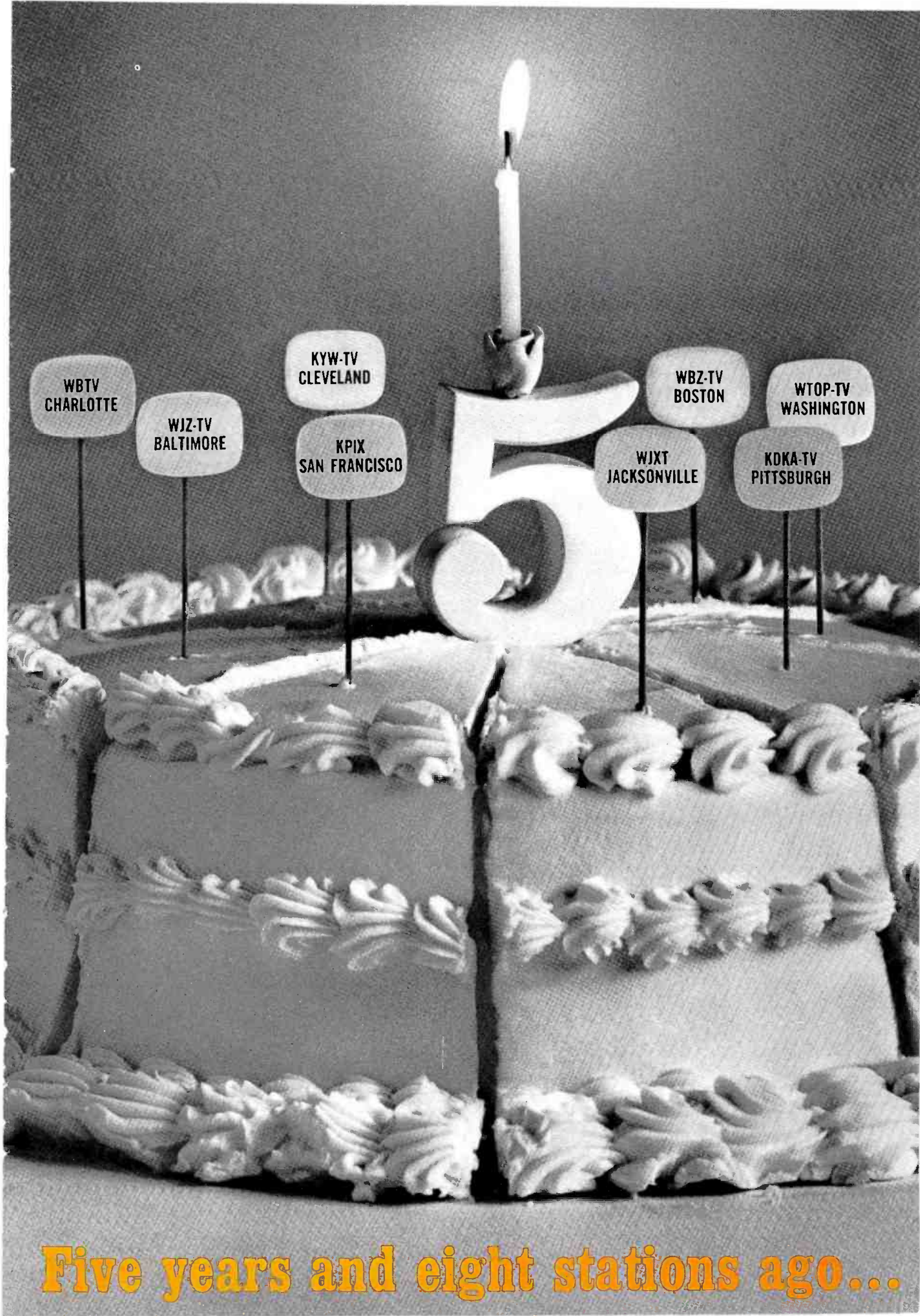
On all sides one hears sharp criticism of network programming, but I speak out in defense of programming. To most viewers what they see and hear is programming though what actually irritates them may be a commercial over which programming has no control. Whatever the cause, they are disgruntled and start shooting at the only phase of telecasting they recognize. Thus programming becomes the scapegoat for abuses that should be charged against network management.

I realize TV is still on its shakedown cruise but it better make port pretty soon else the government will turn it upside down and shake all the loose change out of its cavernous pockets.

Because it is comparatively young and does perform a very worthwhile public service, television seems to expect preferential treatment in the matter of finances. What is needed is a change of thinking on the part of management, the realization that despite its quality and glamour it is just another industry.

Though I have no figures at hand, I doubt that it is necessary for television to crowd every station break with multiple commercials in order to enjoy a satisfactory return on its investment. By limiting and screening commercials television would get the public—and the government—off its neck.—*Mark L. Haas, Palm Desert, Calif.*





**Five years and eight stations ago...**



*We started the whole idea of a limited-list station rep.  
We're TvAR. Television Advertising Representatives.  
Today, we represent eight great television stations.  
And we're celebrating our Fifth Anniversary.  
Why did we choose to represent a limited list  
of major-market stations?  
Because to us, a limited list means unlimited service.*

## **SERVICE TO STATIONS**

A limited-list rep knows its stations more intimately—by their markets, by their programs, by their audiences...works with them hand in glove. It means spending all our time selling a few stations.

## **SERVICE TO AGENCIES**

A limited-list rep saves agencies work and money with a big staff that can spend more time serving them, with modern research facilities to dig out new marketing and audience trends.

## **WHY TvAR?**

Spot TV is the concentrated advertising medium—a way of selling on television by individual markets. There was a need for a concentrated spot rep. That's where TvAR came in. We were the first—since then, others have followed our lead—and being the first has really paid off in success founded on service.

## **HERE'S WHAT IT MEANS TO STATIONS**

More time getting to know them.

More time to sell each individual station.

More time on rate-card analysis.

More time to handle availabilities efficiently.

More time for direct communication and station visits.

More time for their problems.

## **HERE'S WHAT IT MEANS TO AGENCIES**

### **SPEED OF SERVICE**

TvAR gives you finger-tip contact with all stations. Within minutes, your requests can be transmitted to our stations. Information on availabilities, clearances and schedules is yours when you need it—and even before.

### **QUALITY OF SERVICE**

Advertiser schedules on TvAR stations are continually evaluated to strengthen the advertiser's position in our markets. Another TvAR plus: Our account executives have major-station experience; all know the whys and wherefores of Spot TV.

### **DEPTH OF SERVICE**

TvAR's Market Information is tops in its field. The "Television Spot Test" lets you measure the effectiveness of Spot in any of our markets. Our "Brand Comparisons" report tells how your products stack up in our eight markets. Plus: A Videotape Room that lets you see what you're getting on our stations—local programs and personalities and how they handle commercials.



**This is our Happy Fifth.**

**Spot TV is the growing medium.**

**TvAR is the growing rep.**

**We'll continue to be big  
by deliberately staying small.**



**TELEVISION ADVERTISING REPRESENTATIVES, INC.**

*REPRESENTING*

**WBTV CHARLOTTE (JEFFERSON STANDARD BROADCASTING CO.) • WTOP-TV WASHINGTON AND  
WJXT JACKSONVILLE (POST-NEWSWEEK STATIONS) WBZ-TV BOSTON, WJZ-TV BALTIMORE,  
KDKA-TV PITTSBURGH, KYW-TV CLEVELAND AND KPIX SAN FRANCISCO (GROUP W STATIONS)**

TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta

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**Broadcasting**  
 THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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 TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office  
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BROADCASTING, June 29, 1964

**AIRWAYS**  
**RENT-A-CAR**

**ONE DAY**

**CAR RENTAL FREE**



CALL...



AND WE'RE THERE!



1964 CHEVROLET IMPALA

Over 100 AIRWAYS  
 offices in U.S. Consult  
 Telephone information  
 upon arrival at airport  
 or write for free  
 International Directory.

To introduce you to AIRWAYS Rent-A-Car — "The Better Service At Lower Rates," your first day rental is ABSOLUTELY FREE . . . all you pay is mileage. OFFER GOOD FIRST TIME ONLY. For any additional days you enjoy AIRWAYS low commercial rates — lower than any major car rental system. For a 1964 Impala you pay only \$7 a day, or \$35 a week, plus 8c a mile. Only \$6 a day plus 7c a mile for the popular Chevy II. Even greater savings on leading compacts . . . prices as low as \$4.50 a day plus mileage. AIRWAYS price is always based on a full 24 hour day with no hidden charges. AIRWAYS price includes GAS, OIL and INSURANCE-AIRWAYS offices are conveniently located adjacent to the airport. Remember, a one day free rental for a first time AIRWAYS user, even if you rent for only one day. We know once you try AIRWAYS you will never rent a car any other way .

All major credit cards accepted. Write for free International Directory.

YOU MUST PRESENT THIS <sup>68</sup> COUPON FOR FREE DAY RENTAL. (Pay mileage only). Good at any AIRWAYS Rent-A-Car office in U.S. One coupon to a customer. Expires December 31, 1964.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

ATT: Airways Counterman

Bearer is entitled to national account rate for any additional days.

AIRWAYS Franchises still available for 4 major cities. Write: D. M. Capelouto, President, AIRWAYS RENT-A-CAR SYSTEM. 5410 West Imperial Highway, Los Angeles, California 90045



a smart  
 addition  
 to any  
 newsroom

Some Negroes have money-  
Others don't.  
Some are well educated-  
Others are not.  
Some like sports-  
Others can live  
Without it.

Simply put:  
People are people.  
And most people  
Buy from people  
Who understand them  
Best.

That's the real reason  
To buy Negro radio.

Negroes are closer  
To Negroes.  
So- they communicate  
Better with Negroes.  
They trust them more.  
It's as elementary  
As that.

One station in the  
Greater New York  
Negro Community  
That everybody trusts  
is  
WLIB.

This symbol of faith  
Is its measure  
Of strength.  
It's the true power  
Of any station:  
Better than wattage-  
Better than numbers-  
Better than anything.

Think about it.  
One doesn't buy time  
Just to reach  
An audience, but  
To persuade them, too.  
And for that-  
You need people  
Who speak best  
To the people  
You hope to sell.

**WLIB**

*Harlem Radio Center*

310 LENOX AVENUE, AT 125th ST. NEW YORK 27,

PROGRAMMING TO THE NEGRO COMMUNITY  
7 DAYS A WEEK - - 365 DAYS A YEAR.

## DATEBOOK

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

■ Indicates first or revised listing.

### JUNE

June 28-July 10—Sixth annual seminar in marketing management and advertising of the Advertising Federation of America. For additional information write: Professor George T. Clarke, Education Director, Advertising Federation of America, 655 Madison Avenue, New York 21. Harvard Business School, Cambridge, Mass.

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

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

June 30-July 2—Second annual Broadcasting Institute designed to show high school students opportunities in broadcasting and allied fields. Participants include Charles Underhill, U. S. Steel; Jack Cantwell, BBDO; Harold Neal Jr., ABC-owned radio stations; John Babcock, Park Broadcasting; Richard Landsman, WOKR(TV) Rochester; Bernard Ruttenberg, WNEW New York; Dr. Bernarr Cooper, NYS Education Department; Robert Earle, College Bowl; Arthur Peck, CBS Radio; Robert Bendict, Robert Bendict Productions; Gerlad Stryker, USIA, speaker, WHEN-TV Syracuse. Ithaca College, Ithaca, N. Y.

■ June 30—Rescheduled date for Senate Special Subcommittee on Juvenile Delinquency review of alleged violence and sex on television, postponed from June 18 and later June 25, 10 a.m., Senate Caucus Room. Witnesses include Thomas W. Moore, ABC-TV president, and Henry G. Plitt, president of ABC Films Inc. Other networks to follow.

### JULY

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

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

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

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

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

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

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

July 28-31—Third annual executive conference of the New York State Broadcasters Association. Otesaga hotel, Cooperstown, N. Y.

### AUGUST

■ Aug. 4—Georgia Association of Broadcasters forum on CATV and pay TV. Featured speakers will be Robert C. L'Heureux, general counsel of National Community Television Association; John Pinto, vice president of RKO General Phonevision Co.; Terry Lee, vice president for planning and development of Storer Broadcasting Co.; Vince Waslewski, executive vice president of National Association of Broadcasters; W. Theodore Pierson, Pierson, Ball & Dowd, Washington; Herb Jacobs, president of TV Stations Inc., New York; Morton Leslie, acting chairman of Television Accessory Manufacturers Association; William Putnam, president of WRLP-TV Greenfield, Mass., and Eugene Cogan, vice president and media director of McCann-Erickson, Atlanta. Guests will present brief prepared speeches, then be questioned by a panel of state broadcasting association presidents. Advance registration deadline is July 24. Riviera motel, Atlanta.

Aug. 9-15—Georgia Broadcast Executive Management Seminar, Georgia State College, Atlanta.

Aug. 16-18—Summer convention of South Carolina Broadcasters Association, Ocean Forest hotel, Myrtle Beach.

Aug. 16-22—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising. Stanford University, Stanford, Calif.

Aug. 18—Annual stockholders meeting of Desilu Inc., Hollywood.

■ Aug. 20-23—Tenth annual convention, Na-

### RAB CONFERENCE SCHEDULE

Dates and places for the Radio Advertising Bureau's fall management conferences, as set by the RAB board at its midyear meeting, are:

■ Sept. 17-18 — Tarrytown House, Tarrytown, N. Y.

■ Sept. 21-22—Homestead, 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.



# How to get more

— *interest*

— *effort*

— *attention*

— *concentration*

## from your TV representative



## Be *important* on a compact list — like ours.

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

*Station Representatives Since 1932*

NEW YORK   CHICAGO   DETROIT   ATLANTA   DALLAS   SAN FRANCISCO   HOLLYWOOD



**YOU'RE ONLY  
HALF-COVERED  
IN NEBRASKA  
IF YOU DON'T USE  
KOLN-TV/KGIN-TV!**



**Lincoln-Land is the  
nation's 74th TV market!\***

Nailing down Nebraska's two major TV markets is no problem: you need a station in each. One of the markets is Lincoln-Land.

Lincoln-Land is the 74th largest market in the U.S., based on the average number of homes per quarter hour prime time delivered by all stations in the market. KOLN-TV/KGIN-TV offers you 206,000 homes—homes you can't afford to miss on any top-market schedule.

Get all the facts from Avery-Knodel on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

AVERAGE HOMES DELIVERED PER QUARTER HOUR	
(Nov. 1963 ARB — 6:30 to 10:00 p.m.)	
LINCOLN-LAND* "A"	
KOLN-TV/KGIN-TV	58,000
OMAHA "A"	56,500
OMAHA "B"	53,900
OMAHA "C"	50,000
LINCOLN-LAND "B"	26,200
LINCOLN-LAND "C"	18,700

\*Lincoln-Hastings-Kearney

\*March, 1963 ARB Ranking. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

*The Folger Stations*

**RADIO**  
WRFB KALAMAZOO-BATTLE CREEK  
WJLT GRAND RAPIDS  
WUPM GRAND RAPIDS-KALAMAZOO  
WNTV-TV SAGINAW

**TELEVISION**  
WRFB-TV GRAND RAPIDS-KALAMAZOO  
WNTV-TV SAGINAW-TRAVLER CITY  
WUPM-TV SAGINAW  
KGIN-TV LINCOLN-NEBRASKA  
KOLN-TV LINCOLN-NEB.

**KOLN-TV / KGIN-TV**

CHANNEL 10 • 316,000 WATTS  
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS  
1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET  
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**BROADCASTING** *The Businessweekly of Television and Radio*  
1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

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| <input type="checkbox"/> 52 weekly issues \$8.50                        | <input type="checkbox"/> 104 weekly issues \$14.00 | <input type="checkbox"/> Payment attached |
| <input type="checkbox"/> 52 issues & 1964 Yearbook \$13.50              |  | <input type="checkbox"/> Please bill      |
| <input type="checkbox"/> 1964 Yearbook \$5.00 (so long as supply lasts) |  |   |

name \_\_\_\_\_ title/position\* \_\_\_\_\_

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

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

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

\*Occupation Required

tional Association of Radio Announcers, Ascot House, Chicago.

Aug. 23-29—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising. Harvard University, Cambridge, Mass.

Aug. 24-Sept. 5—Major British manufacturers in the field of broadcast communications will be displaying their products (radio-TV receivers, tape recorders, components and record players) at the 1964 National Radio and Television Exhibition, under the auspices of the British Radio Equipment Manufacturers' Association. Demonstration sets will show 625-line programs—the type transmitted on Britain's new BBC 2 program—as well as 405-line transmissions. Earl's Court, London.

Aug. 25-28—Institute of Electrical and Electronics Engineers summer general meeting, Biltmore hotel, Los Angeles.

Aug. 28-29—Arkansas Broadcasters Association annual meeting. Coachman's Inn, Little Rock.

Aug. 27-30—Fall meeting of West Virginia Broadcasters Association. The Greenbrier, White Sulphur Springs.

**SEPTEMBER**

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

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

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

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

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

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

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

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

**OCTOBER**

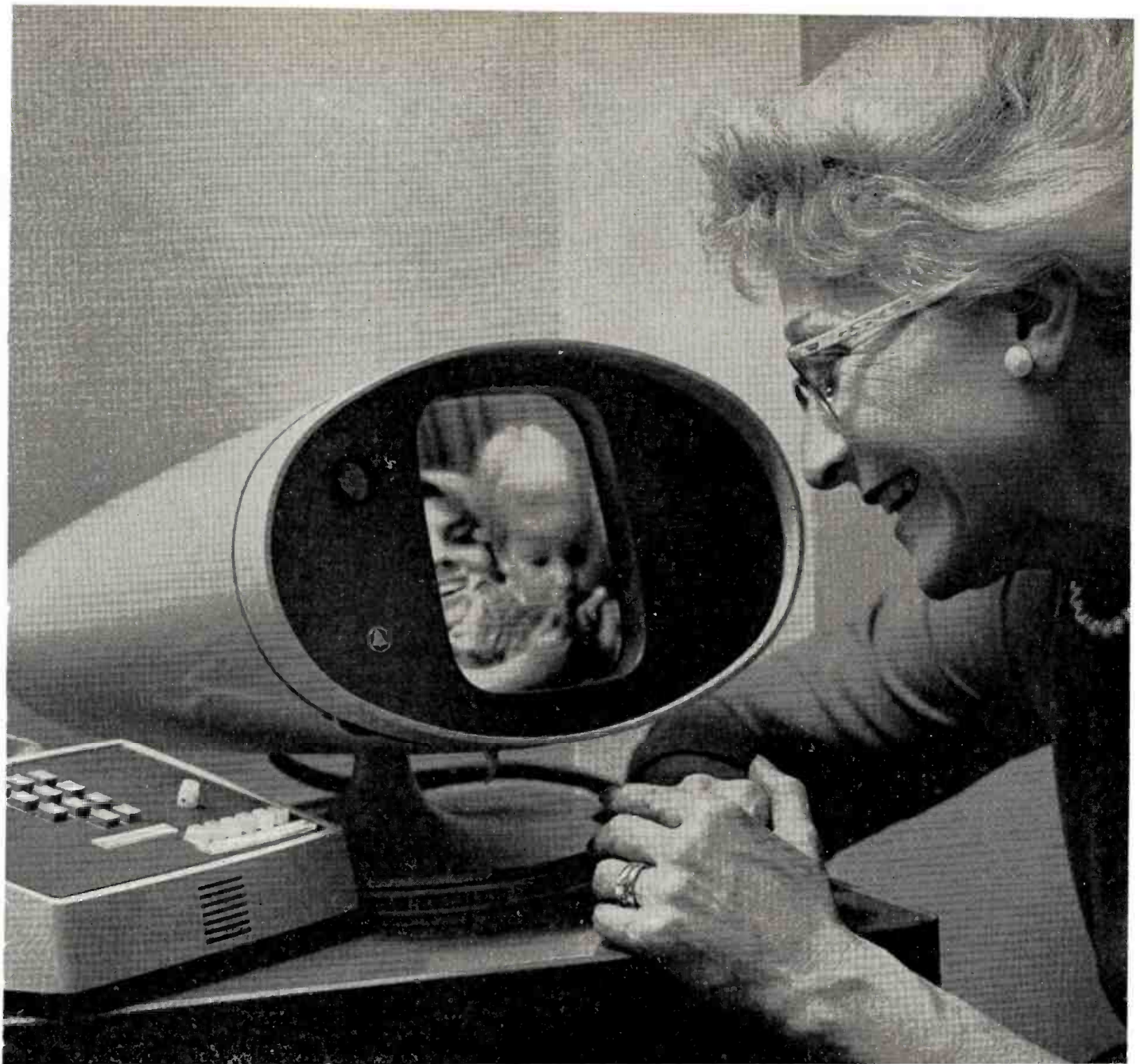
Oct. 19-21—Twentieth annual meeting of National Electronics Conference. Additional information may be obtained from R. J. Napolitan, NEC, 228 North LaSalle Street, Chicago. McCormick Place, Chicago.

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. For additional information, write: Industrial Exhibitions Inc., 17 East 45th Street, New York 17.

Oct. 22-23—Missouri Broadcasters Association, Ramada Inn, Jefferson City.

Indicate first or revised listing.



*A logical extension of today's telephone service...*

## **Bell System introduces PICTUREPHONE service**

*Both ends of telephone conversations are pictured; people phone by appointment from family-type booths in attended centers.*

*New York (Grand Central Station), Chicago (Prudential Building), Washington (National Geographic Society Building) have service.*

Bell System PICTUREPHONE service now lets callers *see* as well as talk on the telephone. And "hands-free" if they wish.

For the first time, people can make a visual telephone call to another city—the latest example of the research, invention and development that are constantly improving the communications we provide.

The new service is being offered in the

cities listed at the left. Bell System attendants at each local center help callers enjoy prearranged face-to-face visits with friends or relatives in either of the other cities.

Further development of PICTUREPHONE service is still in the future. But the service is another step toward our goal of providing you with better, warmer, more nearly complete communication by telephone.



**Bell System** *Serving you*

American Telephone & Telegraph Co. and Associated Companies





**WINNERS IN A WALK.** As far as we know, neither Chet Huntley nor David Brinkley has ever won a trophy in a walking race. Nor are we suggesting that they'll be walking to San Francisco for the Republican Convention.

We *are* saying that their coverage of that Con-

vention (coverage supported by an able army of NBC News colleagues) is a very good bet to walk off with most of the reporting honors—again.

Yes, again. For there's little doubt as to who won most of the accolades in television's coverage of the 1956 and 1960 Conventions.



Since the last national get-togethers (in Los Angeles and Chicago) Chet and David have added four years of experience, knowledge and insight to their already powerful arsenal of reporting equipment. Which is why—this year as before—NBC viewers will be getting the best

understanding of what is happening on (and behind) their television screens.

Huntley and Brinkley—two of the many reasons for our expecting more people to watch the upcoming Republican National Convention on NBC Television than on any other network.

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



## TV 1969: After five years of rapid development

*Following are excerpts from an address by Mr. Depew at the second annual meeting of the International Television Exchange Convention in London, June 1969. Highlighted are the major developments in the television industry during the past five years.*

**Multi-TV-Set Homes** ■ In 1964, the majority of TV stations were VHF; new TV receivers were being made to accommodate all 82 UHF channels; Color and CATV were starting to become important.

In the intervening five years, we have seen a vast growth of multi-TV-set homes, portable TV and educational TV. Market TV is growing by leaps and bounds and who's-viewing-what research is now fool and critic-proof.

The three motivating/control factors on the growth of television can still be broadly classified as programing, engineering and cost. Technicians continue to out-distance programmers and increase the program availability lag factor which has kept pay television to a minimum and given impetus to market television.

Today, in 1969, nine out of ten homes have two or more TV sets, at least one of which is a color receiver. One-third of all families have portables, usually owned by teen-agers. Now the advertiser knows he can reach teen-agers with television at a reasonable cost efficiency.

**TV Networks** ■ The three networks continue to provide the bulk of entertainment television. Two department stores, one discount, one drug, one food and one classified business have their own networks of UHF stations. The use of split-screen telephone buying has reduced by a third newspaper advertising revenue from what it was in 1964; it has so changed our buying habits that total marketing is more the norm than the exception.

**Color** ■ Color is great. Combining it with international, satellite TV is nothing short of magnificent. Seeing the people and streets of Paris, Hong Kong, Cairo or Geneva in living color is so vivid one can almost smell the aromas.

**VHF-UHF** ■ Due to the farsightedness shown by the TV industry back in '65, the development of performers and particularly production talent has made network programing so strong and effective that it minimized pay TV and kept the government from attempting to convert all TV to UHF in 1966 although

it's now fairly certain that within three years VHF will be a thing of the past. Making this move in 1972 instead of 1966 makes sense the way our industry has developed. By '72, there will be enough stations to provide each of the networks with the greatly increased number of stations they need to cover what the VHF's reach today.

**Educational TV** ■ The four-day work week has become so prevalent among blue-collar workers and with it a desire for greater purchasing power, that adult education programs are doing well in the major industrial markets. Employer-supported programs for employes offer entire communities benefits.

The cost of TV receivers has been greatly reduced. A 16-inch color set can be bought for \$160; the same size in black and white, \$50. Portables sell as low as \$40.

**Pay TV** ■ Pay TV has had numerous—and in some cases violent—upheavals before settling down to its present and basic feature-film status. It's all wired, a refinement of CATV systems of the mid-60's. The public rebellion to paying for sports, particularly baseball, was the clincher for some early attempts at pay TV. The grandiose ideas of opera and ballet just couldn't and didn't work. Broad comedy and Ian Fleming-type adventure were what the majority wanted, and what they got on free television.

Free TV programing has been greatly augmented by international TV exchange and the perfection of dubbing techniques. If nothing else, TV viewers have become geography experts through watching programs produced in Egypt, New Zealand, Scotland and now even Red China.

**Advertising and Market TV** ■ Advertising has expanded almost as rapidly as TV. On one hand, you have market TV

where the buyer literally asks for a commercial when she calls the local outlet for a TV demonstration of a cooking range or lawn mover. On the other hand, there are only two minutes of commercial time per prime hour with the billboarded commercials all appearing together at three set times of the day. All this would have startled the advertising fraternity five years ago. It worked so successfully because people do want to see a greater percentage of quality advertising.

Commercial closed-circuit television has become almost as important as the telephone. Time is saved by providing instant here's-what's-happening or here's-what-it-looks-like. The resultant saving of time and money is just one more contributing factor that is about to make the four-day work week applicable to virtually the entire working force.

**Home Tape Recorders** ■ Home video tape recorders and personal TV cameras have turned many people into amateur producers. Comedies and classics are available on tape, and cans of tape are fast replacing books in home libraries.

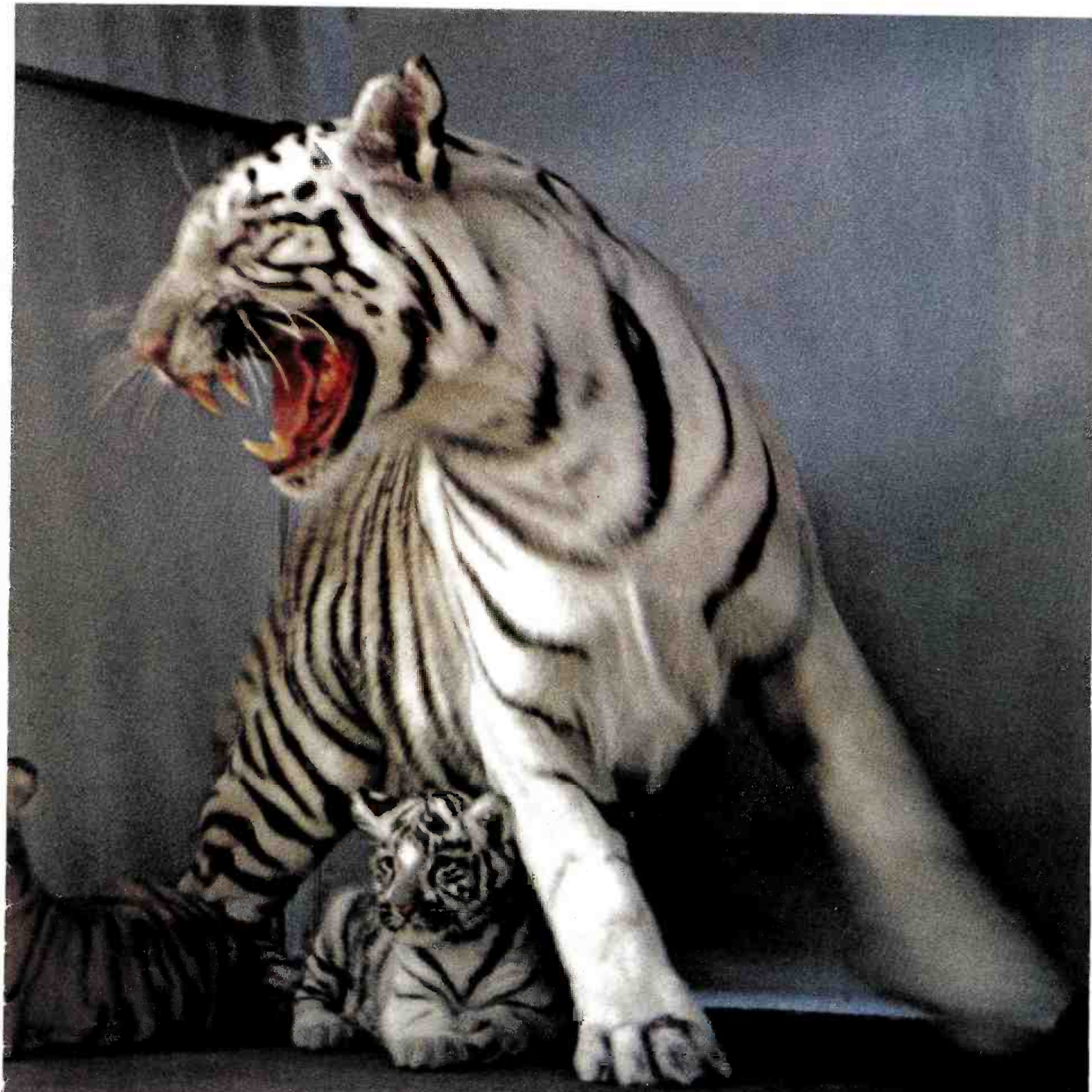
If we stop to think not only of these developments which have occurred in the past five years, but also of their impact on politics, education, world understanding, entertainment, we can realize and appreciate how vitally important a role television plays in our lives and how much further it can still develop.

*Following Mr. Depew's address, there was an informal discussion on what will happen in the next five years. It was agreed that 3-D TV would arrive and that television still has many new frontiers to conquer.*



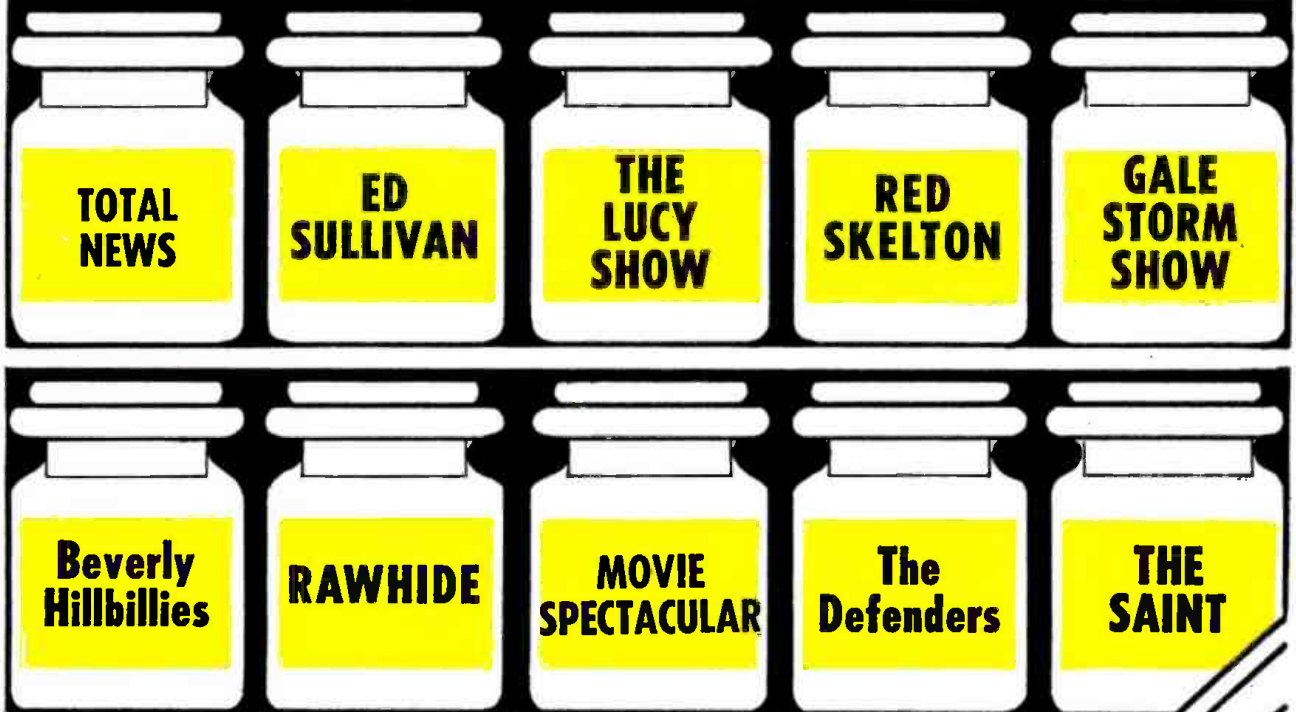
Richard H. Depew, vice president and director of programming at Cunningham & Walsh, is responsible for all radio and television program activity at the agency. He joined C&W in 1957 as a TV account executive, became director of programming in 1961, and was elected vice president in 1962. Mr. Depew joined C&W from ABC where he worked for 10 years in directing and programing; first as a television director and later as assistant to the national program producer.





In December, 1960,  
Metromedia presented Mohini,  
the rare white tigress  
of Rewa, India, to the National  
Zoological Park as a  
gift to the children of America.  
Today, there are two  
white tigers in Washington.

**"Seasoned to Please!"**



**WKRG-TV**

Mobile-Pensacola

Channel 5

Represented by H-R Television, Inc.

or

Call C. P. Persons Jr., General Manager





## Big TV advertisers getting bigger

First quarter figures show big buyers continuing to increase spot and network TV budgets; 8 of 9 in top 100 bought more television in 1963 than in 1962

A progressive increase in television budgets by a large majority of the biggest national advertisers is indicated this year in an analysis of current plans and past buying patterns of the top 100 TV users.

This view is buttressed by a sampling of network, advertiser, agency and advertiser opinion, and, where formed, an examination of plans now underway for the year.

Authorities predict TV gross billing in 1964 should climb to approximately \$1.84 billion, a record total that represents a \$140 million gain in network and spot spending.

And this total may be conservative as it is equivalent to an 8% increase over last year's gross billing estimates of \$1.7 billion compared to a 12.1% rise in 1963 over 1962.

**Constant Pattern** - The pattern in TV advertising on the national level has been one of continually expanding TV

budgets by companies, large and small. An analysis of past spending, as well as of current plans of leading national TV advertisers, indicates a similar flow this year.

Though network and especially spot TV investments for next fall are incomplete, indications are strong that advertisers by a majority of at least 8 to 1, will be enlarging their expenditures in the medium this year. Significant cut-backs will be relatively few, and other reductions generally will be of a minimal nature.

An examination by BROADCASTING of both the top 100 television advertisers in 1963 and for the first quarter of 1964 points up the conclusion that 8 out of 9 advertisers bolstered their 1963 spending over 1962 and that this ratio will be sustained in 1964. Some advertisers registered spectacular gains and others more modest increases (see tables below).

A sampling of advertisers and media authorities indicated that substantial increases for 1964 are expected from such advertisers as Procter & Gamble, General Foods, Chrysler, Gulf Oil, Liggett & Myers, Xerox, Consolidated Cigar, Beech-Nut, Royal Crown Cola, Quaker Oats, Nestle, Miles Laboratories, Coca Cola/bottlers, Shell Oil, Revlon, General Mills and Brown and Williamson. This list by no means includes all such advertisers.

**Few Cut-Backs** - Observers stressed that at this juncture, it is risky to pinpoint the television "reducers." But based on activity in the past two quarters and a knowledge of marketing and competitive factors, advertisers which appear likely on the cut-back list are duPont and U. S. Steel (both big spenders at the New York World's Fair), Studebaker, P. Lorillard, International Latex, Mennen, A. G. Folger, Campbell Soup, General Electric and

### Trend continues upward among top users of TV advertising

These are the most active advertisers on the basis of increased national television spending (network and spot) during the first quarter of 1964 as compared with the first quarter of 1963. All but three of the 16 (indicated by \*) also showed increases in their television advertising in 1963 over the total amount used in 1962 (see second table). Figures were compiled from Television Bureau of Advertising records and show gross time investments in millions of dollars.

	1963	1964	In-crease
General Foods*	\$ 9.3	\$15.4	\$6.1
Procter & Gamble*	29.7	33.7	4.0
Cola-Cola/bottlers*	3.7	6.3	2.6
American Tobacco*	3.7	6.3	2.6
Nestle	1.0	3.4	2.4

Shell Oil*	1.0	3.2	2.2
Gillette*	4.6	6.5	1.9
Philip Morris	4.2	6.1	1.9
Beech-Nut	1.1	2.9	1.8
American Home Prods.*	13.4	15.1	1.7
General Mills*	6.5	8.1	1.6
Liggett & Myers*	4.0	5.4	1.4
Sterling Drug*	4.0	5.2	1.2
R. J. Reynolds*	2.2	3.3	1.1
Royal Crown	1.7	0.7	1.0
Brown & Williamson*	5.0	4.0	1.0

Following are the advertisers showing the most substantial gains in total TV advertising in 1963 over 1962.

	1963	1962	In-crease
Procter & Gamble	\$130.4	\$111.9	\$18.5
Bristol-Myers	51.0	39.5	11.5
General Foods	50.4	41.4	9.0
General Mills	29.4	21.9	7.5
American Home Prods.	51.5	44.5	7.0

Alberto-Culver	30.4	24.5	5.9
American Tobacco	19.6	14.2	5.4
Colgate-Palmolive	51.8	47.3	4.5
Chrysler Corp.	9.7	5.8	3.9
Kellogg	21.0	18.2	2.8
Ralston Purina	12.7	8.9	3.8
Campbell Soup	17.8	14.2	3.6
Gillette	23.7	20.3	3.4
International Latex	9.6	6.3	3.3
Block Drug	11.5	9.2	2.3
Sterling Drug	16.0	12.9	3.1
Liggett & Myers	18.6	15.5	3.1
R. J. Reynolds	30.6	27.5	3.1
Purex Corp.	6.3	3.4	2.9
Shell Oil	8.4	5.5	2.9
Brown & Williamson	16.9	14.1	2.8
William Wrigley	18.0	15.3	2.7
Coca-Cola/bottlers	21.0	18.4	2.6
Pepsi-Cola/bottlers	10.3	7.8	2.5
Miles Labs	19.7	17.2	2.5
Ford Motor/dealers	7.3	5.0	2.3
National Biscuit	14.0	11.8	2.2



# Spot TV billings up 16.5% in 1st quarter

## P&G INCREASES EXPENDITURES BY \$700,000 OVER 1963 PERIOD

Spot television gross time billings for the first quarter this year totaled \$255,943,000, the Television Bureau of Advertising is reporting today (June 29).

The spot TV volume for the quarter represents an increase of 16.5% over 1963, and reflects the reporting from 391 TV stations, according to N. C. Rorabaugh data which TVB releases. On the basis, however, of 330 stations reporting in the same quarter this year and 1963, the increase comes to 16.3%.

TVB noted that Procter & Gamble, which leads the list of the top 100 spot TV advertisers at nearly \$17.7 million, was some \$700,000 above the same period in 1963.

Network TV's gross time billings for the quarter was \$224,110,300, which

represented an increase in gross billing (the total for time and talent for the quarter came to \$307.5 million).

TVB said the increased spot was brightest for the product categories of automotive (up 31% to \$9.7 million), confections and soft drinks (up 42% to \$23.2 million), gasoline and lubricants (increased 46% to \$8.2 million), household paper products (49% rise to \$7.4 million) and transportation and travel (up 32% to \$4.6 million).

First-time appearances in the listing were: American Can Co., \$741,900; Beatrice Foods Co., \$686,800; Clark Oil & Refining Corp., \$538,500; E. J. McAleer & Co., \$619,500, and National Airlines Inc., \$613,800.

Also noted by TVB: Of the first

quarter spot total, \$80.4 million was placed in prime night hours, another \$63.3 million in day periods, \$60.6 million in early evening and \$51.49 million in late night periods. One minute spots in length forms took the greatest proportion of the total (\$169.6 million), 20-seconds (includes 30's) was next at \$49.9 million; 10-second commercials totaled \$16.7 million, and programs, \$19.6 million.

The list of top 100 spot TV advertisers for the quarter:

### TOP 100 SPOT TV ADVERTISERS— FIRST QUARTER 1964 (Source: TVB-Rorabaugh)

1. Procter & Gamble	\$17,699,200
2. General Foods	8,730,800
3. Colgate-Palmolive	8,428,800

## BIG TV ADVERTISERS GETTING BIGGER continued

Aluminum Co. of America.

Two of the more spectacular investors in television in recent years, Bristol-Myers and Alberto-Culver, seem to have reached what some authorities called a "plateau," though each of these advertisers is expected to invest at least several million dollars more in the medium in 1964 than in 1963. Viewed, however, from the perspective of their past TV record, the increases are expected to be modest.

Bristol-Myers, for example, more than doubled its TV spending between 1961 and 1963, going from \$24 million to \$51 million. Similarly Alberto-Culver climbed from \$12.3 million to more than \$30 million in 1963. As one network official commented: "there's a limit to how fast you can expand."

**P&G Gaining** — The king-pin television advertiser, Procter & Gamble, on the other hand, is expected to score an impressive gain in 1964. P&G's gross spending rose from approximately \$106 million in 1961 to \$130.4 million in 1963 and, judged on its present rate of expenditure, conceivably could add \$12-14 million to last year's total.

Despite the FTC action last week on cigarette labeling and advertising (see page 32), agency and media officials felt there would be no depressing effect on cigarette advertising, at least for this year. In fact, the present trend points to an upward climb in TV spending. In the first quarter of 1964, according to figures compiled by the Television Bureau of Advertising, gross time spending

by major cigarette companies jumped by almost \$6 million and this pattern is expected to be continued throughout the year. Lorillard is the only cigarette maker that probably will cut back its budget for the year, while American Tobacco, Philip Morris, Liggett & Myers and R. J. Reynolds appear headed for modest or substantial boosts in TV spending.

In a related development, major cigar manufacturers are expected to make their biggest splurge in TV this year. Consolidated Cigar is expanding its overall budget to approximately \$10 million, of which an estimated \$9 million will be in TV (as compared with \$6 million in TV in 1963). General

Cigar, which spent almost \$4 million last year, is expected to move into the \$6 million TV class in 1964. Bayuk Cigars spent an estimated \$650,000 in spot TV last year and this total probably will be expanded slightly for 1964.

**Chrysler Up** — Chrysler Corp., a prime example of an advertiser on the ascendency, gradually dropped its gross TV spending from \$14.7 million in 1958 to \$5.8 million in 1962 and moved up again to almost \$10 million in 1963. This upward trend will continue this year and Chrysler should move into the \$14-15 million class, paced by its sponsorship of the *Bob Hope Show* on NBC-TV.

Other auto manufacturers' investments in television on a corporate basis should remain about the same as last year, experts forecast, and there may even be a slight reduction from Ford. They were quick to point out that total revenue from the auto classification should rise because of hefty boosts in spending from Ford, General Motors and Chrysler dealer groups, plus a modest increase in TV activity by American Motors.

Advertisers in the gasoline and lubricant classification seem to be moving in the direction of healthy spending in the medium. Gulf Oil is a striking example of an advertiser making a "come-back." In 1963 it was dropped from TVB's listing of the top 100 advertisers when its gross billing dipped to an estimated \$3 million from a high of \$4.2 million in 1962. This year its investment should rise to \$8 million or more with its sponsorship of news specials on NBC-TV and of convention and elec-

### TV viewing up

Hours spent watching television were on the rise during the first quarter of 1964 according to A. C. Nielsen information. For that period, televiewing per TV household averaged six hours per day, comparing to five hours and 58 minutes per day in the first quarter of 1963.

TV viewing in April this year reached a record for the month—five hours and 50 minutes per day—according to Nielsen. The former high for April had been five hours and 36 minutes in 1958.

4. Bristol-Myers	\$6,278,700	37. Kimberly-Clark	\$1,535,800	68. National Dairy Products	\$ 710,400
5. Lever Bros.	5,878,800	38. Anheuser-Busch	1,513,100	69. Seven-Up (bottlers)	701,300
6. William Wrigley	5,631,500	39. P. Lorillard	1,508,200	70. Falstaff Brewing	696,700
7. American Home Products	5,520,100	40. Sterling Drug	1,455,800	71. Beatrice Foods	686,800
8. Coca-Cola (bottlers)	5,273,100	41. International Latex	1,438,700	72. Union Carbide	671,900
9. General Mills	4,518,500	42. Andrew Jergens	1,422,500	73. Quaker Oats	668,200
10. Warner-Lambert	3,535,900	43. Jos. Schlitz Brewing	1,367,700	74. Pure Oil	662,300
11. Alberto-Culver	3,317,500	44. Richardson-Merrell	1,358,200	75. Pillsbury	658,900
12. Continental Baking	2,949,700	45. Peter Paul	1,287,000	76. Helena Rubinstein	636,600
13. Kellogg	2,701,000	46. Pabst Brewing	1,278,900	77. U. S. Borax & Chemical	633,700
14. Ford Motor (dealers)	2,536,700	47. Brown & Williamson	1,206,100	78. Kayser-Roth Hosiery	628,900
15. Campbell Soup	2,512,700	48. Pet Milk	1,176,400	79. General Motors	625,900
16. Corn Products	2,338,100	49. National Biscuit	1,173,800	80. United Fruit Co.	623,800
17. Pepsi-Cola (bottlers)	2,246,000	50. Nestlé	1,132,100	81. P. Ballantine	622,800
18. Beech-Nut Life Savers	2,227,700	51. Canadian Breweries	1,111,000	82. E. J. McAleer & Co.	619,500
19. Shell Oil	2,224,900	52. Simoniz	1,109,700	83. National Airlines	613,800
20. Food Manufacturers	2,164,800	53. Philip Morris	1,057,400	84. Wander	605,900
21. Liggett & Myers	2,079,800	54. Hill Bros. Coffee	1,007,600	85. Maybelline	603,100
22. R. J. Reynolds	2,009,300	55. American Bakeries	988,900	86. Theo. Hamm Brewing	601,100
23. Revlon	1,985,600	56. Merck & Co.	985,400	87. Swift & Co.	583,600
24. Avon Products	1,983,700	57. Carter Products	976,100	88. Frito-Lay	577,700
25. General Motors (dealers)	1,966,100	58. Sears Roebuck	975,300	89. Pearl Brewing	575,900
26. American Tobacco	1,893,800	59. American Oil	965,500	90. Liebmann Breweries	574,400
27. Ralston Purina	1,881,600	60. United Vintners	963,600	91. Phillips Petroleum	570,800
28. Standard Brands	1,747,300	61. Lestoil Products	929,000	92. Welch Grape Juice	567,500
29. Chesebrough-Pond's	1,738,500	62. Noxzema Chemical	911,400	93. General Electric	565,900
30. Royal Crown Cola (bottlers)	1,725,600	63. American Motors (dealers)	882,100	94. Borden	565,300
31. E. & J. Gallo Winery	1,622,900	64. Hoffman LaRoche	841,600	95. Texize Chemicals	565,200
32. Chrysler Corp. (dealers)	1,594,800	65. Eastern Air Lines	830,100	96. Green Giant	564,400
33. Miles Laboratories	1,589,100	66. Gerber Products	813,000	97. Johnson & Johnson	549,500
34. Menley & James	1,587,600	67. American Can	741,900	98. Helene Curtis	543,500
35. Gillette	1,578,100			99. Shulton	540,300
36. Scott Paper	1,552,900			100. Clark Oil & Refining	538,500

tion coverage on that same network this summer and fall.

Shell Oil seems primed for a climb to \$11-\$12 million from its \$8.3 million investment last year. Oil companies that seem certain to expand their use of television this year are American Oil, Clark Oil and Refining Corp., while other companies are expected to continue at 1963 levels or increase slightly.

**Diet Beverage Campaigns** - Soft-drink companies are headed for bullish spending, spurred, in part, by the introduction of numerous diet beverages. Coca-Cola and its bottler and Royal Crown and its bottlers particularly intend to step up their television purchases substantially this year, while Pepsi-Cola and Seven Up are expected to implement increases on a more modest basis.

The listings do not cover many companies which spot and network TV specialists feel reasonably certain are preparing to place more money into the medium in 1964.

The consensus was that some airlines, including National Airlines and Eastern, will beef up their spot TV spending. Other classifications primed for expansion are cosmetics and toiletries and food companies.

A BROADCASTING analysis of the top 100 television advertisers in both 1963 and 1962, based on TVB gross time billing figures, shows that 89 companies expanded their spending in 1963 over 1962 while 11 cut back on their expenditures. This ratio of approximately 8 to 1 continued through the first quarter of 1964 as compared with the first

quarter of 1963.

**P&G the Leader** - In terms of added dollars invested, Procter & Gamble led both the annual and quarterly lists. Its gross billing of \$130.4 million in 1963 was \$18.5 million more than P & G spent in TV in 1962. In the first quarter of 1964, P & G allocated \$33.7 million, a gain of \$4 million over the comparable quarter last year.

Among the top gainers, 1963 versus 1962, were Bristol-Myers, General Foods, General Mills, American Home Products, Alberto-Culver, American Tobacco, Colgate - Palmolive, Chrysler,

Kellogg and Ralston Purina.

Using first quarter performances as a criterion, the more striking increases in TV spending, outside of P & G, came from General Foods, Coca Cola/bottlers, General Mills, Beech-Nut, Shell Oil, Liggett & Myers, R. J. Reynolds, American Tobacco, Royal Crown/bottlers, Gillette Co., Sterling Drug, Brown & Williamson, Nestle and Philip Morris.

Of the 16 advertisers with an increase in television advertising of more than \$1 million during the first quarter this year all but three had shown substantial increases in 1963 over 1962.

## Quick estimator for spot TV buyers

A booklet that is designed to assist advertisers in planning individual market, regional and national spot-TV campaigns by providing coverage levels and quick estimation of costs was distributed last week by CBS Television National Sales to approximately 1,000 advertisers and to agencies throughout the country.

The first section of the booklet, titled "Spot Television Planning Guide," supplies cost and coverage data for individual markets arranged so that totals for the top 10, top 20, top 30 and through the top 216 markets are available.

The second section of the guide gives information on cost and coverage levels for a TV campaign in an entire Nielsen test area, or in an

individual market or groups of markets. It develops data for 27 Nielsen test areas throughout the country.

The guide devotes a third section to cost and coverage levels for TV campaigns on the basis of Nielsen territory sections. It supplies data on the New England, Metropolitan New York, Middle Atlantic, East Central, Metropolitan Chicago, West Central, Southeast, Southwest and Pacific Nielsen territories.

The guide supplies for each market the number of credited TV homes in the total viewing area and dominant viewing area and costs for typical commercial units, such as daytime minutes, prime time 20-second announcements and minutes in fringe and late evening time.

# Ranks form on tobacco rule

FTC 'death' warning on cigarettes will probably face drawn out court battle; tobacco men say Congress is only body that can resolve matter

Advertising by cigarette manufacturers, which brought broadcasting more than \$150 million in 1963 and which is continuing its climb in the first quarter of 1964 (see page 29), may well remain unaffected for three or four years, notwithstanding the shock administered last week by the Federal Trade Commission.

The FTC ordered a skull-and-bones label on all cigarette packs and in all cigarette advertising last Wednesday (June 24) by issuing a regulation to require that the public be informed that smoking is a health hazard and may cause death from cancer or other diseases. The labeling section is effective Jan. 1, 1965; the advertising section, July 1, 1965.

The consensus that it may be a number of years before the FTC regulations become effective, if at all, was sounded on all sides. FTC Chairman Paul Rand Dixon agreed that the ruling is going to be challenged in court and that the litigation up to and including the U. S. Supreme Court may well run three or four years. Several bills already have been introduced in Congress to force a delay.

At the same time, Mr. Dixon acknowledged that if the regulation is put into effect, 10-second spots for cigarettes may be dropped by advertisers.

Warning regulations always cause difficulties, he said.

Advertising agency people in New York and Chicago were loathe to make any predictions as to what effect the regulation would have on broadcast advertising.

The issue now, one agency executive said, is "above our level." Another said: "It's now a situation for the government, the tobacco industry and the economy."

Tobacco spokesmen in New York expressed surprise at the timing of the FTC announcement, and at its "severity."

**Fight, Fight** ■ The determination of the cigarette manufacturers to challenge the FTC's authority to issue the regulation was publicly made by Bowman Gray, chairman of R. J. Reynolds Tobacco Co., who testified for the cigarette manufacturers before the House Commerce Committee last Thursday (June 25). He stated:

"... our attorneys have advised us that the [Federal Trade] commission does not have the authority to issue this trade regulation rule."

The matter, Mr. Gray said, "should be resolved by Congress and not by a federal agency."

Mr. Gray was the first and only tobacco industry witness at last week's Hill hearings being conducted by Representative Oren Harris (D-Ark.).



Central figure in last week's House hearing on smoking and health was Paul Rand Dixon, chairman of the Federal Trade Commission, whose FTC unanimously endorsed a rule that cigarette advertising contain warnings that smoking may be dangerous to health.

Other witnesses were advocates of controls and labeling (see page 34).

**Video Villain** ■ If there's any villain, other than the cigarette itself, in the FTC's 153-page report, it's TV.

In its review of the power of cigarette advertising and the impact of such advertising on young people, television is cited more frequently than any other medium.

Total cigarette advertising, the report shows, went up from \$84.8 million in 1950 to \$236.4 million in 1960. In 1963, the report goes on, the six leading cigarette manufacturers spent approximately \$89.3 million for net-

work television advertising.

One program, *Beverly Hillbillies*, had an audience in the 18 years and older group of 30.9 million, and an audience of children 2 to 12 equal to 12.6 million, or "about 28.8% of the children in the United States of that age group."

In another section, the report points to the audience on two networks between 9 and 10 p.m. on Wednesdays: "... both CBS and the ABC networks carry programs sponsored in whole or in part by cigarette manufacturers ... the combined audience during this time period includes an estimated 45.8 million persons 18 years of age and older, 7.9 million persons between 13 and 17 years of age, and 11.4 million children between 2 and 12. This equals approximately 38% of the United States population of age 18 and over, 46% of the population of ages 13 to 17, and 26% of the population of ages 2 to 12."

Also, the "bulk" of the evening programs sponsored wholly or in part by cigarette makers, the report says, are scheduled for broadcast before 9 p.m.

"There is no way to prevent persons under 21 or 18 years of age from being exposed to advertising, in any media," the report says.

**Warning Label** ■ Although few believe it's going to follow this timetable, the FTC ordered cigarette manufacturers to label their cigarette packs, including cartons, and to include in their advertising the warning that "cigarette smoking is dangerous to health and may cause death from cancer and other diseases."

The order goes on to explain that failing to include this warning is an unfair or deceptive act or practice within the meaning of Section 5 of the Federal Trade Commission Act.

At the same time, the FTC implied it might rescind or modify the advertising section of the order if the industry shows that self-regulation is successful along these same lines.

Technically, the FTC's open-ending took this form:

"... the commission will entertain an application filed prior to May 1, 1965, by any interested party to postpone the effective date or otherwise suspend, modify or abrogate the provisions of the rule as to advertising



INDIANAPOLIS is the 28th U. S. Metro Area

NEW ORLEANS is the 27th

DENVER is the 26th

MIAMI is the 25th

ATLANTA is the 24th

**but WHO Radio  
gives you America's  
23rd RADIO MARKET!**

That's right. The cities listed above are 24th through 28th, among all U.S. Metro Areas\*— *but radio stations in only 22 U.S. markets give you a larger audience than does WHO Radio, Des Moines.*

WHO Radio covers a 117-county area in which there are 850,000 housewives . . . gives you weekly

circulation in 42% of *all* these homes in 117 counties in and adjacent to Iowa. That's 354,050 homes weekly. Our *daily* circulation gives you 239,000 homes!\*\*

In other words, WHO Radio belongs on every radio list of "the top 25 markets" in America. *Ask PGW for ALL the facts!*

\*SRDS, April 15, 1964 \*\*NCS, '61

**WHO** RADIO

**for Iowa PLUS!**

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



Peters, Griffin, Woodward, Inc., National Representatives

upon a showing of such change in circumstances as to justify such requested action in the public interest."

The FTC's report was unanimous, except that one of the four sitting commissioners, A. Everette MacIntyre, objected to the trade commission prescribing the wording to be included on labels and in advertising. He would have required cigarette makers to disclose "an appropriate warning to the effect that cigarette smoking is a health hazard of the nature and to the extent found in the Surgeon General's Advisory Committee Report. . . ."

Mr. MacIntyre also would have made the effective date for full compliance July 1, 1965 in all respects.

Chairman Dixon said that cigarette makers did not have to follow the exact wording of the FTC rule. He acknowledged, however, that he knew of no adequate substitute for the words used in the agency order.

**Self-Regulation Chance** ■ The FTC also said it had dropped some sections of its proposed regulations to give the tobacco industry time to correct alleged abuses through its own voluntary cigarette advertising code.

The industry has named former New Jersey Governor Robert B. Meyner to administer its code. The code, issued last April, would prohibit appeals to people under 21 years of age and medical claims that cannot be substantiated. It would also ban attempts to "glamorize" smoking—impressions that smoking is essential to "social prominence, distinction, success or sexual attraction" (BROADCASTING, May 4).

Last week, the Justice Department told the nine cigarette manufacturers sponsoring the code that it would not prosecute the group for antitrust violation. It warned, however, that it could give no permanent clearance until both the FTC and the Congress had decided what standards are appropriate and whether they should be enforced by public agencies or by private action.

The letter was from William H. Orrick Jr., antitrust chief of the Justice Department, to Paul A. Porter, attorney for the tobacco companies.

Mr. Porter said that he considered this sufficient clearance for the code to be put into effect. When the code was announced, it was said it would go into effect after an administrator was chosen and after clearance was received from the government that the tobacco companies would not be prosecuted for antitrust violation.

At week's end, however, no official word could be secured from Mr. Meyner or any tobacco spokesman on just when the code would begin to operate.

**Up to Code** ■ In its original proposal last January, the FTC had also proposed to bar advertising which said or

implied that cigarette smoking (1) promotes good health or physical well-being or is not a hazard to health, (2) is less a hazard to health than other brands—unless the advertiser can substantiate this claim. It also proposed to require uniform and reliable testing

procedures for verifying claims on the quantity of tars and nicotine in a brand.

These provisions were not incorporated in last week's FTC rules. The trade commission said that it would be held in abeyance until it could see how the cigarette code worked out.

## FTC's rule opens flood of comment

### Tobacco men show much concern over rule's possible effect on state, local governments

The tobacco industry went to Capitol Hill last week to fight threats of a tough government smoking control program and found the threats had become reality.

A House Commerce Committee hearing on the smoking and health issue exploded like a trick cigar Wednesday

(June 24) when Federal Trade Commission Chairman Paul Rand Dixon announced that the FTC had adopted a ruling requiring cigarette advertising and labels to warn of health hazards (see page 32).

Bowman Gray, R. J. Reynolds Tobacco Co. board chairman and spokesman for domestic cigarette manufacturers, said the FTC action "is wholly inappropriate" and would be fought in the courts if necessary.

The cigarette manufacturers have set up their own advertising tobacco code (BROADCASTING, May 4), he said, and the industry should be given an opportunity to demonstrate its effectiveness.

Congressmen representing tobacco producing areas quickly denounced the rule and introduced retaliatory legislation, including a bill that would give congressional committees veto power over actions of federal agencies.

**Plans Revised** ■ The hearing, which had been scheduled to run through and end last Friday, was cut short on Thursday and sessions were set for today (Monday) and Thursday (July 2). Witnesses yet to be heard include George V. Allen, president of the Tobacco Institute, physicians, medical statisticians, representatives of health organizations and the general public.

Last week Dr. Luther L. Terry, U. S. surgeon general, outlined broad plans for a government role in the smoking controversy, but unlike Chairman Dixon, Dr. Terry indicated he wanted to know the wishes of Congress before acting. He said the Food and Drug Administration, which, like his office is under the secretary of the Department of Health, Education and Welfare, should exercise controls over labeling.

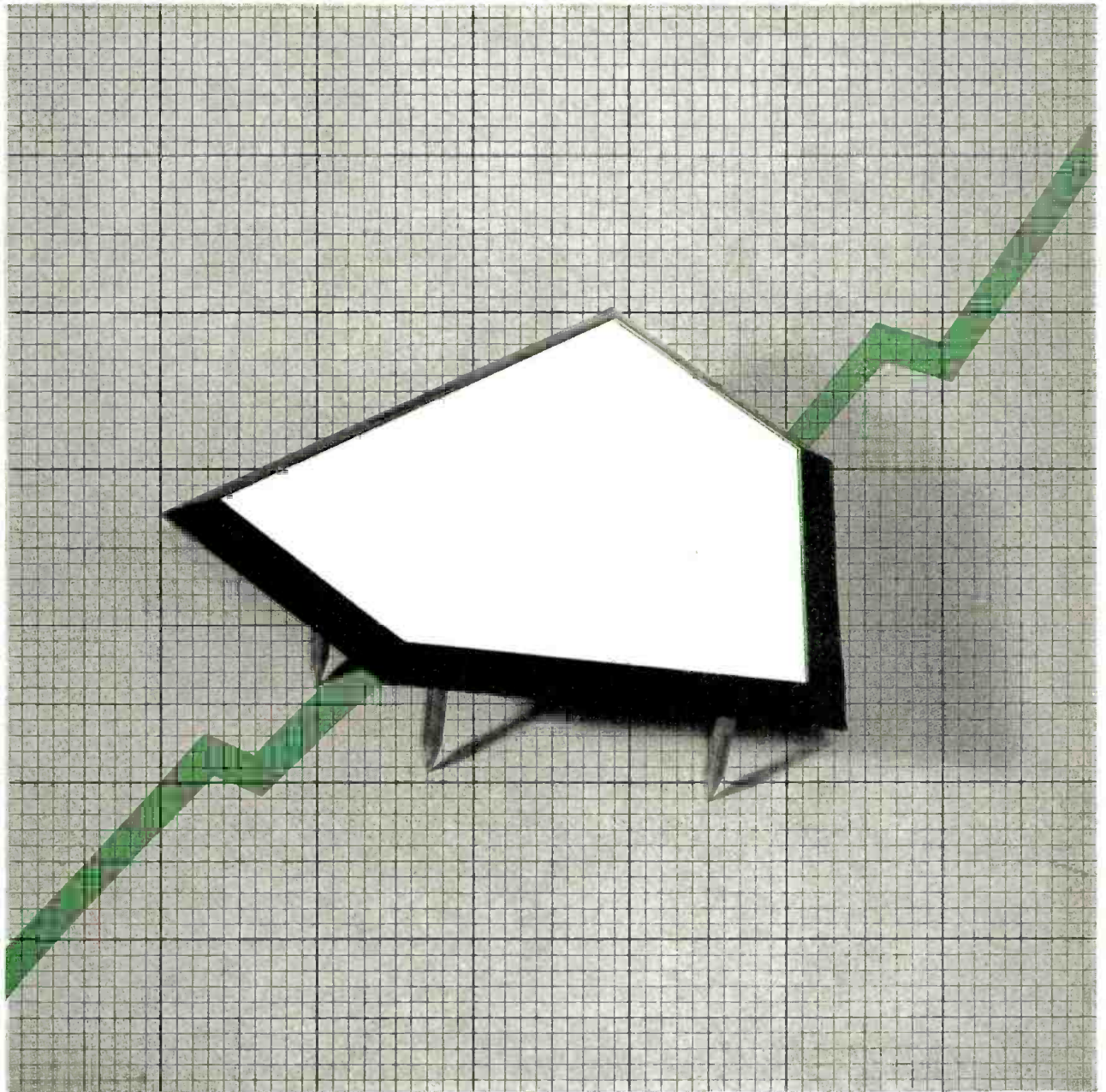
The FTC claimed authority for both advertising and labeling, as its rule asserts.

The committee, showing little en-



Representative Paul A. Fino (R-N. Y.), advocate of health warnings on cigarettes, displays two packages that have labels prepared by the Roswell Park Memorial Institute in Buffalo, a leader in cancer research. The labels say, "WARNING! Excessive use is dangerous to health."





## Firstest with the mostest

Atlanta's retail sales jumped 23.2 percent for the past two calendar years, by far the highest gain among the top 25 markets.\* People with something to sell can't overlook booming Atlanta. And they can't overlook the best selling medium in town, WSB Radio. It's the firstest medium to reach the nation's mostest market. Run there for results now. It's like stealing home.

\*SM Survey of Buying Power 1/1/62-1/1/64.

**WSB** RADIO/ATLANTA

NBC affiliate. Represented by Edward Petry & Co., Inc.



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.



# The Girl From MGM-TV Has A Message For You



\*ARB Coincidental  
 WGAN-TV, Portland, Me.  
 Tues., 7-7:30 pm, June 2



thusiasm for any of the dozen or so bills it has under consideration, could be forced into action by the FTC rule—and soon. Many members asserted that federal activity in the smoking and health field requires congressional guidance first, but failure of the committee to devise some immediate policy could have the effect of endorsing the FTC rule.

Chairman Dixon indicated this when he commented that inasmuch as the FTC is “a creature of Congress,” it was merely enforcing the law as Congress had written it, and the FTC could not change course without passage—by both the House and Senate—of a policy-setting resolution or bill.

What disturbed tobacco spokesman, aside from their claims that the requirement for advertising warnings might force the end of their advertising programs, was that the FTC rule would not prevent state and local governments from setting up their own regulations. Representative Oren Harris (D-Ark.), committee chairman, said in announcing the hearing that one of the major questions to be explored was whether Congress should pre-empt action by other jurisdictions (BROADCASTING, June 8). The tobacco industry wants pre-emption, and as Mr. Gray said, conflicting laws and regulations “would be intolerable.”

**Omission** ■ Chairman Dixon explained that while the FTC took no official notice of the tobacco code, the cigarette manufacturers’ effort at self-regulation (see page 32), the trade commission’s rule purposely omitted references to two points covered by the code—deceptive advertising and unfounded health claims.

If the tobacco code authority were willing to incorporate provisions for health warnings, Chairman Dixon said, the FTC could probably be persuaded to alter its rule.

“I’m hopeful rules won’t be necessary,” he added, and that the tobacco industry “does what it says it’s going to do.”

Asked to explain what “changes in circumstance” would be necessary for the FTC to postpone its rule further than Jan. 1, 1965, for labeling and July 1, 1965, for advertising, the FTC chairman said that “how much an educational program is mounted to inform the public” on the smoking and health problem, whether by the government or the tobacco industry itself, would bear on this.

Representative Lionel Van Deerlin (D-Calif.) former newscaster in the San Diego area he now represents in the House, asked whether the rule’s requirement that advertising include health warnings wouldn’t eliminate 10-second spots as vehicles for cigarette ads.



Bowman Gray

Speaks for the tobacco industry

Chairman Dixon agreed this was likely and said ad warnings always cause “considerable difficulties.”

Sharp criticisms of the FTC rule were expressed in the committee’s questioning and in legislative proposals to counter it.

Representative M. G. Synder (R-Ky.) introduced HR 11741 to authorize congressional committees to review administrative actions of executive agencies before they become law and to give the congressional panels veto power over them. The bill, although a redraft of similar bills offered in other years, is written so that if passed it could affect the FTC rule.

Representative Paul A. Fino (R-N.Y.), author of legislation to require labels to carry health warnings and amounts of tar and nicotine content, said action was needed because it is “inevitable” that people will smoke. “At least we can constantly remind people of the dangers inherent in smoking and provide them with means of judging which [cigarettes] are least harmful to health.”

Senator Maurine B. Neuberger (D-Ore.), a long-time supporter of smoking controls, urged restrictions on advertising. She said it would not be possible to convince children of smoking dangers “so long as advertisements are free of warning.”

Representative Horace C. Korengay (D-N.C.), a committee member, quizzed government witnesses closely to uncover weaknesses in their positions. He echoed the concern of Representative Harris that the FTC rule would require firms, for the first time, to do



## LOOK WHO'S JOINING ANDY WILLIAMS

It's Alfred Hitchcock—returning to NBC for the new haunting season. As usual, his millions of fans won't stand a ghost of a chance guessing the shows' surprise endings—and that's just how they like it. For Hitchcock is the master of the unexpected; indeed, the only predictable things about his full-hour dramas are their high quality — and their strong audience-appeal.

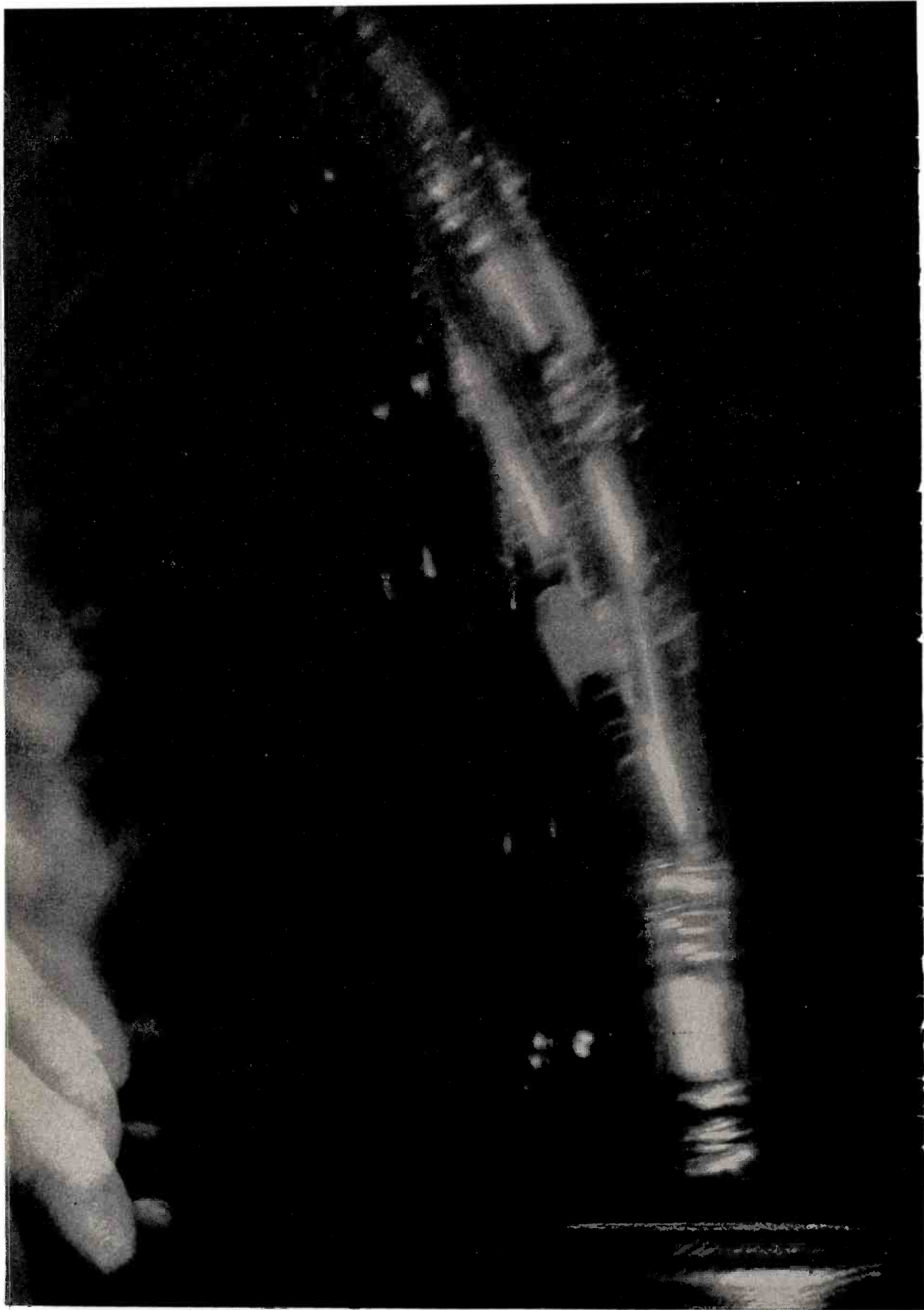
This year Hitchcock follows *The Andy Williams Show*. So, after Andy's hour of free-and-easy songs, Hitch will be tensing things up for the people—a chilling climax to NBC-TV's Monday night lineup: *Ninety Bristol Court* (7:30); *The Andy Williams Show* (9:00); and *The Alfred Hitchcock Hour* (10:00).

Monday is just one of the reasons NBC's fall schedule looks so good. (The other reasons are Sunday, Tuesday, Wednesday,



Thursday, Friday, and Saturday.) No wonder our '64-'65 sales are ahead of previous seasons. No wonder that on NBC every single prime-time program—new or returning—has attracted important sponsorship.

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





# Role Call!

The important role that television stations play in community affairs will be documented in the fourth annual, "The Many Worlds of Local TV," to be published in the August TELEVISION.

Personal copies of TELEVISION will be received by every member of the FCC, U.S. Senate, House of Representatives, state governors and communications officials. When the roll is called, make sure you've told your story.

DEADLINE FOR ADVERTISING RESERVATIONS: JULY 17TH

## TELEVISION

444 Madison Avenue, New York 10022

something rather than desist from some action.

**AFA position** - Mark F. Cooper, president and general manager of the Advertising Federation of America, wrote the committee favoring the tobacco code, noting that government regulation should be "a last resort" and saying actions such as the FTC rule would infringe on "the advertiser's right under the First Amendment of the Constitution . . ." Mr. Cooper urged the committee to exclude legislation requiring warnings in advertising and to defer action until the code could demonstrate its effectiveness.

Senator A. Willis Robertson (D-Va.) said the FTC deliberately ignored the tobacco code.

Another bill, introduced by Representative Roy A. Taylor (D-N.C.), would delay the effective date of the rule until Jan. 1, 1968, and would in fact bar any FTC rule on labeling before then.

## AFA starts its Harvard seminar

John J. O'Mara, vice president-western division of the Television Bureau of Advertising, and William G. Walters, vice president-sales manager, are among 55 advertising executives enrolled at Harvard Business School this week for the start of the Advertising Federation of America's sixth annual seminar in marketing management and advertising. The seminar, which will use the "case method" of study made popular by Harvard, runs from June 28 to July 10.

Also appearing on the AFA advance registration list: Fred W. Dickson, vice president-advertising manager, Coca-Cola Co., Atlanta; William W. Carty, advertising manager (plastics) and John S. Swajeski, manager of advertising and sales promotion (automotive specialists), both with E. I. duPont de Nemours Co., Wilmington, Del.; Richard Bennett, senior advertising specialist of Humble Oil & Refining Co., Houston; H. Copland Robinson, advertising manager of Liggett & Myers Tobacco Co.; and several executives from advertising agencies that include McCann-Erickson; Needham, Louis & Brorby; J. Walter Thompson Co.; Young & Rubicam; The Aitkin-Kynett Co.; Leo Burnett Co.; Campbell-Ewald, and Campbell-Mithun.

Also represented on the list are advertising executives of Allied Chemical Corp. (Robert K. White, assistant director of advertising); American Oil Co. (Winford C. Peterson, assistant advertising manager); General Mills (Frank C. Blodgett, marketing manager); and Scott Paper Co. (Burt B. Roens, advertising-merchandising).



John V. B. Sullivan, vice president and general manager, WNEW, presents gold record symbolic of Barney's radio commercials to Barney Pressman, president of the men's store. Looking on (l-r): Fred

Pressman, executive vice president and advertising manager of Barney's; Mr. Sullivan; Mr. Pressman, and Emil Mogul, chairman of the board of Mogul, Williams and Saylor, Barney's agency.

## WNEW gives Barney 30-year tribute

In tribute to more than 30 years of continuous advertising by Barney's Men's Store on WNEW New York, the station last week honored Barney Pressman, the store's president and founder, at a testimonial luncheon.

Emil Mogul, president of Mogul, Williams & Saylor, which has been the store's agency for more than 30 years, said Barney's advertising on WNEW over the past three decades was halted only when station policy

dictated an absence of commercials (Christmas or days of mourning). Mr. Mogul credited radio with being the single most important factor in building Barney's "from a small shop to the world's largest men's and boys' clothing store." He estimated that Barney's has invested more than \$12 million in local radio in New York over the past 30 years and referred to WNEW as "the mainstay" of the advertising effort.

## Value of radio not restricted to daytime

The value of advertising on radio between sundown and sunrise is pointed up in a newly released presentation by Edward Petry & Co.

Titled "It happens when the sun goes down," the presentation stresses that at sundown, 1,500 of America's 4,000-plus stations go off the air and at midnight, all but approximately 300 stations shut down operations. To indicate the extent of radio listening at night, the Petry study cites A. C. Nielsen findings which show that from 6 p.m. to midnight, 50.1% of U. S. homes listen to radio a weekly average of 4 hours, 11 minutes per home and from midnight to 6 a.m., 16% of U. S. homes listen to radio a weekly average of 4 hours, 44 minutes per home.

A supplement to the presentation

contains a list of all clear channel stations in the U. S. plus basic information on power, frequency and directional patterns of every 24-hour radio station in the top 100 markets.

## Scranton buys half-hour program on CBS-TV

Governor William Scranton of Pennsylvania was to take his case to the people last night (Sunday, 9:30-10 p.m. EDT) on CBS-TV in a nationwide broadcast in his campaign to win the Republican presidential nomination.

Gann Advertising Agency, Scranton, Pa., the agency for the "Scranton for President Committee," bought the half-hour segment for about \$80,000.

Most of the program was pre-taped at the governor's home and edited to meet time requirements.

KOIN Radio

in

Portland, Oregon

---

Proudly announces  
the appointment of

HENRY I. CHRISTAL

COMPANY

as its

NATIONAL SALES

REPRESENTATIVE

Effective July 1, 1964

---

(Portland's CBS Affiliate)



# Most don't object to liquor spots

Schwerin study in New York finds 'permissive, tolerant' attitude of adults to liquor advertising after 10 p.m.

The Schwerin Research Corp. last week added a reflective voice to the talk about hard liquor advertising availabilities at WQXR New York. The research firm released results of a study which indicates that two-thirds of the adults in the New York area would not object to liquor commercials after 10 p.m.

The Schwerin study also showed that men are more willing than women to listen to hard-liquor commercials, while parents of children under the age of 15 have no "special apprehension" over the prospect of such advertising. The study revealed, however, that the majority of all respondents was less willing to accept hard liquor on broadcasting media than in print.

Schwerin's conclusion from its study: "While the results of our survey do not constitute a mandate to flood TV and radio with booze advertising, they do point to a fairly permissive and tolerant consensus in favor of allowing radio the same privileges enjoyed by the print media."

The study, involving 972 respondents, was carried out at Schwerin's expense. John V. Roberts, the firm's vice president, said Schwerin was "just curious" about public reaction to WQXR's announcement last March that McKesson & Robbins and Schenley Industries would present hard liquor commercials during sponsored half-hour programs after 10:30 p.m. (BROADCASTING, March 23, 30). Word of the planned sponsorships stirred up a widespread dispute, and both advertisers eventually modified their copy lines, avoiding actual mention of hard liquor.

**M&R Drops, Schenley Stays** ■ The already diluted controversy appeared to lose more of its kick last week when McKesson & Robbins, through Kenyon & Eckhardt, New York, announced it would not renew its 13-week schedule. The M & R commercials, for Galliano liqueur and some wines, were to be discontinued after the schedule's expiration Saturday (June 27).

WQXR also said that Schenley, through Norman, Kraig & Kummel, has renewed its 13-week schedule, which features public service announcements. The Schenley commercials, presented six nights a week between 11:30 p.m. and midnight, mention the firm's name but avoid any product identification. The renewed schedule, to start July 20, reportedly will maintain this approach.

The station said it will continue to

make late evening time available for hard liquor advertising, but it did not expect new accounts of this nature in the immediate future.

## Helffrich finds there are many bad apples

Stockton Helffrich, manager of the New York code office of the National Association of Broadcasters' Code Authority, last week told food and drug officials some unvarnished facts about advertising.

Most false and deceptive advertisements, Mr. Helffrich said, is excused on the ground that the bad practices of the few smear the good practices of the many. Not so, he said:

"In my more frustrated moments, I wonder whether one could not as readily presume an opposite argument: The grey area practices of the majority of advertisers blur the sunny virtues of a minority elite. The fact is that too substantial a number of advertisers who stretch the boundaries of truthfulness simply never get caught. Many never get caught because they are highly skilled at being a shade less than truthful. . . ."

He went on:

"Experience in my office reveals a steady flow of copy which borders on the ridiculous and which common sense viewers cannot identify with or believe in. . . ." This is bad for advertising, Mr. Helffrich said, because it builds consumer resentment "damaging to advertisers and media alike."

In his talk to the annual conference of the Association of Food and Drug Officials of the United States in Denver last Thursday (June 25), Mr. Helffrich suggested: (1) more demonstrations are going to have to reveal the actual effectiveness of the product in use, not theoretically or by puffery; (2) all testimonials must reflect "objective realities," not unusual advocates; (3) selling must be on the merits of the product, not by disparaging competition; (4) surveys and clinical data must be adequate in size of the sample, the necessary controls, the design and the significance of the tests.

And above all, Mr. Helffrich stated, advertisers must make available to media before an advertising campaign is launched, "bona fide substantiating material."

## Spot radio for Dodge

Following up a heavy radio spot drive in May in 60 markets, Dodge currently is sponsoring an extensive radio campaign on over 1,300 radio stations through July 12 to help build traffic for the automobile's 2,700 dealers.

Special emphasis of the drive is the July 4 weekend, according to A. C. Thomson, Dodge car advertising manager. BBDO, Detroit, is the agency.

"This is the broadest radio station reach we have ever undertaken," Mr. Thomson said, "and it's aimed at covering the sales markets of virtually every one of our dealers." He reported that the May radio campaign "gained impressive and favorable dealer reaction."

## Commerce Dept. against Rogers bill

Representative Walter Rogers's (D-Tex.) House-passed bill to block FCC restriction on commercials, which has been languishing in the Senate since February, has sustained a fresh blow.

The Department of Commerce has recommended that the bill, HR 8316, not be enacted.

In a broad review of the contributions of broadcast advertising to business and the public, the department said "some control of excesses in advertising over the public airwaves is essential if the value of this advertising is not to deteriorate."

The FCC "should develop a strong factual background, which is apparently lacking, as a basis for any requirements" for commercial limitations, the department said.

Noting that the commission "is not actively pressing for uniform standards at the present," the department said the FCC "should be free to study the matter and determine the most reasonable means of bringing restraint which may be needed in broadcast advertising practices."

Precipitous action on the bill "is likely to discourage constructive exploratory activities" by the FCC or broadcasters and, the department continued, broadcasting and the public would be hurt "in the long run."

The bill was passed by the House and sent to the Senate early this year (BROADCASTING, March 2).

THE OFFICERS OF  
**MUZAK**<sup>®</sup>  
TAKE GREAT PRIDE IN ANNOUNCING  
THE 1963 WINNER OF THE  
**ANNUAL GOLDEN EAR AWARD**

*Mr. Eldon Campbell*


In recognition of his outstanding contributions to the business and civic communities of which he is a citizen, Mr. Eldon Campbell is awarded the Muzak Golden Ear Award for 1963. Currently President of the Central Indiana Better Business Bureau and First Vice President of the Central Indiana Boy Scout Council, Mr. Campbell is a member of the Board of the "500" Festival Associates, Inc., member of the Community Service Council Board, member of the Advisory Board of the Girl Scouts of Indianapolis and member of the Indianapolis Chamber of Commerce. Mr. Campbell is also a member of the Board of Directors of the Association for Professional Broadcasting Education. Presently Vice President and General Manager of the WFBM stations in Indianapolis, in 1962 Mr. Campbell was awarded a Doctor of Humane Letters degree from Christian Theological Seminary, Butler University. Last year, Mr. Campbell received the Isadore Feibleman Award on behalf of B'nai B'rith as Indiana's Man of the Year. He was selected for this honor in recognition of his life-long dedication to civic welfare and public service.



JUDGES: **RALPH T. REED**, *Chairman of the Executive Committee of American Express Co.*  
**JACK WRATHER**, *Chairman of the Board of Wrather Corporation*  
**CHARLES COWLEY**, *President of Muzak*

THE GOLDEN EAR AWARD is an annual award established by MUZAK to honor the franchiser whose achievements in National, State or Community affairs mark him as the outstanding citizen of the year in the MUZAK family....In making this award, MUZAK seeks to encourage and honor individual excellence, pre-eminence and leadership in church, fraternal or social work: philanthropy, government, business, or other meritorious human endeavor.

**MUZAK**<sup>®</sup>

*A Division of Wrather Corporation* 

229 PARK AVENUE SOUTH, NEW YORK, N.Y. 10003

MUZAK—Reg. U. S. Pat. Off.

## Taft sets its own study of commercials

Taft Broadcasting Co. is taking its code responsibilities seriously. Even before the National Association of Broadcasters Code Authority has established plans on its study of commercials and the public's reactions to them, Taft Broadcasting announced it will institute its own research on the public's response to various commercial placement patterns.

"The questions to which we hope to get some answers," Lawrence Rogers II, president of Taft Broadcasting, said, last week, "have been the subject of debate involving every group association with television . . . But nowhere that we know of has valid research been conducted among the audience—the people every viewpoint is attempting to serve."

Taft proposes to begin its tests using feature motion pictures in prime time this fall. Although it has not yet formulated specific plans, it intends to establish a panel of viewers who will be interviewed before and after the various commercial placements for "irritation" factors. The TV Code Review Board last March authorized the code authority to make such a study.

Also announced last week by Don Chapin, sales vice president of Taft, was a statement on the acceptance of piggyback commercials.

Where an advertiser orders a piggyback commercial in a fixed position, Taft will charge a 200% premium of the card rate, Mr. Chapin said. He explained that in such cases the piggyback may force Taft to pre-empt a single commercial in order to maintain compliance with the code's requirement that no more than three commercials may be run consecutively.

Piggybacks, according to a TV code amendment, must be counted as two commercials, unless they are produced so that they are integrated in product or in format.

## Bruskin surveys radio audience attitudes

A study conducted by R. H. Bruskin Associates, New Brunswick, N. J., reveals that 70.7% of radio listeners consider themselves "active" listeners as opposed to passive audience.

The research firm's report, commissioned by CBS Radio, was specifically directed at comparative audience attitudes toward spoken and jingle-type commercials. Conducted by personal interview among 2,500 adults, the study found jingles to be "slight favorites"

## Doesn't anyone want to sponsor a TV fight?

Advertising interest in boxing, even big-time boxing, is dead. So says John Vrba, president, The Fourth Network which puts together TV hookups for special events. Mr. Vrba had secured U.S. and Canadian television rights for the July 5 fight between Floyd Patterson and Eddie Machen in Stockholm. With the time differential, he felt he could tape the fight, fly the tapes to New York and get them on the air there by 10 that evening. July 5 is a Sunday, so there would be no evening papers with the fight details and there is no U. S. radio coverage. Therefore, he figured, he had an attractive package for advertisers.

"We calculated the fight would go 12 rounds, giving us more than an hour on the air," Mr. Vrba said Thursday (June 25). "And we had a good backup fight ready to go on if for some reason the main event ran short. So we guaranteed 10 min-

utes of commercial time, at \$25,000 a minute, which seems reasonable for a top sports event like this. The films of the Liston-Clay fight, broadcast on ABC-TV on a Saturday afternoon weeks—no, months—after the fight itself, got a rating of 13.7 in a 30-city Nielsen. So, figuring really conservatively, we guessed we would get a 16 rating with our same-day Sunday evening fight.

"But we were wrong. Razor blades, shave creams, cigars, cigarettes, pipe tobacco, automobiles, tires, gasoline, beer—name any product used by men and we tried to interest the company that makes it in putting their commercial on the Patterson-Machen fight TV broadcast. Not one signed up. Schick, which sponsored the radio broadcast of the Liston-Clay fight, didn't even return my phone calls. There's no more advertising interest in boxing, not even in a big bout like this one."

over straight commercials. Women were more partial to jingles and men found spoken commercials more effective.

Of the sample, 2.5% reported themselves as nonlisteners, and 26.8% said they used radio as a "background" medium.

## Business briefly . . .

**Parker Pen Co.**, Janesville, Wis., has bought participations on four NBC-TV programs, starting this fall: *The Andy Williams Show*, *Mr. Novak*, *The Virginian* and *International Showtime*. Agency: Leo Burnett Co., Chicago.

**Yamaha International**, through Hixson & Jorgensen, Los Angeles, has started a 5-week campaign in Southern California for Yamaha motorcycles using radio, TV and outdoor advertising. Five radio stations: KFI, KFWB, KLAC and KNX, all Los Angeles, and KRLA Pasadena are being used to reach the young adult audience. In TV, one-minute spots are scheduled on KABC-TV, KCOP, KNXT, KTLA and KTTV, all Los Angeles.

**R. J. Reynolds Tobacco Co.**, Winston-Salem, N. C., through William Esty, New York, has purchased sponsorship in the *Andy Williams-Jonathan Winters Show*, to be presented on NBC-TV next season (Monday, 9-10 p.m. EST). R. J. Reynolds has also purchased sponsorship, starting July 6, in NBC-TV's *Today* show.

**The Regal Crown division of Murray-Allen Imports**, English candy manufac-

turer, through Bauer-Tripp-Foley, Philadelphia, has purchased sponsorship in NBC-TV's *Today* and *Tonight* shows. The \$300,000 Regal Crown buy, which runs through September, represents the firm's first order in network television.

**The Scott Paper Co.**, Philadelphia, through J. Walter Thompson, New York, has purchased sponsorship in three NBC-TV programs for next season: *Mr. Novak*, *The Alfred Hitchcock Hour* and *Daniel Boone*.

**General Mills**, Minneapolis, through Knox Reeves Advertising, that city, has purchased full sponsorship of NBC-TV's 15-minute *All-Star Scouting Report*, which will precede the network's coverage of the All-Star Baseball Game on July 7 (12:30-12:45 p.m. EDT).

A heavy schedule of TV spots will be used to support the new Barbie line of girls' apparel, according to Irwin Greene, general manager, **Mattel Fashions**. The campaign placed through Carson/Roberts, Los Angeles, will begin in August on top-rated children's and family programs in Albany-Schenectady-Troy, N. Y., Denver, Indianapolis, Los Angeles, Omaha and Syracuse, N. Y., and will expand to nationwide proportions as distribution of the new clothing line for girls 5-to-12 is extended from the initial market areas. By November, the TV advertising will be seen in the country's top 50 markets, plus occasional inclusion on the Saturday morning programs on all three TV networks for the toy line of the parent company, **Mattel Inc.**





Ray P. Jordan  
Vice President for  
Broadcasting



# PETERS, GRIFFIN, WOODWARD, INC.

## Congratulates WDBJ RADIO on its 40TH ANNIVERSARY



Frank E. Koehler  
Vice President and  
Manager of Radio



Forrest M. Landon  
News Director

This is a brief sketch of the 40-year history of WDBJ Radio, 960 kc AM, 94.9 mc FM, CBS in Roanoke, Virginia, operating from 1924-1964 in the public interest, convenience and necessity. The first broadcast of WDBJ was on June 20, 1924 from a small transmitter in the rear of the Richardson-Wayland Electrical Corporation at 106 Church Avenue, S. W. Broadcasts were made one or two hours a day. In those early days there were no regular schedules and programs consisted largely of phonograph records played on a Victrola in front of a microphone; there was also some fiddle-playing and singing. The improvised studio measured about 12 feet square and was actually an office of the Corporation. The station had a 20-watt transmitter compared to 5,000 watts today.

The first real studio was located in the Thurman & Boone Furniture Company, now out of business, but then located in the building now occupied by Heironimus department store on the corner of Jefferson Street and Church Avenue. Later a second studio was opened in the old Grand Piano Company, then located on the west side of Jefferson Street midway between Church Avenue and Kirk Avenue.

When the American Theatre building was erected, enlarged studio space was provided on the fourth floor of this new building. About the same time, the WDBJ transmitter was moved to the top of the Shenandoah Building. The licensee and owner of the station during this entire period was the Richardson-Wayland Electrical Corporation.

In May 1931, WDBJ was purchased by the Times-World Corporation, publishers of The Roanoke Times and The Roanoke World-News and in 1936 offices and studios were moved to a new building on West Kirk Avenue and transmitter facilities were built at the present location on Colonial Avenue, S. W. This location is now known as Towers Shopping Center, the "towers" being those of WDBJ Radio.

In 1938 Peters, Griffin, Woodward, Inc. was engaged to represent WDBJ Radio nationally. Last year a 25th Anniversary celebration was held; proof of the stability of these two fine organizations. This is perhaps one of the longest and most successful of all station-rep associations.

WDBJ was the second radio station in Virginia, going on the air only a short time after WTAR in Norfolk, Virginia. The station has had many notable "firsts", including the distinction of being one of the first stations in the southeast section of the United States to join the Columbia Broadcasting System on October 8, 1929. The CBS Network affiliation has enabled WDBJ to broadcast some of the world's outstanding programs.

The Virginia Polytechnic Institute Farm and Home program began January 6, 1930 and is the second oldest farm and home program from a land-grant college in the nation.

In January 1932 the New York Philharmonic Orchestra was on regular schedule; and, through a special private network the New York Philharmonic Orchestra is still a regular feature on WDBJ, in season.

WDBJ personnel have traveled many thousands of miles: Originating Virginia Tech basketball games since 1960; originating local high school football games; Easter Sunrise Services from Natural Bridge, Virginia, since 1946; special-events programs of every description; and live reporting of news whenever and wherever it occurs. The combined experience of all WDBJ personnel amounts to 297 years of radio experience. WDBJ Radio is your constant companion in Roanoke, Virginia.



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Chief Engineer



Joe Goodpasture  
Newsmen



Durwood Powell  
Sales Representative



Donald J. Stanley  
Local Sales Manager



Roy L. Melcher  
Engineer



Nate Custer  
Newsmen



Wayne Boltrott  
Sales Representative



Ted Rogers  
Announcer



Paul Comer  
Announcer

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14,500 watts—94.9 MC

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Peggy Mitchell  
Traffic



Betty Hurst  
Continuity



Garnette Heivy  
Continuity



Marvin M. Moore  
Promotion Director

1  
9  
6  
4

## Coke meets its goal: 'in' not 'way out'

Last September, the Coca-Cola Co. started a broadcast-oriented advertising campaign, built around a catchy little



Mr. Mackey

C. Mackey Jr., senior vice president, McCann-Erickson, Atlanta, told the Advertising Club of Los Angeles Tuesday (June 23).

The goal of the broadcast-based campaign, Mr. Mackey explained, is to be "in" without getting "way out." While young adults are its chief targets, Coca-Cola and its agency (McCann-Erickson) are pleased that the elders and teen-agers seem to like it just as much as the "young adults" do.

It is company policy never to reveal individual product sales figures, he said, but the enthusiasm of the people most closely associated with Coca-Cola (the local bottlers and their sales crews) for the current advertising can be taken as reasonable assurance that it is succeeding in moving Coke from the dealer's shelves to the family refrigerators.

**No Accident** ■ All this did not happen by accident, Mr. Mackey stated. Three years elapsed between the time that Bill Bacher sat down with a blank piece of paper and composed the lyrics—and then the music—and the start of the campaign on the air. These three years were not wasted time or an empty intermission, but were filled with research and testing to insure that the commercials finally chosen to carry the message on radio and TV would be "in" enough to win the young adults without being so "way out" as to alienate people of other age groups.

A dozen versions of the radio jingle were tried and tested before the one recorded by the Limelighters was finally selected as best.

Various experimental TV commercials were screened.

The three years and the "hundreds of thousands of dollars" expended on the tests were well invested, Mr. Mackey said, but he added that important as research and testing are, they'd be meaningless without the creative individual who started the process by sitting down and recording the basic idea on a blank sheet of paper.

## And in Great Britain

The man who will be health minister of Great Britain if the Labor Party wins the elections this fall, said last week that "It would be a simple matter to bring in legislation which would make it a statutory offense to advertise cigarettes." The speaker, Keith Robinson, also said in London, that he believed the government "might find it quite easy to get the press (and television) to agree collectively not to accept cigarette advertisements."

## TVAR head predicts more TV competition

Robert M. McGredy, managing director of Television Advertising Representatives, New York, last week predicted "drastically increased competition" for TV station operators within the next five years.

By 1969, he said, broadcasters can expect double the competition they face today with a substantial increase in the number of stations operating. UHF promises to be a significant factor, he asserted. Mr. McGredy also commented on the possibility of pay TV establishing itself and competing with commercial TV and suggested that home TV recorders might become commonplace, providing further competition for viewing time.

In his five-year forecast, made on the occasion of TVAR's fifth anniversary, Mr. McGredy said that by 1969 the number of television families will have increased 15%.

## Agency appointments . . .

■ The Al Terrence Carpet Co., Huntington Park, Calif., has appointed Asher/Gould advertising, Los Angeles, to handle its advertising and promotion campaigns. The plans include the use of metropolitan newspapers and local television spots.

■ Mead Johnson & Co., Evansville, Ind., has named Recht & Co., Beverly Hills, Calif., to handle Southern California advertising for Metri-Cola, new soft drink member of the Metrical family. Radio is being used to announce the new beverage, with about 150 announcements a week on KABC, KLAC, KHJ and KMPC Los Angeles and KGLM Avalon, Calif. Al Buffington and Nancy Martin are account executives, with Robert Recht as account supervisor.

## Van Camp Sea Food switches ad agencies

Van Camp Sea Food Co., Long Beach, Calif., announced last week it has named Guild, Bascom & Bonfigli, Los Angeles, as its agency to replace Erwin Wasey, Ruthrauff & Ryan, Los Angeles. The account is estimated at \$3.5 million, of which approximately \$2.2 million is spent in radio and television.

Van Camp products consist of Chicken of the Sea tuna and White Star tuna. The company was acquired last year by the Ralston Purina Co. GB&B also is the agency for several Ralston products.

EWR&R had been the advertising agency for Van Camp for more than 12 years.

## Also in advertising . . .

**Moved agency** ■ Tilds & Cantz advertising agency, Los Angeles, moved from 8833 Sunset Boulevard to the 16th floor of the Wilshire-Westwood building for more space. The move was made June 22 and the new address is: 1100 Glendon Avenue, Los Angeles, 90024. New telephone: Tremont-9-1800.

**A-K moves** ■ Avery-Knodel, radio-TV national sales representative, has moved into new office quarters at 555 Madison Avenue, New York. Telephone HA-1-5600.

**New Agency** ■ Winton Hanson, president of the Advertising and Sales Club of New Jersey, has announced that he has formed TeleRadio Advertising Corp., an agency concentrating on radio and television. TeleRadio's main office will be at 519 Eighth Avenue, New York.

**Agencies merge** ■ Reach, McClinton & Co., New York, and Gourfain, Loeff & Adler, a Chicago agency strong in direct mail, have reached an agreement in principle to merge. The latter will become a division of the larger New York agency. Reach, McClinton bills about \$25 million while Gourfain, Loeff bills about \$3.5 million.

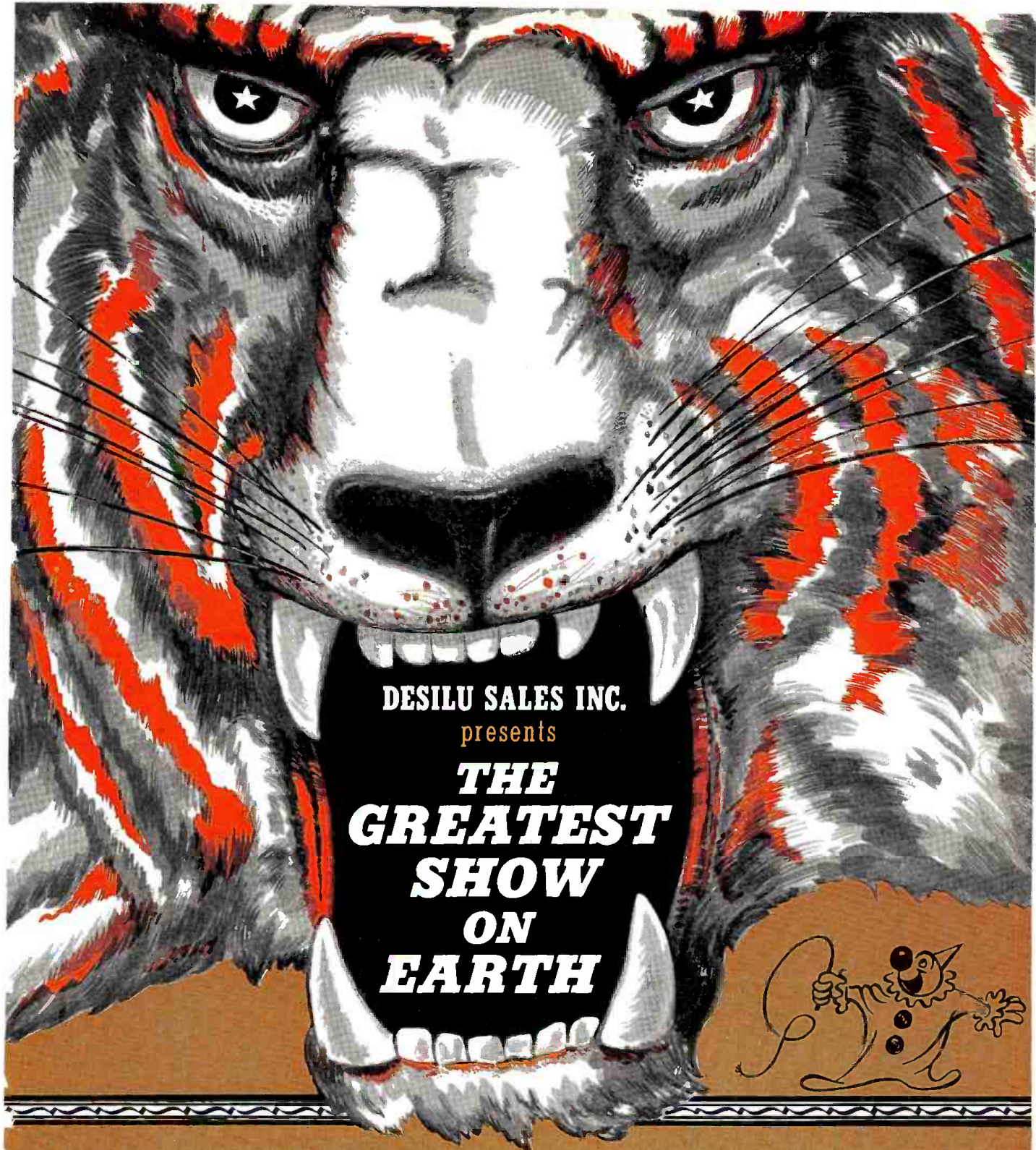
## Rep appointment . . .

■ KACL Santa Barbara, Calif.: Sandberg Co., San Francisco; Harlan G. Oakes & Associates, Hollywood, and Burn-Smith, Chicago and New York.

## Borden assigns two products

Doherty, Clifford, Steers & Shenfield Inc., New York, has announced that Borden Foods Co. has assigned the agency two major new products Borden will introduce this year. Details on the products were not revealed.





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# FCC makes move on duplication of clears

13 of 25 clear channels would be duplicated under plan; criteria being formed for high power tests

The FCC last week left no doubt it intends to duplicate 13 of the 25 clear AM channels—almost three years after announcing its decision to do so, and 19 years after instituting the controversial clear-channel proceeding.

The commission, in a special meeting that lasted all day Monday (June 22), designated for hearing one of the 14 applications on file for new class II-A stations, which would operate night as well as day. The applications involve nine clears. The FCC also in-

structed the staff to continue processing the other II-A applications, and it dismissed 49 pending applications for stations on the clears that did not conform to the provisions of the 1961 clear-channel decision.

And, in a move of potentially equal importance, the commission took a long step down the road toward allowing the I-A stations on the 12 unduplicated clears to operate with more than 50 kw, at least on a developmental basis. The commission instructed the

staff to develop criteria which unduplicated I-A stations would have to meet to qualify to operate on a developmental authorization with more than 50 kw.

The possible allowance of higher power, like the decision to duplicate 13 of the clear channels, would be aimed at providing new nighttime service to underserved areas. The commission, in its clear-channel decision in 1961, said its action would open up the way for additional service where needed while holding to "a minimum" any loss of existing service. All of the duplications are slated for western states. The clear-channel stations, however, argue that the most efficient way of providing needed radio service is by granting higher power—perhaps as much as 750 kw—to clear-channel stations.

If higher power authorizations are granted, it would be the first time a station used more than 50 kw since WLW Cincinnati operated with 500 kw experimentally, between 1935 and 1939.

**Senate Resolution** ■ The Senate in 1938 adopted a resolution asking the FCC to maintain a 50 kw limit on all AM power. This resolution has always been cited by the commission in rejecting previous bids for higher power. However, the House two years ago adopted a resolution requesting the commission to disregard the 50 kw limit if it found that higher power for a clear-channel station would be in the public interest (BROADCASTING, July 9, 1962).

The clear-channel proceeding has been spiced with controversy since its inception in 1945, and has sparked opposition not only from the I-A stations involved but from members of Congress representing districts where the stations are located.

The resolution passed by the House in 1962, in addition to urging higher power for the clears, asked the FCC to delay implementation of its clear-channel decision for one year. The previous year, the House Commerce Committee had asked the commission, without success, to delay final action in the proceeding.

When the one-year moratorium ended on July 2, 1963, Representative Oren Harris (D-Ark.), chairman of the House committee, asked the FCC to continue to withhold action until the committee could determine what steps had been taken to allow the clears to operate with higher power.

**Commission Says 'No'** ■ The commission said it would reject the request (BROADCASTING, July 8, 1963). But it still allowed almost another year to

## FCC asked to deny high-power applications

The FCC last week was asked by four stations to deny the applications of WSM Nashville, WJR Detroit, WHO Des Moines, Iowa, and WLW Cincinnati for developmental high powers up to 750 kw.

The petitions were filed by WVOL Nashville and WCIN Cincinnati, both owned by R. W. Rounsaville; KSO Des Moines, licensed to Des Moines Broadcasting Co., and WTAC Flint, Mich., owned by Whitehall Stations, Inc.

In an all-day session last week the commission instructed its staff to work on criteria under which non-duplicated clear channels could use more than 50 kw (see story above). The indication was the commission would not take any action on high power applications until criteria are developed.

The same grounds for opposition were applied to all four of the clear-channel applications. The commission was told that the high-power applicants were not actually "developmental" under the FCC's rules for experimental stations. The clear channels plan to use the high power on a full-time basis with commercial programming, which, according to the petitioners, is not in accord with

the developmental station rules of operation.

The petitions also said the clear-channel applications, if granted, would have severe economic impact on the lower power AM's competing for national spot business. The high power would also be detrimental to the growth of FM radio, they said.

WSM (650 kc), WLW (700 kc) and WHO (1040 kc) asked the commission for 750 kw. The three stations operate on nonduplicated frequencies. WJR (760 kc), located on a duplicated channel, applied for 500 kw.

There are three other high power applicants: WGN (720 kc) Chicago, also on a duplicated frequency, applied for 750 kw; KSL (1160 kc) Salt Lake City, which is on a non-duplicated channel, applied for 500 kw and WCCO (830 kc) Minneapolis which last week became the seventh clear channel to apply for high (750 kw) power. The Minneapolis station is partially duplicated by WNYC, a New York City municipal station.

WCCO plans to invest \$1,218,000 in its high power venture and estimates a \$669,000 increase in its annual cost of operation. WCCO is owned by Midwest Radio-Television Inc.

pass before implementing its clear-channel decision. And when it did, it also began moving toward higher power for the unduplicated clears. The commission action, in addition, does not rule out higher power for the duplicated clears.

The II-A application designated for hearing is that of KREX Grand Junction, Colo., which seeks to transfer its operations from 920 kc, 5 kw-LS, 500 w-N, to 1100 kc, 50 kw, U, DA-N and critical hours. The application, the only one for a II-A on the channel, was set for hearing because of questions about its engineering proposals. KQW Cleveland, the I-A station on the channel, was made a party to the proceeding.

Under the terms of the clear-channel decision, II-A stations must operate with a minimum of 10 kw at night using directional antenna. They must bring a first nighttime primary service to at least 25% of their area or 25% of the population they serve. The stations must also protect outlets on adjacent frequencies (with 30 kc of the clear channel involved).

The first II-A to be granted may be that of John A. Barnett, who owns KSWB-TV Roswell, N. M. He is seeking a station on 1020 kc in Roswell. There are no competing applications, and Mr. Barnett's proposal, according to commission staff members, apparently raises no questions. The II-A station on the channel is KDKA Pittsburgh.

A competing application, for a station in Santa Fe, had been on file but was dismissed by the commission last week at the request of the applicant, Merrill B. Johns Jr. (see story this page).

**KFMB to Move** ■ Another early grant may be that of KFMB San Diego. Because of requirements stemming from the U. S.-Mexican treaty, the station must be moved off its present frequency of 540 kc. The commission intends to locate it on 760 kc, the clear now occupied by WJR Detroit.

The other II-A applications are:

■ KBOI Boise, Idaho, for 670 kc, now occupied by WMAQ Chicago. The staff has questioned its engineering proposals, and an amendment to the application is due.

■ KTEE Idaho Falls, Idaho, for 720 kc now occupied by WGN Chicago. The application has not yet been processed.

■ KPTL Carson City, KORK Las Vegas, Circle L Reno, all Nev., for 780 kc, now occupied by WBBM Chicago. A hearing is expected on the mutually exclusive applications.

■ KMMJ Grand Island and KRVM Lexington, both Neb., for 880 kc, now occupied by WCBS New York. A hear-

ing will be needed.

■ KPIR and KEED Eugene, and KUMA Pendleton, both Ore., for 1120 kc, now occupied by KMOX St. Louis. A hearing will be needed on the mutually exclusive applications.

■ KWHK Hutchinson, Kan., for 1210 kc, now occupied by WCAU Philadelphia. The station has asked for time to reply to commission questions about its proposal to meet the requirement that it bring a first service to 25% of its area or of the population it intends to serve. The competing application of KAKE Wichita was dismissed last week for failure to make the required showing on this point.

**Awaiting Applicants** ■ The other clears to be duplicated are 750 kc, occupied by WSB Atlanta (to go to KPOD Anchorage, Alaska, which was required to shift from Mexican clear 730 kc); 890 kc, occupied by WLS Chicago; 1030 kc, occupied by WBZ Boston; 1180 kc, occupied by WHAM Rochester, N. Y.

Although the commissioners made no final decision on the question of higher power, their action reflected an enthusiasm for authorizing power in excess of 50 kw not always apparent within the FCC. The staff had recommended that a notice of inquiry on the higher power question be issued before any developmental authorizations were granted. But the commissioners regarded this as an unnecessary, and an unduly time-consuming, step.

The commission, reportedly, is interested in the economic impact, if any, that higher-power stations would have on other outlets, as well as whether there is actually a need for the service a higher power station could provide. And this information, the commissioners feel, can come only from the experience of operating high power stations.

A factor in the commission's consideration of higher power will be interference by South American clear channel stations with U.S. clears. The commission has received a number of complaints on this point, and officials say studies confirm that, in some cases, the interference is serious. However, the commission lacks sufficient data at the present time to make an overall appraisal of the problem.

Among the criteria to be established is the length of time a developmental authorization will last. The commission wants a definite time limit, and there was considerable feeling that the authorization should not run longer than three years, perhaps not as long. The staff would also have to recommend technical standards needed to protect other stations.

## Ingenious plan that didn't work

### FCC tells how Storer hoped to turn its L. A. daytimer on at night

The FCC raised a quizzical eyebrow last week at an agreement under which Storer Broadcasting Co., Miami, was to have built a complete broadcasting plant for an applicant for a II-A station in Santa Fe, N. M., at nominal cost to the applicant.

Beyond the raised eyebrow, however, the commission did nothing but dismiss the application, as requested by the applicant, Merrill B. Johns Jr., of Santa Fe.

The commission acknowledged that Mr. Johns, in the application he filed in March 1962, had fully disclosed details of the agreement—that Storer was to build the station at an estimated cost of \$52,930, and that Mr. Johns was to repay Storer no more than \$5,000. The FCC didn't examine the agreement until a year after it was filed.

Why did Storer make such an agreement? According to a spokesman for the company, the new station would have provided an "electronic screen" behind which Storer's KGBS Los Angeles, now operating with 50 kw on 1020 kc, a clear channel, might have been able to apply for unlimited time authority. The station is now limited to the daytime hours of KDKA Pittsburgh, the dominant station on the channel.

**Commission Letters** ■ The commission made known its concern over the financial agreement by making public a letter to Mr. Johns and Standard Broadcasting Co., the wholly owned Storer subsidiary which is the licensee of KGBS.

Storer had first discussed its electronic screen theory during the clear-channel proceedings, which resulted in the duplication of 13 of the 25 clears. One of the channels duplicated is 1020 kc, in New Mexico (see page 48). Storer had held that with a nighttime station in New Mexico on the channel, the amount of KDKA coverage would be limited and that, as a result, KGBS could go fulltime without interfering with the Pittsburgh station.

Storer made the argument in urging duplication of the channel in Los Angeles as well as New Mexico. The commission in its clear channel decision,





## IRTS adds advanced timebuying, selling seminar to schedule

An "advanced" as well as the regular timebuying and selling seminar will feature the International Radio & Television Society plans for fall. This change topped plans made by officers and committee heads at a New York meeting June 18.

(L-r) Yale Roe, director of daytime sales, ABC-TV; Clifford Botway, associate media director, Ogilvy, Benson & Mather; Albert Petgen, director of client relations, American Research Bureau; Thomas Murphy, executive vice president, Capital Cities Broadcasting Corp.; James

Stabile, vice president and associate general attorney, NBC; William Davidson, vice president, Advertising Time Sales Inc.; Peggy Stone, president of Stone Associates; Robert Boulware, vice president, sales development, Skyline TV Network; Thomas McDermott, vice president, N. Y. Ayer and IRTS vice president.

Sam Cook Digges, administrative vice president of CBS Films and IRTS president; Erwin Ephron, director of press relations, A. C. Nielsen Co.; Claude Barrere, IRTS executive director; Mark Olds, general

manager, WINS New York; Richard Jones, vice president and media director of J. Walter Thompson Co. and an IRTS vice president; Julius Barnathan, vice president and general manager of ABC-TV; Sanford Buchsbaum, director of advertising, Revlon Inc.; William Lodge, vice president, affiliate relations and engineering, CBS-TV; Edward Shurick, senior vice president, H-R Television and IRTS treasurer; Robert Fuller, director of publicity, CBS Films, and Syd Eiges, vice president, public information, NBC Inc.

rejected this proposal. However, this did not preclude the possibility of amendment to the rules that would permit fulltime operation in Los Angeles, provided a II-A was located on 1020 kc in New Mexico.

In his petition, filed in March 1963, Mr. Johns mentioned that Standard Broadcasting reimbursed him \$8,000 for expenses. This reference to Standard steered the commission staff to the original application—and the terms of the financial agreement. Mr. Johns subsequently informed the commission, in May 1963, that he had been named a director of Storer Broadcasting.

The commission, in its letter, said that by agreeing to build the station "at only nominal cost" to Mr. Johns, Storer was an "active and interested party" to the application. The commission said that in view of Storer's control of seven AMs, "a question would be raised" under the commission rule "which imposes an absolute maximum of seven standard broadcast stations."

However, the commission also said that since the agreement was disclosed, "it is obvious . . . that there was no at-

tempt to conceal the facts from the commission." The letter also said that, in view of the delay in processing II-A applications, there was no effect on the commission's processes.

"In these circumstances and since the matter here under consideration is one of first impression," the letter added, "the commission takes this opportunity to make its views known and will, in this instance, dismiss Mr. Johns's application and take no further action on the questions raised."

## NBC gets extension on Philadelphia case

NBC, up against the inertia of FCC inaction in the NBC-Philco case, went to a federal court last week and got an extension for 90 days of the deadline for disposing of its Philadelphia stations.

U.S. District Judge William H. Kirkpatrick, Philadelphia, issued the extension to Sept. 30 at the request of

NBC and with the concurrence of the Department of Justice. This is the second extension NBC has received; the first in 1962 was from the end of that year to June 30 of this year.

NBC, following a consent judgment in a government antitrust suit begun in 1958, was ordered to dispose of its Philadelphia stations. The Department of Justice charged that the network had pressured Westinghouse into exchanging its Philadelphia stations for NBC's Cleveland stations in 1956 by threatening to withhold or cancel affiliations with Westinghouse stations.

Pending an FCC decision is the transaction whereby NBC proposes to swap its Philadelphia stations to RKO General, in return for RKO General's Boston stations. Complicating this picture is the application by Philco Corp. (now owned by Ford Motor Co.) for the facilities now used by the network in Philadelphia. An initial decision last November proposed to deny Philco's bid and to approve the exchange between NBC and RKO General (BROADCASTING, Nov. 25, 1963). Oral argument before the FCC took place last March (BROADCASTING, March 30).



## WJJZ seeks reversal of appellate rulings

### ASKS SUPREME COURT TO SUPPORT FCC'S DECISION

The U. S. Supreme Court has been asked to reverse a court of appeals decision which ordered the FCC to reopen an AM hearing to inquire further into the successful applicant's financial matters.

Mount Holly-Burlington Broadcasting Co. (WJJZ), which received an FCC grant in 1963 for 1460 kc with 5 kw daytime in Mt. Holly, N. J., in its petition to the Supreme Court, said that the U. S. Circuit Court for the District of Columbia had "improperly extended the scope of review by an appellate court of a final decision and order of an administrative agency."

The petitioner was referring to a ruling last March in which the appeals court in Washington ordered the FCC to reopen the record to determine among other things what arrangements John J. Farina, principal owner of Mount Holly-Burlington, had made with his family regarding finances, the details of these funds, financial arrangements for future operations, organizational expenses and surveys on community needs (BROADCASTING, March 23). The lower court decision was unanimous, except that one judge "reluctantly" concurred although he felt the FCC had already passed on these issues.

One of the elements of the case, brought before the lower court by the unsuccessful applicant, Burlington Broadcasting Co., was Mr. Farina's answers to the application questions regarding finances. Mr. Farina said he had \$54,000 in a New Jersey bank. In actuality, he had about \$1,000 in the bank, and \$53,000 in a "receptacle" at home. The FCC found that Mr. Farina may have misunderstood the questions in the application, but in any event he had shown he had the money. The lower court said the commission hadn't made "adequate inquiry" on the subject.

#### Other litigation:

▪ An unsuccessful applicant for an AM station in Kettering, Ohio whose application was in conflict with another for Xenia, Ohio, has asked a federal court to order the FCC to reconsider one of the elements on which the commission found in favor of the Xenia grant.

Speidel Broadcasting Co., applicant for a 500 w daytimer on 1500 kc for Kettering, complained that in considering the needs of both communities for a new, local AM outlet, the FCC discriminated against the Kettering application by considering it a part of Dayton, Ohio. The FCC should have compared Kettering and Xenia, Speidel argued.

The successful applicant is Greene County Radio, owned by Vernon H.

Baker, 50%, and W. Roy and Paul W. Stoneburner, 40% and 10% respectively.

The argument was heard June 16 by Circuit Judges David L. Bazelon, Charles Fahy and George T. Washington.

▪ Because the FCC did not give it a hearing on an application for transfer of control of WIXI Irondale, Ala., Jefferson Radio Co. Inc., the prospective purchaser, has asked a federal court to reverse the FCC in the Irondale case.

Jefferson Radio, owned by Gene Newman, had applied for transfer before the commission decided last year not to renew the station's license. After that action, the FCC refused to accept the transfer application, although it had been tendered before the renewal hearings were concluded. The WIXI license was not renewed on the ground that owner W. D. Frink had made misrepresentations to the FCC in connection with an application he had made for an AM station in Centreville, Ala.

Argument on June 19 was held before Circuit Judges Wilbur K. Miller, Charles Fahy and Walter M. Bastian.

## Crosley drops plan to purchase WLEX-TV

Crosley Broadcasting Corp.'s proposed purchase of WLEX-TV Lexington, Ky., for an estimated \$2 million has been cancelled. The parties announced the decision after the FCC notified them a hearing on the proposed transfer would be required.

Crosley told the commission last week that the sales contract, signed Feb. 3, 1964, expires July 2, and the timetable involved would not allow time for a hearing. Crosley asked that the transfer application be dismissed without prejudice.

In a letter to its employees, Crosley said the FCC had notified it a hearing would be necessary on the question of duopoly. Crosley noted that the commission letter was dated June 3, a day after the agency announced adoption of an order tightening its rules in this area (BROADCASTING, June 8, May 15).

Crosley owns WLW and WLWT(TV) Cincinnati, WLWD(TV) Dayton, WLWC(TV) Columbus, all Ohio, and WLWI(TV) Indianapolis.

Under the contract, the sale was to have been from J. D. Gay Jr., H. G. Bell, Earl L. Boyles and others for 87,500 shares of the stock of Avco Corp., Crosley's parent company.

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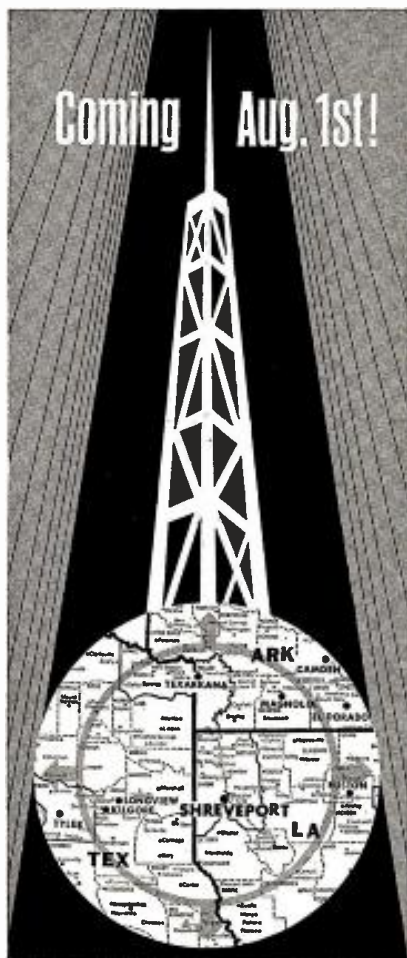
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## Senator attacks program forms

FCC policy draws critical comment during hearing on \$16 million budget

The FCC should know before its annual August recess the fate of its fiscal 1965 budget at the hands of the Senate, Senator Warren G. Magnuson (D-Wash.) said at the close of a Senate Independent Offices Appropriation Subcommittee hearing last week.

The Senate subcommittee had before it the \$16,310,000 FCC budget approved by the House (BROADCASTING, May 25). Senator Magnuson, chairman, and Senators Leverett Saltonstall (R-Mass.) and Gordon Allott (R-Colo.) heard FCC Chairman E. William Henry and his six fellow commissioners defend the sum.

Although the House-approved budget is \$710,000 higher than last year, it is \$300,000 less than the commission had originally requested, and the FCC is anxious to avoid any further parings by the Senate. But the commissioners found subcommittee interests are as much in FCC policy as finances.

Senator Allott expressed his dissatisfaction with the proposed program reporting forms, saying the required information went too deeply into station internal affairs, requiring "reams" of subjective analysis (CLOSED CIRCUIT, April 20). Senator Allott said he was concerned that such forms would stifle creative programing by licensees. He read a Colorado Broadcasters Association resolution opposing the forms be-

cause of "unreasonable detail and trivia."

Commissioner Lee Loevinger said he agreed there is too much detail requested by the forms. But the commissioner feels there was a need to propose the forms in order to arrive at a simplified version. Chairman Henry said he did not think the information requested delved too deeply into internal affairs of a station.

**CATV Bureau** ■ Commissioner Frederick W. Ford told the subcommittee that the FCC should have an office to handle community antenna television affairs. He said there is no centralization of CATV information at the commission. Commissioner Ford said that next fiscal year's budget may contain a request for funds to finance a CATV office. This proposal was made by him two weeks ago at the annual convention of the National Community Television Association (BROADCASTING, June 22).

Chairman Henry, in response to a query from Senator Magnuson, said the commission expects to process approximately 200 AM applications for major changes and new stations during the next year, in view of the lifting of the freeze (BROADCASTING, June 15). Senator Magnuson then expressed concern that the granting of new stations might be economically hazardous, as the AM population has almost reached the "saturation point." The senator suggested that the large number of stations operating in many markets may be the reason for some of the poor programing heard on radio.

The greater part of the two-hour session was spent discussing the commission's Univac III computer. Senator Magnuson said he thought data processing would result in a decrease of employes, but found no such decrease at the FCC.

Chairman Henry said the computer

## Postal inspectors check billing gimmick

Postal inspectors in Los Angeles are investigating charges that City Messenger Air Express, now out of business but formerly operating from that city, had been using the mails to attempt collection of nonexistent debts from radio stations throughout the country (CLOSED CIRCUIT, June 8). Broadcasters from coast to coast have reported receiving bills for shipping charges for recordings or other program material supposedly sent them by City Messenger, but of which the stations said they had no record.

Inquiries to the express company regarding the charges have brought answers to the effect that the item came up under a routine audit required by federal regulations. No dates for the alleged shipment are normally included either in the original bills or the follow-up, making research more difficult for the stations. The amount of the charges for the alleged shipments is generally less than \$15, sometimes only \$5, which also encourages paying the bill rather than taking the trouble to track down the charge.



was not aimed at immediately lowering the number of FCC employees, but added that over a 10-year period the federal agency will need fewer persons than if there were no automation.

In a brief parting remark, Senator Magnuson said he believed loud commercials are "more irritating to the American public than anything else." Loudness has been a ticklish problem for the commission, but one that Chairman Henry has promised to "do something" about (BROADCASTING, Jan. 27).

## NAB pleads case for zoning change

A request by the National Association of Broadcasters to build a full-scale commercial office building on its property in Washington was heard last week by the city's zoning commission.

The NAB case was presented by LeRoy Collins, NAB president, and Ben Strouse, WWDC-AM-FM Washington, a member of the association's building committee. The NAB is asking that the present special purpose classification be changed to commercial.

Two years ago, the NAB bought the 6,900 square feet of property at 1775 N Street, N. W., from the Presbyterian church for a reported \$425,000. It also owns a 7,000 square foot piece of property and building at 1771 N Street, N. W. It moved into the converted private town house in 1946.

Under the present classification, the NAB could put up an office building 5½ times the land area, with tenants restricted to trade associations, labor unions and professionals (doctors, dentists, etc.). Under a commercial classification, the building could be 6½ times the land area and there would be no restriction on tenants.

## Media reports...

**Clarksburg sale stayed** ■ The FCC last week stayed until July 8 the sale of WBOY-TV Clarksburg, W. Va., to Northern West Virginia Television Broadcasting Co., a subsidiary of the Fortnightly Corp., which owns the area community antenna television system, by Rust Craft Broadcasting Corp. The stay was requested by a group of Fortnightly CATV subscribers, the Citizens TV Protest Committee, and the Clarksburg Publishing Co. pending a decision on their court appeal. The two groups claim that sale of WBOY-TV to the CATV operator would be anticompetitive and detrimental to local TV service (BROADCASTING, June 22).

**Budgets extended** ■ The House and Senate passed resolutions last week that will permit federal agencies whose fiscal



## AT&T starts its Picturephone service

Members of Congress and the FCC took part in last week's inauguration of AT&T's Picturephone service between Washington, New York and Chicago. Representative Oren Harris (D-Ark), chairman of the House Commerce Committee, and FCC Commissioner Rosel H. Hyde used the Picturephone in Washington's National Geographic Society build-

ing to see and speak with Senator Warren H. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and FCC Chairman E. William Henry, who were at Chicago's Prudential Insurance building. Commissioner Hyde and Representative Harris are shown looking at and listening to Senator Magnuson on the Picturephone monitor.

1965 funds have not been appropriated to continue spending at present levels until Aug. 30. Agencies with budgets still pending include the FCC and the Federal Trade Commission.

**Request** ■ The FCC last week was asked to prevent Eastern Microwave Inc. from serving Triangle Publications Inc., Binghamton, N. Y., community antenna system until the commission has ruled on petition to deny applications by Eastern that would increase its service to the CATV. The request was filed by Binghamton Publishing Co., licensee of WINR-TV (ch. 40) in that city. The UHF licensee has charged that the CATV, with expanded service, would be detrimental to area UHF stations (BROADCASTING, June 8).

## New Polaris headquarters

Opening of new headquarters of Polaris Corp.'s broadcast division at 645 North Michigan Avenue, Chicago, has been announced by Richard F. Shively, the division's executive vice president. Phone: 944-3356.

Polaris stations are WTVW(TV) Evansville Ind.; KTHI-TV Fargo-Grand Forks and KCND-TV Pembina, both North Dakota; WKYW Louisville, and KXOA-AM-FM Sacramento and KPLS Santa Rosa, both California.

## KCHU(TV) goes silent; turns in its license

KCHU(TV) (ch. 18) San Bernardino, Calif., owned by the *San Bernardino Sun-Telegram*, ceased operation at midnight Wednesday (June 24). Its license was turned back to the FCC, according to a spokesman for the Sun Co., publisher of the newspaper and licensee of KCHU, which it purchased early in 1963 from the original owner for \$180,000.

On Thursday, the sale of the Sun Co. to the Times Mirror Co. of Los Angeles, publisher of the *Los Angeles Times*, was announced in that morning newspaper. The *Times* story reported that the purchase was made "for an undisclosed cash sum" and that it involved not only the newspaper, which publishes daily as the *Morning Sun* and the *Evening Telegram*, plus a Sunday edition, but the Inland Printing Co. and the Acme Colorprint Co., plus real estate holdings in San Bernardino city and county.

The TV station was not mentioned and presumably it was not part of the property purchased by the Times Mirror Co., which owned KTTV(TV) Los Angeles until its sale in May 1963 to Metromedia Inc. for \$10,390,000.



# A new angle in Austin's story

Capital Cable signs an agreement for \$1.5 million purchase of TV Cable

The Austin, Tex., community antenna television controversy last week took an O'Henry-like twist when it was learned that negotiations were nearing agreement for Capital Cable of Austin to purchase its competitor, TV Cable of Austin Inc.

Frank Denius, Capital Cable's attorney, said a tentative agreement with TV Cable has been signed, but added that the reported \$2 million purchase price was "too high." Informed sources revised the estimated figure downward to \$1.5 million.

Capital Cable is a subsidiary of Midwest Video Corp. which has 10 CATV operations including the Austin system. It has five systems in Texas, one each in Mississippi, New Mexico, and South Dakota, and two in Missouri.

If the sale is completed it will end a competitive struggle that has involved the FCC and President Johnson—his family's broadcasting interest (KTBC-AM-FM-TV Austin) holds an option to buy 50% of Capital Cable—and is now before the U. S. Court of Appeals in Washington. TV Cable has claimed that it is at a competitive disadvantage with Capital Cable because TV Cable's microwave license prohibits the system from duplicating for 15 days before and after the programming of KTBC-TV, the city's only commercial TV outlet (BROADCASTING, June 8). Capital Cable relays off-the-air pick ups by wire, avoiding the nonduplication restriction.

**Presidential Shadow** ■ The Texas Broadcasting Co. (formerly the LBJ Co.), owned 84% by Mrs. Johnson and her two daughters, has an option which runs until January 1966 to buy 50% of Capital Cable. Mrs. Johnson's and her daughters' interests have been placed in an irrevocable trust as long as her husband is President (BROADCASTING, Dec. 6, 1963).

TV Cable, in its appeal to the court, claimed the FCC erred in not finding a "close relationship" between Capital Cable and KTBC-TV when the commission refused to reconsider the nonduplication restriction. The appeal will be dropped after Capital Cable buys TV

Cable.

But the presidential family's interests will again come before the FCC when the application to assign TV Cable's microwave licenses is filed with the commission.

Capital Cable will operate TV Cable as an independent subsidiary under the same FCC restrictions now on the system. There are presently about 3,000 subscribers to TV Cable.

Should Texas Broadcasting Co. buy into Capital Cable, under the terms of the option, it would have to invest equal to 50% of the CATV's net value at the time the option is exercised.

The potential value of a 50% ownership of Capital Cable has been estimated, with competition from TV Cable, to be as high as \$5 million. Milton J. Shapp, chairman and president of the Jerrold Corp., which supplied Capital Cable with some of its equipment, earlier this month said that facing TV Cable competition the \$5 million figure "seems exceedingly high."

If KTBC-TV exercised its option with Capital Cable, the Johnson family would have effective control of all of the city's television service. There are two UHF permittees in Austin—KVET-TV (ch. 24) and KXTN(TV) [ch. 67]). KXTN has petitioned the FCC to reallocate the station to channel 18 (BROADCASTING, June 15).

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Fulltime facility in prosperous growing market. Grossing \$140,000—capable of doing more. All cash required.

Powerful, low frequency. Daytimer with good potential in small, solid, market. Ideal for owner-operator. Excellent terms available. Seller will also consider 50% sale to investor or working partner.

EAST  
**\$500,000**

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## Changing hands

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

■ KGFJ Los Angeles: Sold by Ben S. McGlashan to the Tracy Broadcasting Co., owned by Richard B. Stevens and associates, for \$1.5 million. New owner does not plan to change Negro-oriented programming of KGFJ, which broadcasts fulltime on 1230 kc, 1 kw day and 250 w night. Broker: Lincoln Dellar & Co.

■ KBON Omaha: Sold by M. M. Fleischl and Joe Gratz to Blaustein Industries Inc., Baltimore, Md., for \$325,000 including a covenant not to compete. Blaustein Industries is owned by Jacob B. Blaustein and family; Mr. Blaustein, founder and principal owner of American Oil Co. until sold to Standard Oil Co. of Indiana, is an industrialist (shipping, oil, manufacturing) and philanthropist. Mr. Fleischl is remaining as general manager of the station which operates fulltime on 1490 kc with 1 kw day and 250 w night. Broker was Blackburn & Co.

■ WBOF Virginia Beach, Va.: Sold at auction by Roy Marsh, receiver, to Arthur W. Arundel and C. Braxton Valentine for \$136, 102. Mr. Arundel is president and general manager of

WAVA-AM-FM Arlington, Va., and president of wxva Charles Town, W. Va. Mr. Valentine is a Richmond, Va., attorney. WBOF is licensed for daytime operation on 1550 kc, 5 kw. Blackburn & Co. served Messrs. Valentine and Arundel in an advisory capacity.

▪ WYFI(FM) Norfolk, Va.: Sold at auction by Roy Marsh, receiver, to O. Wayne Rollins and associates for \$36,000. Other Rollins stations are: WAMS Wilmington, Del.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk; WGEE Indianapolis; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla.; KDAY Santa Monica, Calif.; WPTZ(TV) Plattsburgh, N. Y. WYFI was affiliated with WBOF Virginia Beach, Va. It is licensed to broadcast on 99.7 mc, 30 kw.

**APPROVED** ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 76).*

▪ KEZY, KEZR(FM) Anaheim, Calif.: Sold by Cliff Gill, Sherril Corwin, Dan Russell and others to group headed by Harris H. Thomson for \$850,000 and \$100,000 agreement not to compete. Mr. Thomson owns WLOF Orlando, Fla. Mr. Gill owns 10% of KCEE-AM-FM Tucson, Ariz.; Mr. Corwin owns KGUD Santa Barbara, Calif. KEZY operates fulltime on 1190 kc with 1 kw; KEZR on 95.9 mc, 570 w.

▪ KJAY Sacramento, Calif.: Sold by Ort Lofthus to Robert W. Dumm for \$350,000. Mr. Dumm in 1959 sold KROY Sacramento. KJAY is a 500 w daytimer on 1430 kc.

▪ KAPE San Antonio, Tex.: Sold by Sam Riklin, Arthur Riklin and Charles Katz to Maxwell Marvin and associates for \$168,000. Mr. Marvin is former executive vice president and general manager of KABQ Albuquerque, N. M. KAPE is 500 w daytimer on 1480 kc.

## New group plans to enter radio-TV

Formation of D. H. Overmyer Communications Co. for exploration of the entire communication industry but with special emphasis on TV-radio station ownership and operation was announced last week by the firm's new executive vice president and managing director, Robert F. Adams, formerly general sales manager of WBKB(TV) Chicago (see page 73).

Sole owner of the new company is D. H. Overmeyer, a young self-made Toledo businessman whose extensive interests include major trucking and ware-

BROADCASTING, June 29, 1964



## WTMJ-AM-FM-TV adds to facilities

WTMJ-AM-FM-TV Milwaukee has announced plans for a \$1.5 million addition to its facilities.

A wing will be added to existing facilities. It will house a 50 by 70 foot circular television studio as well as engineering offices and workshops, control areas and film studios. Con-

struction is scheduled to begin in mid-August, according to George Comte, vice president and general manager.

The wing will add 30,000 square feet to the present 51,000 square feet and is expected to be completed in a year.

house holdings. Mr. Overmyer is the only remaining applicant for channel 79 at Toledo, a facility which until recently also had been sought by two other applicants who have withdrawn. His interests also include the *Toledo Monitor*, a weekly newspaper there.

The new firm hopes to acquire the

full complement of AM, FM and TV properties allowed under the FCC's rules as soon as feasible, Mr. Adams explained. This will be accomplished both by application for new facilities and purchase of existing outlets. CATV and pay TV also are to be considered.

Mr. Adams has established headquar-

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**MIDWEST** —Fulltime radio station with excellent area coverage due to high power and low frequency. Will gross approximately \$300,000 in 1964. Priced at \$420,000 cash. *Contact—John D. Stebbins in our Chicago office.*

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## A little cooperation pays big dividends

A UHF station that was turned down in requests to rebroadcast the network programs of two area stations is a step closer to getting the programs it wants, thanks to a common carrier that normally serves community antenna systems, a distant UHF station—and the FCC.

WTAF-TV (ch. 31) Marion, Ind., the only station in that community, has been trying to secure network programs since going on the air in November 1962. It's been unable to make arrangements with the networks. And requests to pick up off the air and rebroadcast some CBS programs carried by WANE-TV (ch. 15) Fort Wayne and WISH-TV (ch. 8) Indianapolis were rejected.

However, the station was able to get permission from WFAM-TV (ch. 18) Lafayette to rebroadcast some of the CBS programs it carries. WTAF also received clearance from CBS.

The question was how to receive

the signal from Lafayette, 65 miles away. Microwave Communications Inc., a subsidiary of the Jerrold Corp. of Philadelphia, a common carrier serving CATV's in the area, would be able to provide the link through microwave, provided the commission granted the necessary authorizations. Last week, the commission took an essential first step, approving an application the carrier had on file for facilities in Logansport and Monticello to relay four channels of service to a CATV in Lafayette.

As a result, the carrier began preparing for an expansion of its system to serve WTAF, as well as several CATV's in the state.

WTAF has not yet placed a firm offer with the carrier, but negotiations are proceeding rapidly. A spokesman for WTAF said the same service would be available from AT&T, but at a "prohibitive" cost.

ters in New York at suite 1518, 41 East 42d Street; telephone Mo 1-3446. Mr. Overmyer continues his headquarters in Toledo.

Ultimately the firm may consider expansion of its ownership interests into the station representative, program production or syndication and other related fields, it was indicated. Legal counsel for the company is Fly, Shuebruk, Blume & Gaguine, New York and Washington.

## Devine wants unified legislation on CATVs

Representative Samuel L. Devine (R-Ohio) asked Congress last week to tell the FCC to abandon its rulemaking on microwaves serving community antenna television systems and recommend legislation by next Jan. 1 that would bring the entire CATV industry under the Communications Act.

The commission "should forthwith cease partial regulation of CATV systems by imposing conditions on the issuance of licenses for microwave transmitters which are used by some such systems" (about 250), Representative Devine, a member of the House Commerce Committee, said in the text of HCon Res 315, a resolution he introduced Wednesday (June 24).

The congressman said he would like

to see the commission's recommendations follow the lines suggested by Commissioner Frederick W. Ford in his speech to the National Community Television Association two weeks ago (BROADCASTING, June 22). This would include, Representative Devine said, permitting CATV operators and broadcasters to own properties in each other's fields. The speech also called for an integrated wire and broadcast TV service.

And in particular, Representative Devine said, the FCC should examine and prevent monopolies, as in Austin, Tex., where he noted President Johnson's family operates the only TV station (KTBC-TV), and holds an option to buy up to half of a CATV there which is presently negotiating purchase of its only CATV competitor (see page 54).

## Teleprompter to use loan in CATV field

Teleprompter Corp., New York, announced last Thursday (June 25) it has obtained an unsecured term loan of \$4 million from two banks and will use the funds, in part, for the acquisition and development of community antenna TV properties.

Irving B. Kahn, chairman and president, said the loan was from Chase

Manhattan Bank and Franklin National Bank. A substantial part of the funds will be used immediately to retire almost all of Teleprompter's outstanding debt. The remainder will be added to working capital for use in expansion, primarily in CATV activities, he reported.

Teleprompter owns and operates 14 CATV systems and four microwave companies in the U. S., serving more than 46,000 subscribers, according to Mr. Kahn. He said several acquisitions are being considered.

Approximately 75% of Teleprompter's revenue comes from its CATV operations. It also supplies live staging, closed-circuit TV and film production services for industrial meetings and special events through its Group Communications division.

## Rollins buys Orkin for \$62.4 million

Rollins Broadcasting Co., Wilmington, Del., last week announced the acquisition of an Atlanta pest control company for \$62.4 million in cash.

Rollins disclosed plans to acquire Orkin Exterminating Co., the country's largest pest control firm. The transaction must be approved by Orkin stockholders. The Orkin company is principally owned by Sanford H. Orkin and his family. The company earned almost \$3 million (\$1.25 per share) on \$37.3 million sales in the last fiscal year ended Oct. 31, 1963.

About \$40 million of the purchase price is being advanced by the Prudential Insurance Co., it was under-

## KRLA gets another month

The FCC has given KRLA Los Angeles another reprieve, this one of one month. The station, which was denied renewal of license, is now scheduled to go off the air Aug. 1.

The additional month will give the commission time to decide whether to authorize an interim operation of the station and, if so, by which applicant. The commission held an oral proceeding on this question June 19 (BROADCASTING, June 22). Five applicants are seeking the interim operation.

The postponement was the fourth extension of time given KRLA. The station was originally ordered off the air by Dec. 27, 1963.



stood. Other banks and insurance companies will supply additional financing, it is believed.

Rollins owns three TV and seven radio stations, an outdoor advertising division in the U. S. and Mexico, a cosmetics division, and 10,000 acres of land in Okeechobee county, Fla.

Over the past 10 days, Rollins stock on the American Stock Exchange has been moving forward. On June 19 it closed at 28 for a gain of 1/8 that day. Last Thursday it closed at 37 1/2.

## Codes have meaning to agencies, Bell says

Howard H. Bell, director of the National Association of Broadcasters' Code Authority, addressed the Florida Association of Broadcasters at Miami Beach last week. Not surprisingly, his subjects were the radio-TV codes.

He viewed the codes as an acceptance by broadcasters of "the mantle of professionalism" with its "obligations and responsibilities," then continued to point out that besides maintaining rep-

utable standards of conduct in the public's interest "we also do this in our own self-interest." In evidence, he cited "a growing awareness among agencies and advertisers . . . that a radio code station represents high standards of performance and is a good 'buy.' Selling with the radio code is a plus."

Discussing efforts to build up membership in the radio code, he announced the addition of 13 new subscribers in Florida since April 1, bringing support in that state up to 26.7% of all stations. He reported monitoring or log review, during the last fiscal year, of 85% of the radio code subscribers. The checking covered 67,000 hours of programming and revealed a 98% compliance with the code.

"During April and May of this year," he said, "we have reviewed 4,450 hours or 136 stations. Of the hours reviewed 98.5% were found to be in compliance. All of this gives meaning and substance to the code."

He also suggested "the possibility of bringing station representative firms into the code as associate members," announcing that a study is being undertaken because of "increasing interest among station reps."

## EQUIPMENT & ENGINEERING

### CBS-TV to use new camera at GOP

CBS-TV last week formally announced its newly acquired Minicam Mark II wireless television camera with studio quality features and said it will be unveiled at the Republican convention next month (BROADCASTING, June 8).

The portable unit, which weighs less than 29 pounds, including camera, transmitter pack, power supply and transmitter, can be operated under normal lighting conditions and meets the same

standards as the standard studio 10.

The camera weighs only 6 1/2 pounds and measures 5 by 4 by 10 inches, including lens. The camera's Plumbicon picture tube was developed by Philips of Eindhoven, Netherlands.

### FCC bureau opposes Triangle request

The FCC's Broadcast Bureau has opposed Triangle Publications Inc.'s unusual request for a new oral argument on its proposal to relocate the transmitter of WNHC-TV New Haven, Conn.

Triangle requested the new oral argument on the ground that Springfield Television Broadcasting Corp., which opposes the move, displayed a map at the original argument May 15, that had not been introduced in the case previously. Triangle also maintained that the map contained errors and that it served to confuse the commissioners (BROADCASTING, June 15).

The Broadcast Bureau said the map was "not precise" but that it was substantially in accord with evidence in the hearing record. The bureau also held that the map would not confuse the commissioners, since they have "great expertise" in the field.

The bureau added that Triangle would not be prejudiced since the ruling admitting the map in evidence was made by FCC subject to further consideration.



BROADCASTING, June 29, 1964

## LADIES' MAN



"Sunny" the seahorse comes from the Syngathidae family on the Hippocampus side.

The male of the specie devotes his life to making things happier for the Mama Hippocampus. He's the producer in his family.

Frankly, our "Sunny" goes all out to please the ladies. He brightens their days and nights.

That's why the ladies of Tampa-St. Petersburg go for him.

We'll let him produce for you, too!

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# Weaver's hardware is ready for business

Whether California pay TV proves boom or bust, nobody can say it shot nickels on equipment

STV's president, Sylvester L. (Pat) Weaver Jr., holds program selector destined for a subscriber's home. Selector can be tuned to one of three video services or to an audio feed that will carry music and announcements. There's no charge for audio channel. Program selectors are made by Lear Siegler Inc. at Long Island City, N. Y., plant. STV will pay between \$48.95 and \$56.02 per unit, depending on total number it buys. Units are tested for 24 hours at service center in Santa Monica before being installed in STV homes in West Los Angeles.

Subscription Television Inc. last week was busy tuning up the elaborate equipment it will use to provide the program service and collect the money in the first big-league wired-pay-TV system in the U. S.

Before the first program goes down the cable in Los Angeles July 17 STV will have run up a multi-million-dollar bill for television gear, a coaxial cable grid, individual wire connections to subscribers, tuning devices on each subscriber's television set and machines to monitor subscriber viewing and send out monthly bills.

The future of STV may be uncertain but the company has spared no expense on its physical plant. Its television gear is the most modern on the market; its monitoring and billing equipment is so

new that much of it had to be invented for STV's purpose. If STV turns out to be a failure, it will not be for want of technical facilities. As one top STV engineer recently observed: "We decided that if things didn't work out, we'd rather go down in flames than drift into obscurity."

Obscurity so far has been outside STV's experience. Under the presidency of the idea-a-minute Pat Weaver, STV has become a topic of continuing controversy. A million California voters signed petitions to outlaw it. A swarm of others endorsed it by snapping up a \$16 million stock issue the day it came out. But STV has hardware as well as hullabaloo, as the pictures on this and the facing page show, and it's technically ready for operation.



The billing headquarters for STV is in a converted electronics plant in Santa Monica. To this location will be sent each day the taped records of subscriber viewing collected at interrogation and response centers in Hollywood and San Francisco. An IBM 1410 computer system is the heart of the billing operation. Shown in the picture are tape drives (the upright cases at center rear and at right), a printer unit (left rear) and a punch card machine (left front) which are key pieces in the billing assembly. From this complicated process will emerge monthly bills for all STV subscribers. The billing operation is run by

the Reuben H. Donnelley Corp., a Dun & Bradstreet subsidiary that was one of the co-founders of STV. Donnelley is also the STV sales agent. Lear Siegler, a major electronics company, another principal in the formation of STV, provides the program selectors and the interrogation and response equipment, and its subsidiary, Lear Siegler Service Inc., is in charge of maintenance of that equipment. All these operations are performed under contract to STV which itself consists of a small staff of program and promotion executives and has its office in a separate Santa Monica building.

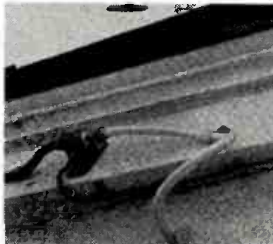




STV's program center, at 1313 Vine Street, Hollywood, is like a TV station in triplicate. With three video channels to program, STV needs three of everything. At the center are three film islands, each with one 16mm and two 35mm projectors and a slide machine, all equipped for color; TV tape machines, also with color capability; supporting equipment to transmit originations from the center or from live remotes such as the Dodgers baseball games. The video installation, containing mostly RCA gear, was made under contract by National Television Services Inc., a Los Angeles engineering-consulting firm, for about \$2 million. Pictured above is the center's master control. Standing is Edward E. Benham, NTSI president, who was for years the engineering vice president of KTTV(TV) Los Angeles. Seated is Charles Schmidt, engineer.



Next to the program center is the interrogation and response center. Here sophisticated equipment sends out electronic signals to all STV subscribers, gets back audio replies telling whether the individual set is on, tuned to free TV or STV and, if on STV, which of the three channels is in use. The replies are converted into digital code that computers can read, are fed into computers and recorded on magnetic tapes. This gear was designed and built by Lear Siegler Inc. at a cost of \$1 million. In three-and-a-half minutes this system can collect replies from 700,000 subscribers—some 697,500 more than STV will have on opening day. Duplicates of the Hollywood program center and interrogation and response center are being installed in San Francisco where STV says it will start service Aug. 14, with Giants baseball as an attraction.



The telephone company delivers the pay TV cable to each subscriber's house (black cable at left in small picture above), and Lear Siegler Service Inc. takes it from there (white cable to the right of the coupling). In picture at right above, LSSI service man connects the STV cable to a program selector. Other wires connect the selector with electric power and the television receiver. Tuning knobs on selectors can be locked—as a precaution against junior's running up the bill beyond dad's budget. STV paid telephone company \$679,000 in advance to wire mile square in West Los Angeles.

**BROADCASTING**, June 29, 1964



The first STV subscriber connected for pay TV service was the Louis Krakower family at 1905 Crest Drive, West Los Angeles, shown here examining the newly installed program selector. The Krakower home is one of 10,766 dwellings in the first area marked out for STV exploitation. Out of the 10,766 potential, STV claims more than 4,000 have subscribed—without ever having seen an STV program. As of June 24, 718 subscribers had been equipped, installations were being made at rate of 55 a day, and STV hoped to connect 2,500 by July 17, the day that Los Angeles will see its first pay TV program.



## FCC asked to deny short-spacing request

WALB-TV (ch. 10) Albany, Ga., has asked the FCC to reject the latest request to drop channel 10 into Jacksonville, Fla., at short spacing.

The request was made last month by New Horizons Telecasting Corp., which had advocated the allocation shift when it was part of the commission's proposal to drop short-spaced VHF's into seven markets.

The FCC eventually rejected that package proposal, but New Horizons said the Jacksonville situation should be considered apart from the "morass of the complex drop-in proceeding" (BROADCASTING, May 25).

The commission rejected the drop-in proposal largely on the ground it would inhibit the development of UHF television.

New Horizons' proposed transmitter site would be 58.5 miles short of the co-channel spacing from WBAL-TV, according to the Albany station.

### Technical topics . . .

**Camera equipment** ■ SOS Photo-Cine-Optics, New York photography equipment firm, last week released a new list of vari-focal zoom lenses for 16 mm, 35 mm and TV Vidicon cameras. The

list includes such brand names as Angenieux and Zoomar. Photo-Cine-Optics also announced a new film splicer manufactured by Maier-Hancock Corp.

**New portable** ■ Microwave Associates, Burlington, Mass., has announced its entry into the commercial electronic equipment field with a new portable all solid state microwave receiver and transmitter. Microwave said it already has sold the new equipment to networks for use at the political conventions.

**Hand recorder** ■ Craig-Panorama, Los Angeles, unveiled its new TR-490 tape recorder featuring one-hand control of its entire operation. The TR-490 comes equipped with volume control, inputs for earphone and microphone plus an extension microphone and a patch cord for radio recording. The price of the entire kit is \$79.95, including leather carrying case.

**RCA expansion** ■ RCA will install four additional computer systems, one large RCA 501 and three medium RCA 301's, in its systems center on Wall Street in New York to meet a growing demand from stock brokers for greater computer service. The new facilities will cost about \$1 million and will increase by 150% the volume of paperwork the center can handle.

**Color tubes** ■ Sears Roebuck & Co., Chicago, last week introduced a new

line of 16 inch color TV receivers made by Toshiba of Japan as a test market venture in some two dozen Chicago area stores. Sets are priced at \$349 and are all-channel models.

## Comments sought on channel move

Comments have been invited by the FCC on a proposal to shift channel 12 Ironwood, Mich., to Rhinelander, Wis., or in place of reallocating channel 12, assign channel 4 to Rhinelander.

The proposal was initiated by Representative Alvin E. O'Konski (R-Wis.) who requested the commission reassign the channel 12 allocation for WAEO-TV in near-by Hurley, Wis., to Rhinelander (BROADCASTING, Dec. 9, 1963). Representative O'Konski is permittee of the station. The alternate proposal arose from opposition by WLUK-TV Green Bay, Wis., to channel 12 operation at Rhinelander. WLUK-TV, owned by M&M Broadcasting Co., operates on channel 11 and feared interference with its service in the Rhinelander vicinity if WAEO-TV were on channel 12. WLUK-TV suggested assignment of channel 4.

The commission said it was deferring consideration of Representative O'Konski's request that the permit for WAEO-TV be changed to Rhinelander.

## FANFARE

## Orient vs. Disneyland in KNX news contest

The bold winner goes on a two-week holiday in the Orient; the conservative winner gets an all-expense trip to Disneyland for himself and his immediate family, and the loser stays home. This is the new contest of KNX Los Angeles based on the listener's knowledge of current news. Grand prize winners go to Tokyo and Hong Kong for 12 days but they must risk a trip to Disneyland for a chance at the grand prize.

If a listener correctly answers the first question, he receives the trip to Disneyland, but, he can wager that his knowledge is sufficient to answer the second question which will net him a trip for two to the Orient. There are two grand prizes.

### Drumbeats . . .

**Jolly green?** ■ Ninety people, mainly regional distributors for food and drug companies, were present last Tuesday (June 23) when Television Advertising

Representatives, New York, made its presentation at WTOP-TV Washington concerning spot TV. The presentation, "How to be a giant," is being given in each of the eight cities in which TVAR represents a station. The first program was given at WBZ-TV Boston.

**No tipping needed** ■ Instead of taking agency people to lunch last week, WINS New York was bringing the lunch to the

agencies. To introduce its air personalities to buyers and other personnel at major agencies, the station brought in a mobile hot dog wagon and served champagne to wash down the wieners. At BBDO (l-r) Mal Ochs, associate media director; Hal Davis and Bill Thompson, supervisors, talk with Ed Hider, WINS personality.

**Helpful dozen** ■ WwDC Washington has run a series of 12 political spots concerned with things that the potential candidate must do if he is to be successful in his attempts to gain elected office. The satiric scripts are patterned after a similar episode in *Mad* magazine.

**Cutting proposition** ■ WDAF Kansas City, Mo., completed a one-month promotion by presenting prizes to the winners in its grand championship "Mow-off" contest. The object of the contest was to determine who could start a mower, mow a 250-foot strip of the WDAF lawn and turn off the mover in the least amount of time.

**Novel approach** ■ KHOF(FM) Los Angeles, which is not listed in the rating books, decided on a different approach to prove its audience appeal. Dale Smith,



station manager, asked the KHOF audience to help the station defray the cost of new broadcast equipment via a 34-hour "Radiothon." The station received more than 500 phone calls and hundreds of letters producing \$6,000 in listener contributions.

**Bosses take note** ■ After Jack Angel, air personality at KEX Portland, Ore., had learned about a voodoo supply house in San Francisco that does a large business in bat blood, dried toads and other witch's supplies, the station came up with its own Voodoo it Yourself Devil Doll, a punch-out cardboard figure which comes complete with two pins for sticking into the doll, "thinking evil thoughts as you do so," according to the directions.

**WEEI in New York** ■ WEEI Boston held luncheon sessions for five days for agency and media executives, and for CBS Radio Spot Sales sales people in New York. WEEI's sales manager, Tom Young, presented a half-hour tape-slide presentation on the station, pointing up changes in the station's programming and the employment of new personalities over the past six months.

**New grant** ■ Television producer Sheldon Leonard and comedian Danny Thomas have established an annual \$3,000 fellowship to outstanding graduate students who enter television programming at Syracuse University's Newhouse Communications Center.

**Bottled promotion** ■ ABC International, making use of an ancient form of communications, is mailing to potential advertisers note-carrying bottles as part of a new promotion for ABC Worldvision stations. The bottles are actually printed on cards, through which a small hole has been punched. Inserted in the hole is a folded message saying in part: "This is one way to get your sales message overseas. Another is with ABC Worldvision—a global network of TV stations reaching 16 million responsive homes in five continents."

#### A place to rest and record

Time-Life Broadcast, New York, has set up a World's Fair information center in the Time and Life building in mid-Manhattan. The center has been established to provide a central location at which people visiting New York and the World's Fair from each of the communities in which a Time-Life Broadcast property is located can get information, a free souvenir and a place to rest. In addition, each of the Time-Life stations has a special exhibit where visitors may tape-record their impressions of the fair. These tapes are mailed to the station in that person's town and put on the air.



Hoover gets copy of show honoring him

Ward L. Quall, executive vice president and general manager, WGN Inc., Chicago (r) presents J. Edgar Hoover with a print of *Fidelity-*

*Bravery-Integrity*, a program presented over WGN-TV honoring Mr. Hoover on his 40th anniversary as director of the FBI.

*all over America, people of all ages  
are listening to the radio again, to*

## THE LIVES OF HARRY LIME

Orson Welles

## CAPT. HORATIO HORNBLOWER

Michael Redgrave

## SCARLET PIMPERNEL

Marius Goring

## THEATRE ROYALE

Laurence Olivier

## SECRETS OF SCOTLAND YARD

Clive Brook

## THE QUEEN'S MEN

Royal Canadian Mounted Police

## THE BLACK MUSEUM

Orson Welles

*7 network series . . . 364 radio dramas . . .*

*irving feld, 230 park ave., new york*

*mu 9-5857*

## Once more into fairness maze

'Life Line' and 'Dan Smoot Reports' generate a new series of requests for equal, but free, time

*Life Line* and *Dan Smoot Reports* programs criticizing the Johnson administration's antipoverty campaign have led to requests for time for reply on more than 300 radio stations. The programs were sponsored, but the requests were for free time.

The National Rural Electric Cooperative Association made the requests in letters in which it cited the FCC's fairness doctrine as well as the association's own "direct interest in the success of the program." The association contacted the 340 stations that carry *Life Line* and the 80 that carry *Smoot Reports*. Some stations carry both.

The association asked the stations to carry a 13-minute taped program it had prepared featuring R. Sargent Shriver, director of the President's "war on poverty."

In asking for free time, the association referred to a commission ruling, issued last September, which held that the "public's paramount right to hear contrasting views on controversial issues of public importance cannot be nullified by the inability of the licensee to obtain paid sponsorship of time for the broadcast of a view contrary to one already presented in a sponsored program" (BROADCASTING, Sept. 23, 1963).

**No Single Method** ■ However, the FCC also said that there is no single method by which a station must meet the obligations under the fairness doctrine. The commission said that the licensee has considerable discretion in choosing formats and spokesmen.

A spokesman for the NRECA in Washington said last week that some 150 replies to the association's letters

had been received, and that a "majority" expressed a willingness to make time available at no cost. Some raised a question of cost, according to the spokesman, and others said the station would select local residents to reply to the *Smoot* and *Life* programs.

KTRR Rolla, Mo., said it would want a "more specific directive" from the FCC before granting the request. The station asked the commission for a ruling.

**Another Issue** ■ In a similar fairness doctrine matter, the president of the Pennsylvania AFL-CIO has asked the FCC to "investigate" WRAC Williamsport, Pa., for its failure to grant free time for union-supported spots on a controversial issue.

The union president, Harry Boyer, told the commission the union wanted to reply to commercials on "more than 100" stations which were paid for by the "Jobs for Pennsylvanians Committee" and which supported an unemployment compensation bill that was bitterly opposed by labor. The bill was eventually enacted by the legislature.

WRAC refused to grant the request for free time on the ground that it had aired both sides of the controversy in newscasts. The station acted on advice from the Pennsylvania Association of Broadcasters.

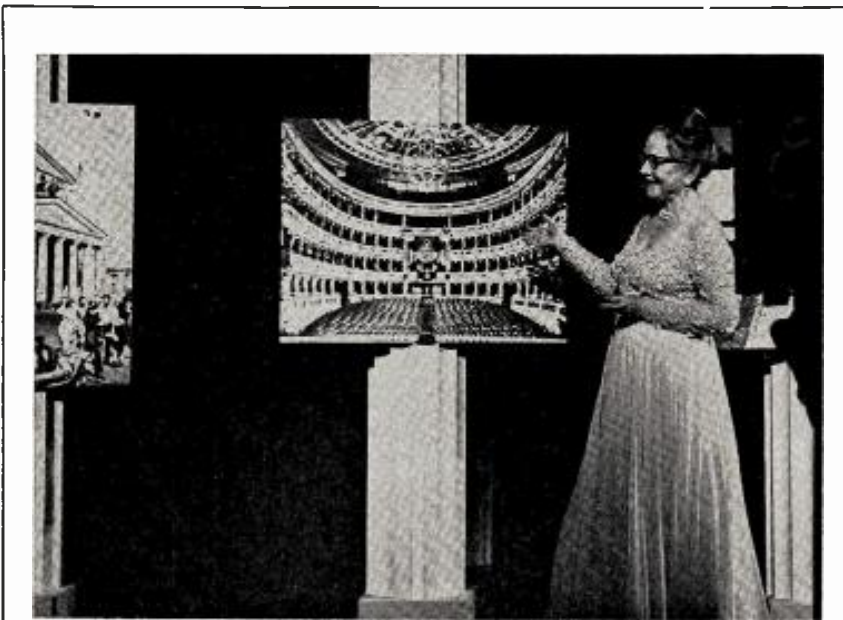
Mr. Boyer said eventually, however, "many stations" carried "labor's position on a one-for-one basis" and that others "offered a reasonable opportunity to answer."

He challenged the view that newscasts can satisfy a station's responsibility for balance "when a partisan group is allowed to purchase [time] and air its viewpoint many times daily while a spokesman for another view is refused an opportunity to answer unless he pays."

## Official's 'Survival!' gets higher budget

Official Films Inc. is allocating about \$1.2 million for the production of 38 episodes of the new half-hour actuality series, *Survival!* This represents a 25% increase in cost over similar presentations, Seymour Reed, Official president, reported last week.

The series, which will begin on stations this fall, centers around persons involved in well-known disasters, such as the sinking of the Andrea Doria and the Texas City oil fire. Mr. Reed noted that *Survival!* unlike previous actuality



### JFK center to have film depository

Helen Hayes was hostess-narrator, and Attorney General Robert Kennedy was special guest on a WRC-TV Washington special, *The House on the Potomac*, dealing with the John F. Kennedy Center for the Performing Arts. On the half-hour program last Saturday (June 27), the attorney

general made the first public announcement that the center would have a place set aside for film documentaries showing the history of the nation. Above, Miss Hayes points out the Vienna State Opera House as an example of other countries' cultural centers.



## Stanton denounces limits on trial coverage

Proposals calling for a law limiting the coverage of court trials and other legal procedures by the broadcasting and print media were assailed last week by Dr. Frank Stanton, president of CBS Inc., in a talk before the Conference of New York State Trial Judges in Crotonville.

He opposed such a law saying it would drive "a wedge" between the court and the communications media and thereby weaken the entire judicial system. In addition, he said, the law would impose upon the judge "the explosive job of sitting in virtually continuous judgment over the press" and would be highly costly to administer.

Dr. Stanton contended it would be more logical to strengthen control over the conduct of police and court officials responsible for the apprehension, custody and trial of the accused, than it would be to restrict the press through legislation. He noted that stations and newspapers "do not extract confessions or originate evi-

dence," and indicated that the way to stop certain information from appearing in the news media would be to stop it from being issued.

He acknowledged that neither increased restrictions on the news media nor on police officials held the answers to the problems, and suggested that one approach could be an inquiry into the problems of covering legal proceedings to be conducted by an interdisciplinary panel under the sponsorship of the Brookings Institution. He noted he had made such a proposal last March and reported that the institution is now making preliminary studies (BROADCASTING, March 30).

Another suggestion Dr. Stanton advanced was that broadcasters be granted increased access to the courtrooms. He said that more liberal access, now generally prohibited by the restrictions of Canon 35 of the American Bar Association, would serve to strengthen judicial institutions and enlighten the public.

series *Battle Line* and *Biography*, will accentuate the human-interest approach, rather than the educational slant.

More than 20 stations have bought the series to date and a line-up of 75-80 stations is expected by this fall, Mr. Reed said.

## L.A. board changes its pay-TV stand

Subscription Television Inc. won a psychological victory when the board of supervisors of Los Angeles County rescinded a previous vote endorsing a referendum to outlaw pay TV in California. The board adopted a neutral "let the people decide" position. The vote, which was unanimous, came at the end of a 2½ hour session during which more than 25 representatives of various civic, social and labor groups had presented their views, pro and con, on the matter.

The change by the Los Angeles supervisors was only one straw in the wind of public opinion regarding pay TV in general and the Santa Monica, Calif.-based STV in particular. An exchange of correspondence between Mrs. Fred Teasley, state radio and TV chairman of the California Federation of Women's Clubs, and Andrew J.

Biemiller, director, department of legislation, AFL-CIO, released by the Citizens Committee for Free TV, revealed that the national labor organization is on record as opposing pay TV in any form, over the air or by cable. The STV program service will be transmitted by cable.

At its 1957 convention, the AFL-CIO adopted a resolution of unreserved opposition to pay TV. "There has been no action since that time and that resolution still stands as the official policy of this organization," Mr. Biemiller wrote.

Individual unions are not bound by the national AFL-CIO stand. Last week the Hollywood Film Editors, Local 776, IATSE, unanimously approved a resolution to be submitted to the IATSE convention next month in Louisville. It asks that the national body reject any attempt to put IATSE on record as opposing pay TV. And the Los Angeles local (47) of the American Federation of Musicians, in a front page editorial in its monthly publication, *Overture*, declared: "The right of a new industry to a fair trial is not debatable . . . because we have an economic interest in any new industry that creates jobs for musicians, we should all work toward educating and influencing everyone we come in contact with to vote no against the initiative to ban pay TV in the November elections."

YOU NEED  
TERRE HAUTE,  
TOO . . .



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



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



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

WTHI-TV  
delivers more homes  
per average quarter  
hour than any  
Indiana station\*  
(November 1963 ARB)  
\*except Indianapolis

WTHI-TV  
CH 10 TERRE HAUTE, IND.

REPRESENTED BY



THE ORIGINAL STATION REPRESENTATIVE

## No hesitation on revocation

Henry says commission in earnest on backing up ban on horse racing information

The FCC's newly revised but watered-down policy statement on the broadcasting of horse racing information "is quite clear and unambiguous," Chairman E. William Henry said last week. If any station is found violating it, he said, it "will call for drastic action."

Earlier the commission had proposed extensive and strict rules governing racing broadcasts, Mr. Henry explained to a meeting of the National Association of State Racing Commissioners in Chicago Tuesday (June 23). The final decision resulted in a much more simplified version which seeks to prohibit only that portion of data vital to major

illegal gambling interests (BROADCASTING, June 22, 15). Under the new policy the FCC will continue to consider the subject on a case-by-case basis.

Chairman Henry said under the new policy any station violation would invoke "drastic" action by the FCC, "not just raised eyebrows or a one-year renewal. I for one will not hesitate to vote for revocation."

The FCC chairman also called for the formation of a joint committee of representatives from NASRC and the FCC to review periodically broadcasting racing policies to assure that the present regulations continue to be adequate to curb bookie operations.

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, praised the cooperative effort to free racing of news "discrimination" which other sports do not face while still managing to find reasonable regulation to "keep racing information out of the hands of the criminal element."

Just before their NASRC talk, Mr. Henry and Senator Magnuson participated in AT&T's new intercity Picturephone service (see page 53).

## Argument due on radio forms

They're shorter and simpler than TV forms, so not as much complaint is expected

The FCC puts its proposed program reporting form for radio out for oral comment tomorrow (Tuesday), in a hearing scheduled to last all day.

The hearing appeared to be shaping up as something of a rerun of the proceeding on the commission's proposed form for television on June 1, with a number of the same groups to appear. Twenty participants are scheduled.

The radio form is simpler and shorter than that proposed for TV. So it is not expected to generate the same number of complaints. Many of those who testified at the earlier hearing said the TV form was too detailed and would be too

## Screen Gems makes first sales on half-hour Truman series

Screen Gems Inc. has placed *Decision: The Conflicts of Harry S. Truman*, a half-hour dramatic documentary series, into syndication, and has sold the programs in key markets in the U. S. for presentation, starting Nov. 10, it was announced last week by Jerome Hyams, executive vice president of SG.

The 26-episode series covers the critical events in the Truman administration, 1945-52. Programs will include both stock footage of historical events plus material filmed during the past year in New York, Washington and Independence, Mo. These latter segments consist of recollections from major figures in-

cluded in the Truman decisions, including Averell Harriman, Dean Acheson, General Omar Bradley, Sam Rosenman and Mrs. Truman.

Mr. Truman appears in each episode, revealing his thoughts and fears at the time he made his decisions, according to Robert Seidelman, vice president in charge of syndication for Screen Gems and executive producer of the series. The producer-director is Ben Gradus.

Among the subjects covered in the 26 episodes will be three which will have two half-hours devoted to them: "The Legend of Douglas MacArthur"; "Police Action," concerning the U. S. and United Nations involvement in the Korean War and "Dialogue with the Future," centering on the decision to use the atom bomb.

Initial buys were made by WHDH-TV Boston; WBKB(TV) Chicago; KPX(TV) San Francisco; WOOD-TV Grand Rapids, Mich.; WTMJ-TV Milwaukee; WTIC-TV Hartford, WDAU-TV Scranton-Wilkes-Barre, and the seven Metropolitan Broadcasting Television stations (WNEW-TV New York; WTTG(TV) Washington; KTTV(TV) Los Angeles; KMBC-TV Kansas City, Mo.; KOVR(TV) Stockton, Calif.; WTVP(TV) Decatur, Ill. and WTVH(TV) Peoria, Ill.)



On set in front of the screen, President Harry S. Truman recalls the events leading to his dismissal of

the late General MacArthur, part of Screen Gems' new dramatic documentary series

burdensome on broadcasters (BROADCASTING, June 8).

These complaints are currently being tested in a kind of laboratory experiment. WPRO-TV Providence and KDIX-TV Dickinson, N. D., have volunteered to complete the form to determine what problems they would actually pose for broadcasters.

During the test, expected to last six weeks, the stations will keep records of the time and money devoted to filling out the forms. Commission officials also hope the stations will be able to suggest phraseology to make the form's questions more explicit.

**NAB up First** ■ Lead-off witness at tomorrow's hearing will be Douglas Anello, general counsel of the National Association of Broadcasters. Representatives of the Virginia, South Carolina and Texas Broadcasters Associations are also scheduled to appear.

Others on tap include representatives of ABC, Mutual Broadcasting System, Storer Broadcasting Co., the United Presbyterian Church, the United Churches of Christ, WANN Annapolis, Md., and WMCA New York.

The commission will also hear from eight communications attorneys, each representing several licensees.

Like the television form, the one for radio is composed of two documents—one for license renewal applicants and one to be used in connection with applications for new stations, assignments and major changes in facilities.

**Ad Hoc Committee** ■ The proposal is based on the work of an ad hoc committee, composed of broadcasters, attorneys and FCC staff members, which reviewed and attempted to simplify a form issued by the commission in January (BROADCASTING, Jan. 27). The form on which comments will be heard tomorrow is basically similar to the January proposal, in that its major emphasis is on the reporting of news and public affairs programming and commercial practices.

Both radio and TV proposals represent a 4-year effort by the commission to bring its reporting forms in line with its 1960 program policy statement.

**NAB Likes Narratives** ■ Speaking in widely separate locations last week, two officials of the National Association of Broadcasters delivered strikingly similar remarks on the FCC's proposed program reporting forms, perhaps previewing their organization's official position at the hearing.

Sherril W. Taylor, vice president for radio, told the Florida Association of Broadcasters Friday (June 26) that two broadcasters had been picked to join Mr. Anello in oral argument before the FCC. They are Robert Jones, vice president of WFBR Baltimore, and Grover Cobb, KVGB Great Bend, Kan., and a member of the NAB radio

BROADCASTING, June 29, 1964

## A rose by any other name

The National Broadcasting Co., National Association of Broadcasters and the U. S. Chamber of Commerce—plus thousands of other firms and organizations around the country—would have to find new names if a bill introduced by Representative Abraham J. Multer (D-N.Y.) were to become law.

Representative Multer said businesses, corporations or associations should be prohibited from using the words "national" or "federal" or the letters "U.S." in their names to avoid confusion that they may be in some way associated with "or have the blessings of" the federal government.

His bill, HR 11571, would permit only those firms authorized by statute, such as national banks, to use these words in their title.

board. Mr. Taylor said the two "will testify that a broadcaster can best describe his methods in a general narrative statement without being required to give names of those in the community contacted or to relate specific programs to specific suggestions."

On the same day, Mr. Anello addressed the Wisconsin Broadcasters Association at Lake Geneva. He attacked censorship in general, explored the philosophical bases for freedom of information in a free society, and stated NAB's belief "that the commission may not challenge a licensee's programming schedule unless it has reason to believe that the schedules were not made in good faith; were not made in response to the licensee's determination of the interests of his community, but rather are arbitrary or reflect mere personal whim." He suggested that "the commission should limit its application information to a simple narrative for the sole purpose of determining whether the licensee has attempted to be informed about the market served."

## Program notes . . .

**Campaign history** ■ New York University is offering a series of ten public service programs for radio stations entitled *Campaign*. The five-minute features, each pertaining to one of ten major presidential campaigns of the past, recreate the issues, sounds and the songs of political battles. The series is offered at \$20, and the proceeds go into a scholarship fund for broadcasting students at the university.

**Children's series** ■ Gadabout Gaddis



## Lighten your load Simplify your remote

212H-1: 3 channels/self-contained/solid state/operates on normal flashlight batteries for 200 hours (battery check built-in)/built-in tone generator/rugged case/roller gain controls.



**COLLINS RADIO COMPANY**  
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30 Years in the Broadcast Business



P.S. Ideal Mike for use with the 212H-1 is the new M-70.





## Rest for Roger

CBS News correspondent Roger Mudd went on a short vacation after his continuous vigil at the Senate chamber in Washington reporting on the progress of the civil rights bill, which was passed by the Senate June 19.

Since March 30, when the legislation reached the Senate floor, Mr. Mudd made 240 CBS-TV reports, 430 CBS Radio broadcasts and 197 special reports to WCBS-TV New York and WTOP-TV Washington. His concluding story was to relay the 73-27 Senate vote that passed the bill.

Productions, Boston, has acquired exclusive American TV rights to *The Terrific Adventures of the Terrible Ten*, a series of about 200 7½-minute children's TV films now popular in Canada, Australia and England.

**Campaign songs** ■ Procaudio Ltd., New York, has made available to agencies, TV and radio stations, a record collection of authentic presidential political music, consisting of nearly 100 songs dating back to George Washington.

**Leigh in TV** ■ Actress Janet Leigh has signed a television contract with The Mirisch Co., Los Angeles, which is developing a TV series for her in cooperation with United Artists.

**Film pack** ■ Allied Artists Television Corp., New York, is preparing to distribute, primarily to TV, a newly acquired package of 23 foreign language feature films. The films, many of them Italian, have not been shown in the U. S. They will be dubbed in English. Several will be distributed to theaters before TV.

**Picture pack** ■ With its purchase of the Century III package of 30 feature motion pictures from 20th Century-Fox for approximately \$500,000, KHJ-TV Los Angeles will have spent close to \$7.5 million in the past few years for the TV use of motion pictures made for theatrical exhibition, Wally Sherwin, director of programing at KHJ-TV announced last week. The new films, which will become available to the station by Oct. 1, include 26 pictures made in color which KHJ-TV will broadcast in color.

**Lawford in Profiles** ■ Peter Lawford, brother-in-law of the late President John F. Kennedy, will star in "The General Alexander William Doniphan Story," on the new NBC-TV series based on *Profiles in Courage*, the Pulitzer Prize winning book written by Mr. Kennedy. The series begins Nov. 8 (6:30-7:30 p.m. EST).

## SAG members okay call for strike

A strike of the Screen Actors Guild against the producers of filmed TV programs can be called at any time following midnight Tuesday (June 30), when the current contract expires. Some 1,200 SAG members, attending a special meeting last Monday (June 22) gave the union's executive board authority to call a strike. Major item of the SAG proposal is the demand for a doubling of residual payments for domestic reruns of TV filmed programs plus payments for the use of these programs in foreign markets, for which actors have not received any payment.

A new development in the contract discussions is that, at SAG insistence, the three TV networks have joined the Association of Motion Picture and Television Producers at the bargaining table.

The union's argument is that the networks participate in the financing and production planning of many shows which appear on network TV and are just as much concerned with the terms and conditions of employment for the actors on these programs as the producers. Originally, the network representatives were only observers of the negotiations.

## Unions irked at studio's tape plans

The first TV program to be put on tape instead of film at Universal City Studios (formerly Revue) is "still scheduled to go into production in July," a studio spokesman said Thursday. The program, as yet untitled, will be produced by Milt Hoffman, with Bill Leyden as host.

The switch from film to tape has been protested by six Hollywood locals of the International Alliance of Theatrical Stage Employees, who charge that such a move would be a breach of contract. These locals, representing cameramen, film editors, sound technicians, laboratory technicians, scenic artists and makeup and hair stylists, have for months complained that the tape agreement negotiated last winter with the major film producers by IATSE President Richard Walsh is invalid and they plan to take their fight to have it rescinded to the floor of the IATSE convention in Louisville, Ky., next month.

Such an agreement is unnecessary, the locals contend, as the 1961 agreement between the IATSE and the film producers already covers all production, tape or film. The source of the

## 'Kemo Sabe' rides again

The Lone Ranger and Tonto have come out of retirement to again fight the forces of evil in the early West and to extend their 20-year popularity record on radio.

Syndicated by Special Recordings Inc., Detroit, the program series is scheduled on WISN Milwaukee; KALF Mesa, Ariz.; WICK Bloomington, Ill.; WKOS Ocala, Fla.; WBCM Bay City, Mich.; WKBO Harrisburg, Pa., and WIAV Grand Rapids, Mich. Fred Flowerday, president of Special Recordings Inc., said KMOX St. Louis will begin programing late this summer with 41 other stations scheduled to carry the series beginning this fall.

locals' dissatisfaction is that in general the tape agreement calls for a weekly pay scale that is lower than that for film (BROADCASTING, Dec. 23, 1963).

"The video-tape agreement was without the authorization, without the participation, without the consent and without the ratification" of the local unions and their members, the six protesting locals said in a telegram sent to the top officials of MCA, Universal and Revue. (The studio spokesman refused to comment on the wire or even to admit that any such message had been received.)

If Universal Studios proceeds with the scheduled taping, the unions will take appropriate legal action, their message stated.

## Heavy coverage of conventions planned

Two station groups and an audio news service have released plans for coverage of the political conventions this summer.

Corinthian Broadcasting Corp., New York, will use a 22-member reporting team from its six stations; Taft Broadcasting Co., Cincinnati, will send 17 newsmen and technicians from its 12 stations, and Radio Press International will use five men to cover Republican candidates for its 150 subscribing stations.

In addition to regular live coverage of convention activity, the Corinthian stations will present half-hour pre-convention specials and feature reports by the nationally syndicated newspaper columnists who participate in Corinthian's

*Columnists on the Air* series. Corinthian stations are KOTV(TV) Tulsa, Okla.; WANE-AM-TV Fort Wayne, Ind.; WISH-TV Indianapolis; KXTV(TV) Sacramento, Calif., and KHOU-TV Houston.

The Taft coverage will supplement network and wire service reports by providing localized reports for the Taft stations. Nick Basso and John Fraim of Taft's WTVN-AM-FM-TV Columbus, Ohio, will also be part of the ABC convention staff, and Bill Leeds of WDAF-AM-FM-TV Kansas City, Mo., will also work with NBC coverage. Other Taft stations are WKRC-AM-FM-TV Cincinnati; WBRC - AM - FM - TV Birmingham, Ala.; WGR-AM-FM-TV Buffalo; WNEP-TV Scranton-Wilkes-Barre, Pa., and WKYT-TV Lexington, Ky.

RPI's plans include 20 three-and-a-half minute news interpretations and interviews daily on late developments with leading Republicans and Democrats at their respective conventions.

For the Republican convention, RPI News Director Bill Scott has assigned Herb Brubaker to cover Senator Barry Goldwater; Victor Jay will cover Governor Nelson Rockefeller; Don Fulsom will cover Governor William Scranton; Steve Nevas will be at the Henry Cabot Lodge headquarters and Mr. Scott will cover the Richard Nixon headquarters.

## Bears football goes theater TV route

The Chicago Bears of the National Football League last week did what was expected of them. The NFL pro champions signed a one-year contract to show their blacked-out home games on theater television (CLOSED CIRCUIT, June 22).

National General Corp., Los Angeles, through its subsidiary, Theater Color-Vision Corp., will handle the Bears home games and feed them to two Chicago theaters. The theaters will add 9,500 seats to the Bears' 45,800 capacity of Wrigley Field. Games are scheduled to be shown in black-and-white with possibility of using color theater TV gear now being developed by General Electric.

The theater TV seats will represent an extension of the Wrigley Field box office as far as the Bears, the visiting teams and the league are concerned. The Bears will take 60% of the net and the visitors 40% after a 2% cut is taken out for the league. NGC will receive a per-seat override on the theater portion after expenses. This will be included in the theater TV expenses before the net is split.

Last year's NFL championship game between the Bears and New York Gi-

BROADCASTING, June 29, 1964



## News for the deaf

WLWC(TV) Columbus, Ohio, in an effort to alleviate part of the void in news coverage caused by a newspaper strike in that city, has provided sign-language on its 6 and 11 p.m. news programs for the benefit of the deaf citizens who normally receive their news via the newspapers. The station also broadcasts the schedules of all TV stations in Columbus (three commercial and one educational), as well as a half-hour program daily devoted to obituaries, vital statistics and social news.

ants at Wrigley Field marked the first use of theater TV for sold-out home games. Following that game, NFL Commissioner Pete Rozelle said he favored the idea of theater TV at sell-outs (BROADCASTING, Jan. 6), and the NFL made provision for such telecasts in the two-year \$28.2 million contract it signed with CBS-TV (BROADCASTING, Jan. 27).

Earlier this month four West Coast colleges began negotiations with Subscription Television Inc. of Santa Monica, Calif., for showing of their home games on the California pay TV system.

## Hurok's acts being booked for STV

Impressario Sol Hurok announced last week that pianists Artur Schnabel and Van Cliburn will appear on Subscription Television's pay-TV systems in Los Angeles and San Francisco. Arrangements are under discussion for guitarist Andres Segovia, cellist Mstislav Rostropovich, singers Marian Anderson,

Mary Costa, Victoria de Los Angeles, Roberta Peters, Jan Peerce, and Jerome Hines, and groups such as the D'Oyly Carte Opera Co., the Old Vic and the Royal, Danish and Bolshoi ballets to make similar appearances. Virtually all of the 1,000-1,200 artists he represents will perform for STV, Mr. Hurok said.

Sylvester L. (Pat) Weaver, STV president, joining Mr. Hurok at a news conference in Los Angeles, said that the artists will be paid on a royalty (percentage) basis. Their programs will be taped or filmed and will be repeated periodically as the STV audience grows from the few thousand homes that will be connected for program service at its inception July 17 to the more than 50,000 anticipated by the end of the year and the many times that number in the next few years. Mr. Hurok receives \$10,000 a month as consultant and negotiator for STV in the cultural program field.

Mr. Weaver also announced a *Lecture Hall* series to be presented to STV subscribers, with Arthur Schlesinger, Norman Cousins, Bennett Cerf and others repeating for STV the lectures they usually give in civic halls and college auditoriums. He is meeting this week in New York with the heads of the major motion picture companies, he said, after which he hopes to be able

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The Pulse figures referred to in our ad in the BROADCASTING YEARBOOK are from the Baltimore Negro Pulse of August 1962.

WSID—Baltimore



to announce the completion of arrangements for STV to add new theatrical motion pictures to its schedules.

A new STV commercial division has begun to sell the company's wired closed-circuit pay TV program service to restaurants, bars, hotels and other public gathering places in the Los Angeles area which will receive the first STV programs, Mr. Weaver said. Only 25 of these commercial installations will be made, he said, "until we can study the situation and find out what's going on." He added: "We're pushing the Japanese, Germans and everyone else to give us a 3- by 4-foot color screen."

Asked about the possibility of adding theaters to STV's home hookup to receive concerts and other special programming, Mr. Weaver said that such interconnection is a natural extension of the home service and will undoubtedly happen some day.

**A Third Side** ■ Mixing into the melee about pay television, heretofore dominated by the highly vociferous foes and equally vigorous defenders of the medium, Douglas Anderson, president of Anderson-McConnell Advertising Agency, Los Angeles, last week expressed a third point of view. He opposes the proposed amendment to the state constitution which goes on the California ballot this November seeking to outlaw pay TV in the state. But he believes that economically, pay TV simply won't work.

"Let's suppose," Mr. Anderson proposed, "that television started out as a home-pay medium. Then one day a bunch of advertisers came up with the idea of sponsoring shows and presenting them for free. Which method do you think would win?"

Granting that if pay TV could come up with a never-ending parade of brilliant, smash entertainment superior to anything to be found on free TV it could cut quite a swath, Mr. Anderson commented that was the trouble. There never has been and never will be an unlimited supply of great entertainment.

## Supreme Court backs ASCAP

### Refuses to review ruling against TV music clearance at the program source

Hopes that TV broadcasters could force program licensing at the source through the ASCAP consent decree went glimmering last week when the U. S. Supreme Court refused to review a lower court ruling adverse to the All Industry Television Stations Music License Committee.

The industry TV committee had sued the American Society of Composers, Authors and Publishers to force ASCAP to agree that stations pay royalties only for music used in locally originated programs. Music used in syndicated programs would be collected by ASCAP at the source. The suit was based on the committee's contention that the ASCAP consent decree permitted this kind of an arrangement. ASCAP claimed the consent order did not require this.

The U. S. Court of Appeals in New York last April upheld the ASCAP view (BROADCASTING, April 20). The committee then filed its request for review to the Supreme Court.

Several alternatives are still open to the industry committee. It can bring an antitrust suit, via a station or group of stations, against ASCAP to force the licensing group to accept the principle of licensing at the source without regard to the consent order. It can go back to the federal district court for a hearing on "reasonable" rates under the consent decree and the traditional form of ASCAP licensing. It can settle directly with ASCAP. Just what the next step is hasn't been decided, according to Charles Tower, Corinthian Broadcasting Corp., chairman of the committee.



### Distribution pact

George A. Graham Jr., chairman of the board, NBC Films (1), is shown with Charles Benton, president, Encyclopaedia Britannica Films, at the signing of a five-year contract giving Britannica rights to adapt and distribute all of the network's documentary programs to educational institutions. The contract covers NBC-TV documentary news, religious, special and children's programs.

## Four Star syndicates 'Richard Diamond'

Four Star Distribution Corp. has placed its *Richard Diamond* series, starring David Janssen, into syndication and is releasing two additional runs of *Riflemen* because of TV station interest, Len Firestone, vice president and general manager of the syndication company, announced last week.

Mr. Firestone noted that because of the growing popularity of Mr. Janssen, star of ABC-TV's *The Fugitive*, Four Star Distribution asked stations if they were interested in *Richard Diamond*, a 26-episode, half-hour series which was presented on NBC-TV several years ago. He said interest by stations was "very promising" and initial sales on *Richard Diamond* have been made to WPIX(TV) New York, WGN-TV Chicago, KTLA-TV Los Angeles and WFAA-TV Dallas-Fort Worth.

The 26 former NBC-TV episodes have never been in syndication. The series earlier had been on CBS-TV and 51 half-hour segments have been in distribution by CBS Films for several years under the title, *Call Mr. D.*

Mr. Firestone said *The Riflemen* has

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(As is—\$7,250.)

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(As is—\$2,500.)

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been in syndication for almost two years and, in some markets, the initial two runs will have been completed this fall. He stressed that to recoup costs for residuals for the additional two runs, Four Star had to be assured of interest by a sufficient number of stations. When 12 stations indicated they would buy *Rifleman*, Mr. Firestone reported, the company decided to release two additional runs. More than 120 stations are carrying the series.

## Democrats caution stations on 'hate'

The Democratic National Committee has warned about 1,300 radio and television stations that certain programs they carry "have repeatedly attacked the candidates, programs and policies of the Democratic party" and implied they could make the stations liable to claims for time to answer them.

A letter from Samuel C. Brightman, deputy chairman for public affairs, includes a reprint of "Radio Right: Hate Clubs of the Air," which appeared in *The Nation* May 25 and characterizes nine programs.

Listed: *Twentieth Century Reformation Hour*, *Life Line*, *Manion Forum*, *Howard Kershner's Commentary on the News*, *Dan Smoot Reports*, *America's Future*, *Christian Crusade*, *Radio Edition of the Independent American* and *Church League of America*.

Mr. Brightman said last week that the letter was sent to all stations carrying any of these programs, numbered in the article at "more than 1,300."

The accompanying letter states, "In view of the coming political campaign I thought you should be aware both of the content of these programs and the claims for time to which these attacks can make you liable."

## Broadcasters cut out of D.C. crime bill

House-passed legislation that would have included radio and television stations among media affected by its anti-obscenity provisions has been amended so that references to the broadcast media have been eliminated.

HR 7525, an omnibus crime bill for the District of Columbia, has been altered by the Senate District Committee in a manner recommended by the National Association of Broadcasters. The NAB and other broadcast witnesses reminded the committee that the Communications Act already provides sanctions against broadcast of obscene matter (BROADCASTING, Dec. 9, 1963).

BROADCASTING, June 29, 1964

## 2 stations buy, 14 renew 'Steve Allen'

Westinghouse Broadcasting Co. last week announced 14 station renewals in its 90-minute *Steve Allen Show*, a package featuring five programs per week. Westinghouse also reported two stations signing for the package for the first time: KGGM-TV Albuquerque, N. M., and CHCH-TV Hamilton, Ont.

Renewing stations are: WPIX(TV) New York; WTOP-TV Washington; KRLD-TV Dallas-Fort Worth; WISN-TV Milwaukee; WCCO-TV Minneapolis-St. Paul; KTVI(TV) St. Louis; WNYN(TV) Syracuse, N. Y.; KOOL-TV Phoenix; KSL-TV Salt Lake City; KATU(TV) Portland, Ore.; KRNT-TV Des Moines, Iowa; KOLD-TV Tucson, Ariz.; WLWI(TV) Indianapolis, and KRQD-TV El Paso. The show is on 35 stations.

## Warner syndication sales up 31%

The television division of Warner Bros. Pictures reported syndication sales of \$3.4 million for the quarter ending May 30. The near-record figure represents a 31% increase over a like period the year before.

Warners last week also reported 34 new sales totaling \$595,000 during the first two weeks of June. More than half of the two week's sales, in 21 markets, involved one-hour western series (*Cheyenne*, *Maverick*, *The Dakotas* and *Bronco*). Other properties involved in the two-week spurt: *The Gallant Men*, *Surfside 6*, *Bourbon Street Beat* and *77 Sunset Strip*; feature films ("Warner Bros. One") and its 1964 cartoon package.

According to Joseph Kotler, vice president of the TV division, the past quarter was "topped only by the first quarter of our operation two years ago, when we released six hour-long off-network programs, and by the summer quarter last year when we introduced our first package of 25 Warner Bros. features."

Mr. Kotler also said that more than half of the past quarter's total sales were in *77 Sunset Strip*, an off-network series now in rerun on ABC-TV.

## Film sales . . .

*Century II Features* (20th Century-Fox TV): WFIL-TV Philadelphia; KFRE-TV Fresno, Calif.; WBNF-TV Binghamton, N. Y.; WFBG-TV Altoona, Pa.; WLYH-TV Lancaster-Lebanon, Pa.; KLYD-

TV Bakersfield, Calif.; WCIA(TV) Champaign, Ill.; WMBD-TV Peoria, Ill.; WHP-TV Harrisburg, Pa.; WSBA-TV York, Pa.; KVTV(TV) Sioux City, Iowa, and KOB-TV Albuquerque, N. M. Now in 72 markets.

*Debbie Drake* (Banner Films): KHOL-TV Kearney-Holdrege, Neb. and KGO-TV San Francisco.

*Bold Journey* (Banner Films): KIMA-TV Yakima, Wash.

*Tarzan Features* (Banner Films): WHCC-TV Rochester, N. Y. and WDEF-TV Chattanooga, Tenn.

*Aquanauts* (UA-TV): KTRG-TV Honolulu; WEAR-TV Pensacola, Fla.; WLOS-TV Asheville, N. C.; KARD-TV Wichita, Kan.; WTVR(TV) Richmond, Va. and WFTV(TV) Orlando, Fla. Now in 65 markets.

*Men into Space* (UA-TV): KCOY-TV Santa Maria, Calif.

*Highway Patrol* (UA-TV): KEHU(TV) San Bernardino, Calif.; WRCB-TV Chattanooga; WINR-TV Binghamton, N. Y. and XETV(TV) Tijuana-San Diego. Now in 179 markets.

*Woolner color package* (Roberts & Barry): WFAA-TV Dallas-Fort Worth; WTCN-TV Minneapolis-St. Paul; WOOD-TV Grand Rapids, Mich.; KCRA-TV Sacramento, Calif.; KHVH-TV Honolulu, and KSL-TV Salt Lake City.

*East Side Kids features* (Astor-Atlantic package) (Roberts & Barry): WCCO-TV Minneapolis-St. Paul, and WITI-TV Milwaukee.

*Jungle group* (Teledynamics): WTVD(TV) Durham, N. C.; KBMT(TV) Beaumont, Tex.; KSHO-TV Las Vegas; WTTG(TV) Washington; WSPA-TV Spartanburg, S.C.; KOAT-TV Albuquerque, N.M., and WOR-TV New York.

## CBS-TV signs Streisand

CBS-TV has signed Barbra Streisand, newest Broadway star, to an exclusive TV contract "in excess of 10 years," that calls for her to do one special program a year. CBS-TV reportedly will spend more than \$300,000 for each of the special programs

## RKO, 20th Century settle

RKO General Inc. and 20th Century-Fox Film Corp. announced that they have reached "an amicable settlement of their differences" regarding the supplying of motion pictures for the RKO pay TV operation in Hartford, Conn.

The settlement ends a suit filed by RKO General against Fox last March. Several weeks ago RKO General and Universal Pictures reached a similar settlement. It provides that the motion picture companies will supply RKO General with first-run features for its pay TV installation.

## STV money goes out; very little comes in

Between Jan. 7, 1963, when Subscription Television Inc. was organized, and Dec. 31, 1963, the pay TV company took in more than \$21 million from the sale of stock, of which over \$11 million was promptly put into U. S. treasury obligations and some \$5 million spent for equipment and other expenses of getting a new business started. It ended the year with a cash balance of just under \$7 million.

As STV President Sylvester L. Weaver Jr. said in his statement to stockholders: "Since operations are not scheduled to begin until July, the company has as yet enjoyed no income other than that derived from the temporary investment of funds."

STV "is presently experiencing the very heavy starting-up costs inherent in the creating of any major new enterprise," Mr. Weaver continued. "Stockholders should be aware that this condition will not change overnight upon the initiation of operations, but will, instead, continue for some period of time."

STV states that public reception of its sales effort is "still excellent. We expect to end the year 1964 with 70,000 homes installed, plus hotel rooms and commercial installations."

## Comsat says stock would suffer under FCC plans

The Communications Satellite Corp. last week told the FCC that if the federal agency adopts a rule to prohibit the sale of Comsat stock owned by

common carriers before June 1, 1965, it "would restrict generally the transferability of shares" and would "impair the marketability" of stock.

The commission proposed the rule following the sale of half of Comsat's 10 million common stock shares to common carriers (BROADCASTING, June 8). The rule is designed to curtail speculation with Comsat holdings. Only the shares held by common carriers are affected and under the proposal would allow one common carrier to sell shares to another.

But Comsat told the FCC that hobbling half of the ownership of the corporation, a \$100 million investment, might hinder the financing of the venture. Comsat also said the commission lacks the authority to regulate the ownership of the corporation.

Some of the major investors in Comsat are AT&T, 2,895,000 shares; IT&T, 1,050,000 shares; General Telephone & Electronics, 350,000 shares, and RCA, 250,000 shares.

## Jerrold Corp. had net loss in '63

Jerrold Corp. sustained a substantial loss in the fiscal year ended Feb. 29, 1964, but has returned to profitable operations in the first quarter of the current year, president Milton J. Shapp announced last week.

Reporting on a consolidated basis, Jerrold's pretax loss from continuing operations amounted to \$2,038,575. Nonrecurring charges, including loss from discontinued operations, totaled \$521,909, resulting in a net loss for the full year of \$2,144,554 after recoverable income taxes of \$415,930. Sales totaled

\$24,542,111.

Jerrold is located in Philadelphia and manufactures electronics equipment for the Defense Department, mobile TV microwave systems, community antenna and pay TV systems, and hi-fi equipment.

Year ended Feb. 29:

	1964	1963
Earnings per share (loss)*	(\$1.04)	\$0.36
Net sales	24,542,111	24,984,659
Net income (loss)	(2,144,554)	739,617

\*Based on 2,071,898 common shares outstanding on Feb. 29, 1964.

## MPO skips dividend

MPO Videotronics Inc.'s board of directors did not declare a dividend on the corporation's class A stock for this quarter. The previous quarterly dividend was 10 cents a share.

Announced last week, the decision, according to the company, was made in order to preserve working capital needed to handle an increased volume of business. Although the company suffered a loss during the first quarter of its fiscal year, it reports second quarter profits sufficient to overcome the loss and a continued high volume since April 30.

The New York-based firm produces TV commercials, industrial films and audio-visual presentations.

## Outlet Co. earnings up

The Outlet Co., owner of the Outlet department store and licensee of WJAR-AM-TV Providence, R. I. and WDBO-AM-FM-TV Orlando, Fla., released the following interim earnings statement last week.

Quarter ended May 2:

	1964	1963
Earnings per share	\$ 0.38	\$ 0.25
Sales and broadcasting revenue	6,444,957	4,594,176
Earnings before federal income taxes	390,952	262,930
Net earnings	190,452	124,530

## Financial notes . . .

■ Columbia Pictures Corp., New York, June 15 declared a 2.5% stock dividend payable to stockholders of record June 29 and Aug. 17. On cumulative preferred stock Columbia directors declared a quarterly dividend of \$1.0625 payable to stockholders of record Aug. 3 on Aug. 17.

■ Papert, Koenig, Lois Inc., New York advertising agency, has declared a quarterly dividend of 12 cents a share on "A" issue shares payable July 8 to stockholders of record as of July 1.

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## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Holland

**Herbert Holland**, sales manager for past eight years for Mattel Inc. (toymaker), Hawthorne, Calif., elected VP-merchandising. He will continue to report to Clifford W. Jacobs, VP-marketing, and supervise Mattel advertising, market research, sales control, services and promotion, and product public relations. Other promotions at Mattel include **Bernard Loomis**, assistant sales manager, to national sales manager; **Louis Silberman**, eastern field sales manager, to assistant national sales manager, and **Bernard Gottlieb** to sales promotion manager from assistant advertising manager.

**Al Remson** resigns as VP and research director of Edward H. Weiss & Co. to join Gardner Advertising, St. Louis, effective July 1. He will be on special assignment there.

**John Rohrbach Jr.**, for past three years account executive at Television Advertising Representatives, Chicago and New York, appointed assistant sales manager of WJZ-TV Baltimore, effective July 6. TVAR and WJZ-TV are owned by Westinghouse Broadcasting Co.

**Stewart D. Zive** and **Ron F. Nolan** appointed midwest and eastern regional sales managers, respectively, for electric appliance division of Ronson Corp., Woodbridge, N. J. Mr. Zive replaces **Elliott Messinger**, who has been named national sales manager for Ronson's lighter, LP gas products and packaged items divisions. Mr. Nolan succeeds **George Keyko**, who was promoted to national sales manager of electric appliance division.

**Jack E. Reese**, formerly sales VP of Mercedes-Benz Sales Inc., New York, joins Renault Inc., that city, in new position of VP in charge of national sales. **Leigh Smith**, Renault's New York news bureau manager, promoted to PR and publicity manager.



Mr. Reese

**Gene R. Jacobsen** named local sales manager of WTVT(TV) Tampa-St. Petersburg, Fla., replaces **Robert F. Doty**, who becomes operations coordinator.

Needham, Louis & Brorby, Chicago, has made four additions to its creative staff: **John S. Sheasby**, TV-radio producer; **Burton I. Weiss**, copywriter, and

### CBA elects Patrick

**E. J. (Pat) Patrick**, KAVI Rocky Ford, elected president of Colorado Broadcasters Association for 1964-65. Other CBA officers elected: **Paul Blue**, KLZ Denver, VP and president-elect; and **Ed Scott**, KLAQ Lakewood, secretary-treasurer. New directors are **George Jeffrey**, KKT(TV) Colorado Springs; **Jack Hawkins**, KVFC Cortez; and **Robert McMahan**, KREX Grand Junction.

**John Antonio** and **Gene Hoefel**, art directors. Mr. Sheasby rejoins NL&B after two years with Edward H. Weiss & Co. Mr. Weiss formerly was with Compton Advertising. Mr. Antonio had his own promotion firm in Hot Springs, Ark., and Mr. Hoefel was with Arthur Meyerhoff Associates.

**Thomas R. Murphy**, salesman in Dallas office of Advertising Time Sales, New York, appointed manager of company's San Francisco office. He replaces **Charles P. Rembert**, who moves to ATS's expanded New York sales staff.

**Paul W. Walsh**, VP of Compton Advertising, New York, promoted from assistant creative director to creative director. **Charles Blakemore**, group head, elected VP and assistant creative director. Mr. Walsh joined Compton in 1959 from Benton & Bowles, New York. Mr. Blakemore moved to Compton in 1962 from Leo Burnett Co., Chicago.



Mr. Walsh

**Will Jackson**, account executive at WISH-TV Indianapolis, promoted to local sales manager.

**C. L. (Lud) Richards**, formerly president of RTN Broadcast Features, Chicago, appointed commercial manager of WFIL-AM-FM Philadelphia.

**Jack Davies**, for three years account executive at KING-TV Seattle, joins KIRO-TV, that city, as regional sales manager.

**Henry Alfaro**, for past four years news bureau manager in Los Angeles for Security First National Bank, joins PR staff of MacManus, John & Adams, that city, as account executive.

**Norman E. Nicholson** elected VP of Kaiser Industries Corp., Oakland, Calif., and named assistant to president-com-

munications. Mr. Nicholson has been administrative assistant to Edgar F. Kaiser, and was member of President Kennedy's Commission on Status of Women.

**Harold Deutsch**, for past 12 years account executive at WINS New York, joins WPAT-AM-FM Paterson, N. J., as sales projects director.

**Dr. Peter Langhoff**, VP and director of research at Young & Rubicam, New York, elected to new post of senior VP for corporate plans and analysis. Dr. Langhoff joined Y&R in 1946 as manager of research department, was made director of that department year later and in 1948 elected VP.



Dr. Langhoff

**Jeff Cowan** appointed sales service manager of KING-TV Seattle.

**Robert D. Daubenspeck**, supervisor of broadcast facilities in media department of Foote, Cone & Belding, elected VP. **Willard A. Wirth**, account supervisor in agency's New York office, also elected VP. In addition, Mr. Daubenspeck was named to new post of asso-



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ciate media director-broadcast.

**Barton A. Stebbins**, head of his own Los Angeles advertising agency for 42 years, announced last week he is closing that office and is taking most of his business and personnel to Los Angeles office of Wade Advertising where he becomes senior VP. Among \$2 million in accounts moving to Wade are Signal Oil Co. and Certified Grocers of Southern California.

**Robert M. Silverman**, for past two years Chicago advertising manager for St. Regis Paper Co., joins Grant Advertising, that city, as account executive.

**Robert D. Cote**, formerly assistant to media director of D'Arcy Advertising, Chicago, joins media department of Earle Ludgin & Co. there.

**Ty Curtis**, formerly VP of Crandall & Associates, Phoenix, joins Falkenhainer, Morgan & Taylor, Los Angeles, in copy-contact capacity.

**Ken Leslie** resigns as general sales manager of KGO-AM-FM San Francisco. No future plans have been announced.

**Donald Raemaker**, previously assistant advertising director of Pearl Brewing Co., San Antonio, Tex., joins John W. Shaw Advertising, Chicago, as account executive.



Mr. Witz

**Lew Witz**, for past two years assistant sales manager of WIND Chicago, appointed sales manager of WINS New York, effective July 1. Stations are owned by Westinghouse Broadcasting Co. **Arthur Harrison**, sales manager of WINS since 1962, has resigned.

**Del Gore**, founder-partner of Cancilla, Gore & Knapp, San Francisco, appointed manager of Recht & Co.'s office in that city.

**George Filipetti**, creative supervisor at Wade Advertising, Chicago, elected VP and promoted to creative director, succeeding late **Robert Blackburn**.

**Richard K. Montgomery**, VP of Clinton E. Frank Inc., Chicago, elected to agency's executive committee.

**Robert Perez** appointed director of West Coast sales for CBS-TV Stations National Sales, effective July 1, with headquarters in San Francisco. **Sam Hill** continues as sales manager of Los Angeles office. **Howard L. Garvin**, since May 1963 member of sales staff of WCBS-TV New York, joins network's sales office in San Francisco as account executive.

**Ronald W. Brown**, senior account executive on Colgate-Palmolive products



### Colonel Lindow retires

**Colonel Lester W. Lindow** (r), executive director of Association of Maximum Service Telecasters, Washington, receives Army Commendation Medal (first Oak Leaf Cluster) from **Colonel Eugene E. Surdyk**, assistant chief of information, Department of Army, on occasion of his retirement after 30 years of service in U. S. Army Reserve.

Medal, awarded by Secretary of Army **Stephen Ailes** and presented at special retirement dinner held last week at National Press Club, points out that Colonel Lindow has "distinguished himself by exceptionally meritorious service to the Army during the period 25 April 1949 to 12 June 1964. . ."

at Street & Finney, New York, elected VP and account supervisor.

**Toby Carlin** elected VP and account management supervisor at Edward H. Weiss & Co., Chicago.



Mr. Rubens

**William Rubens** appointed director of marketing services for NBC-owned stations and spot sales division. He will be responsible for all research, sales development, advertising and promotion, and group feature film buying for division. Mr. Rubens joined NBC in July 1955, has served as division's research director since September 1963.

**Phil Parkinson**, for past five years local sales executive at KUTV(TV) Salt Lake City, promoted to national sales manager. **Glenn Potter**, formerly KUTV's

Provo area news bureau chief and account executive, appointed manager of sales service. **Rex McArthur** joins KUTV as retail sales manager.

**Donald C. Bowen**, formerly sales manager of WBKB(TV) Chicago, joins Blair Television's San Francisco office as sales executive, effective July 1.

**James C. Wickersham** elected executive VP of Communications Affiliates Inc., component of The Interpublic Group of Companies, New York. He was formerly president of SCI—sales promotion and marketing—division of Communications Affiliates.

**Charles D. Dunkin**, chairman of marketing plans board at McCann-Erickson, New York, joins Norman, Craig & Kummel, that city, as senior VP and account supervisor. In past Mr. Dunkin was director of advertising at Beech-Nut Life Savers and VP and account supervisor at Ted Bates & Co., New York.

**Robert McCarthy**, head of AM Radio Sales, Chicago, elected president of Chicago chapter of Station Representatives Association for 1964-65. He succeeds **Harry Smart**, VP of Blair TV, that city. Other newly elected SRA Chicago officers: **John Boden**, John Blair & Co., VP; **Gale Blocki**, Avery-Knodel, secretary, and **John Shaver**, H-R Representatives, treasurer.

**Dr. David B. Learner**, manager of research department at BBDO, New York, named director of research, succeeding **Dr. Clark L. Wilson**, who has been appointed Ford Foundation visiting professor of business administration and faculty member at Harvard University's Graduate School of Business. Dr. Wilson will maintain post of advisor on exploratory research at BBDO. Dr. Learner joined BBDO in 1960 as associate director of research department, was named manager in 1962. Dr. Wilson joined agency in 1959 as director of research.



Dr. Learner

**Patrick W. Norman** named manager of newly opened Atlanta office of Bernard Howard & Co., station representative. Mr. Norman was formerly with firm in New York. **Joseph P. Foley**, previously with The Bolling Co., New York, joins Howard as New York account executive.

**Harold E. Savage**, who becomes assistant advertising manager of GM.

**Harold J. Cordes**, administrator of media in Chevrolet's advertising department since late 1962, promoted to assistant advertising manager of Chevrolet Motor division of General Motors Corp., effective July 1. He succeeds

## THE MEDIA

**Tom M. Percer**, general sales manager of WAPI-TV Birmingham, Ala., joins WHNT-TV Huntsville, Ala., as VP and general sales manager, effective July 6. Mr. Percer, with WAPI-TV for 12 years, was previously with WBRC Birmingham and *Birmingham News*.



Mr. Percer

**Robert F. Adams**, formerly general sales manager of WBKB(TV) Chicago and earlier assistant sales manager of WABC-TV New York, elected executive VP of newly formed D. H. Overmyer Communications Co. Organization plans extensive investments in broadcast field and acquisition of full complement of AM, FM and TV stations in near future. Firm is owned by D. H. Overmyer, Toledo businessman.



Mr. Fullerman

**Joseph J. Fullerman**, with *Washington Evening Star* for past 29 years, elected executive VP and general manager of Sandia Broadcasting Corp. (KABQ Albuquerque, N. M., and KCUB Tucson, Ariz.). Mr. Fullerman also becomes part owner and member of board of directors of Sandia Broadcasting, with headquarters in Albuquerque.

**Charles W. Purcell**, manager of WCAO-FM Baltimore, promoted to new position of assistant to Byron I. Millenson, vice president and general manager of WCAO-AM-FM. Previously, Mr. Purcell served as WCAO news and public service director.

**Robert W. Northway**, formerly of KACY Oxnard, Calif., named station manager of KACL Santa Barbara, Calif.

**Hal Levin**, formerly with WINZ Miami, elected VP and general manager of WINQ Tampa, Fla. Stations are licensed to Rand Broadcasting Co.



Mr. Levin

**Earl A. Gutknecht**, with NBC for past 12 years, has been named business manager of Polaris Broadcasting division of Polaris Corp., Chicago, which operates WTVW(TV) Evansville, Ind.; KTHI-TV Fargo-Grand Forks and KCND-TV Pembina, both North Dakota; WKYW Louisville, Ky., and KXOA-AM-FM Sacramento and KPLS Santa Rosa, both California.

**Robert T. Howard**, national sales manager of WNBC-TV New York, pro-

motored to station manager. He joined NBC in 1947, worked in research and sales development and later served as account executive in radio and TV for NBC Spot Sales. Mr. Howard succeeds **Peter M. Affe**, who resigned (BROADCASTING, May 25). **James W. Grau** joins WNBC-AM-TV as manager of advertising and promotion. He formerly held similar post at WNEW New York.

**James C. Karolik**, formerly sales manager of KGAK Gallup, N. M., appointed general manager of WHON Centerville, Ind.



Mr. Karolik

**John E. McArdle**, VP and general manager of WNEW-TV New York, elected president and board chairman of Catholic Apostolate of Radio, Television and Advertising (CARTA). He succeeds **John J. Henderson**, president of his own New York research organization.



Mr. Cahan



Mr. MacDonald

**Herbert B. Cahan**, general manager of Westinghouse Broadcasting Co.'s WJZ-TV Baltimore, appointed to new post of WBC area VP for Baltimore. He is succeeded by **Kenneth T. MacDonald**, currently assistant general manager of WJZ-TV. Mr. Cahan will assume duties which in past were encompassed by Frank A. Took as area VP for Cleveland and Baltimore. Mr. Took will continue as area VP for Cleveland.

**Burt Lambert**, formerly vice president and director of sales planning for WOR-AM-FM-TV New York, elected vice president and general manager of KLAS-TV Las Vegas. Appointment is effective July 1.



Mr. Lambert

**John Rock** appointed director of new projects, business affairs, for CBS-TV network in Hollywood.



Mr. Krueger

**Robert E. Krueger** appointed general manager of KTVB(TV) Boise, Idaho. Mr. Krueger, formerly with Texaco Inc., joined KTVB in August 1956 as national sales manager, was elected VP in 1960 and executive VP in 1963.



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Mr. Hall



Mr. Baudino



Mr. Dille



Mr. Lee



Mr. Brown



Mr. Sinclair

## NAB selects board of directors committees

LeRoy Collins, president of National Association of Broadcasters, last week announced the appointment of following committees of association's board of directors:

**General Fund Finance Committee—Co-chairmen Ben Strouse**, president of WWDC Washington, and **Payson Hall**, president of Meredith Broadcasting Co., Des Moines, Iowa.

Named to serve with them were **Ben Sanders**, president of KICD Spencer, Iowa; **John Lemme**, general manager of KLTF Little Falls, Minn.; **Glenn Marshall Jr.**, president of

WJXT(TV) Jacksonville, Fla.; **Robert F. Wright**, president of WTOK-TV Meridian, Miss.; **Willard Schroeder**, VP of Time-Life Broadcasting Inc. and general manager of WOOD-AM-FM-TV Grand Rapids, Mich.; **Rex Howell**, president of KREX Grand Junction, Colo.; **Mike Shapiro**, general manager of WFAA-AM-FM-TV Dallas.

**By-Laws Committee—Joseph E. Baudino**, VP of Westinghouse Broadcasting Co., Washington, was named chairman.

Other members are **Otto P. Brandt**, VP of KING-TV Seattle; **John R. Hen-**

**zel**, president of WHDL Olean, N.Y.; **Daniel W. Kops**, president and general manager of WAVZ New Haven, Conn.; **James D. Russell**, VP of KKTU(TV) Colorado Springs.

**Convention Committee—Co-chairmen John F. Dille Jr.**, president of WSJV-TV South Bend-Elkhart, Ind., and **WKJG-TV Fort Wayne, Ind.**, and **Jack W. Lee**, VP and general manager of WPRO Providence, R.I.

Members picked to serve with them are: **Mr. Baudino**; **Grover C. Cobb**, VP and general manager of KGBV Great Bend, Kan.; **Everett L.**

### PROGRAMING

**Robert V. Whitney**, executive VP and one of founding partners in 1961 of Mars Broadcasting Inc., Stamford, Conn., radio syndication firm, has resigned and will open his own radio programing and management consulting firm in New York on July 1. **Pepper Sound Studios**, Memphis, purchased Mars Broadcasting earlier this year (BROADCASTING, Jan. 13).



Mr. Whitney

**Oscar Katz**, executive VP in charge of production at Desilu Studios, Hollywood, elected to board of directors of company. Mr. Katz was elected to fill board vacancy of **Fred H. Ball**, resigned.

**George Walker** named legal counsel and secretary-treasurer of Independent Producers Associated, San Francisco.

**Robert A. Warsaw**, formerly executive with Republic Pictures Corp., named foreign sales manager of Screen Entertainment Corp., distributor of theatrical and TV films to stations.

**Albert Floersheimer Jr.** named to new post of executive assistant to Sheldon Gunsberg, executive VP of Walter Reade-Sterling, New York. Mr. Floers-

heimer joined firm in 1946 as VP for advertising, publicity and exploitation. In 1959 he became director of public relations for Theater Owners of America and in February 1963 rejoined Walter Reade-Sterling as director of advertising and publicity.

**Jack Reynolds** joins Don Fedderson Commercial Productions in Los Angeles as producer-director. Formerly head of commercial film department of Hal Roach Studios for seven years, Mr. Reynolds also served as staff director for 3½ years in MGM Studio's commercial and industrial films department.



Mr. Koenig

in charge of eastern sales.

**Allen H. Miner** and **Norman Lessing** have been signed to create and write new programs for Desilu Productions. Mr. Miner, who has directed segments of such series as *Naked City*, *Route 66* and *Dr. Kildare* and written and directed for *Wagon Train* and *The Twi-*

*light Zone*, will create and develop pilot for one-hour adventure series for Desilu. Mr. Lessing, writer for such series as *Playhouse 90*, *Naked City*, *Bonanza* and others, will create and write pilot for half-hour series.



Mr. Griffin

**Daniel K. Griffin** appointed program manager of WBZ Boston. He joined station as production supervisor in 1962, was named assistant program manager in April 1963.

**Bill Blatty** is writing pilot film for Screen Gems, *The Boy of Turhan*, based on his book, *Which Way to Mecca, Jack?* **Don Rickles** will be starred in hour-long pilot, to be directed by **Hy Averback** with **William Sackheim** as executive producer for Cresendo Productions in association with Screen Gems.

**Robert Jacks**, formerly European representative for 20th Century-Fox on independent productions for release through this company, transfers to 20th Century-Fox Television to assist in production and coordination of studio's five series for 1964-65 season.

**Frank P. Rosenberg**, executive producer of *Kraft Suspense Theatre*, and **Frank Price**, executive producer of *The*



**Dillard**, president of WASH(FM) Washington; **Robert Ferguson**, executive VP and general manager of WTRF-TV Wheeling, W. Va.; **Julian F. Haas**, general manager of KAGH Crossett, Ark.; Mr. Marshall; **John T. Murphy**, president of Crosley Broadcasting Co., Cincinnati; **Loyd C. Sigmon**, executive VP and general manager of Golden West Broadcasters, Los Angeles; Mr. Strouse, and **Cecil Woodland**, general manager of WEJL Scranton, Pa.

Membership Committee — **Cochairmen Carleton D. Brown**, president and general manager of WTVL Waterville, Me., and **Joseph S. Sinclair**, president and general manager of WJAR-TV Providence, R. I.

Named to serve with them were **Mr. Ferguson** and **John F. Box Jr.**, managing director of WIL St. Louis; **John J. Coyle**, president and general manager of KVIL Dallas; **James R. Curtis**, president of KFRO Longview, Tex.; **Richard D. Dudley**, president of WSAU Wausau, Wis.; **Harold Essex**, VP and general manager of WSJS Winston-Salem, N.C.; **Gene Trace**, executive VP of WBBW Youngstown, Ohio, and **Hugh Turner**, VP and general manager of KTIM San Rafael, Calif.

*Virginian*, both at Universal City Studios for NBC-TV, elected VP's of MCA Artists Ltd., Hollywood.

**Jerry Belson** and **Garry Marshal** signed by Warner Bros. Television to write pilot script of *Hank*, half-hour comedy series for NBC-TV.

**Laszlo Les Pal** joins KGW-TV Portland, Ore., as cameraman/editor with film assignments on news documentaries and special cinematographic features.

**Kay Anderson** appointed musical director of WETZ New Martinsville, W. Va.

**Herbert A. Granath**, eastern sales manager of ABC Radio, New York, elected president of Bedside Network of Veterans Hospital Radio & Television Guild, that city.



Mr. Granath

**Lee Jackoway**, formerly with Ziv-United Artists, joins sales staff of Official Films, New York, and will concentrate on company's new first-run syndication show, *Survival!*

**Wes Kenney**, director, and **Art Weingarten**, writer, have been signed by Subscription Television Inc. for pay-TV system's first program, to be put on cable to subscribers in West Los

Angeles July 17. **Charles Hill** will produce 90-minute preview, in which such stars as Sir Laurence Olivier, David Wayne, Jose Ferrer and Georgia Brown will present clips of their upcoming programs for STV.

**Shelley Berman**, TV-night club comedian, signed by Screen Gems to develop and create new TV series for 1965-66 season, working in association with **Hy Averbach**, producer-director.

## EQUIPMENT & ENGINEERING

**S. R. Herkes**, VP in charge of consumer products marketing at Motorola Inc., Chicago, has been named VP and general manager of firm's consumer products division, effective July 1. He succeeds **Edward R. Taylor**, executive VP, who has resigned.



Mr. Herkes

**H. E. James Finke** appointed director of international operations for semiconductor products division of Motorola Inc., Phoenix. He replaces **Arthur E. Mahak**, who resigned.

**Justin W. Pierce**, management consultant executive, named chairman of Etron Inc., Silver Spring, Md., manufacturer of community antenna equipment, master TV and educational TV systems. Elected new directors: **Stephen Hartwell**, Gilsey Associates; **Vincent A. Pepper**, Washington attorney, and **John J. Senesy**, Construction Service Co.

**John F. Bishop**, president of Dana Laboratories, Irvine, Calif., elected director of Western Electronic Manufacturers Association.

**Ludwig T. Smith**, general attorney of Litton Industries, and **Seymour M. Rosenberg**, assistant to president, elected VP's of Beverly Hills, Calif., electronics manufacturer.

**Lawrence C. Dolan**, for past three years sales engineer for Kay Electric Co., Pine Brook, N. J., joins Telonic Industries Inc. (sweep generators, attenuators and coaxial switches), Beech Grove, Ind., as sales engineer.

**Robert C. Newth**, captain and navigator in U. S. Air Force at Albany, Ga., joins Gates Radio Co., Quincy, Ill., as sales promotion manager. **John McNeil**, formerly with Collins Radio Co., Cedar Rapids, Iowa, joins Gates' engineering department.

## NEWS

**Frank Roberts**, formerly director of news and program operations at KBTB (TV) and KBTR Denver, appointed news director of KOL-AM-FM Seattle. **Martin Tobin** joins KOL as newscaster.

**Charles Edwards**, assistant news director of WIP-AM-FM Philadelphia, joins news department of KLAC-AM-FM Los Angeles. Stations are owned by Metro-media Inc., New York.

**Arthur S. Baron**, for past two years director of creative programs for Metropolitan Broadcasting Co., joins CBS News in New York as producer. From 1960 to 1962 Mr. Baron served as editorial supervisor for creative projects at NBC News.

**Martin McReynolds**, of New York cable desk staff of United Press International, appointed manager of news agency's new fulltime bureau in San Juan, P. R., bringing to 21 the number of UPI bureaus in Latin America. He will be responsible for UPI news, picture, audio and TV newsfilm operations in Puerto Rico and immediately adjacent areas including Virgin Islands. **Albert E. Kaff** named Asia division news editor of UPI, with headquarters in Tokyo. Mr. Kaff replaces **Arthur L. Higbee**, who transfers to New York.

**Ralph N. Howard**, air personality and account executive at WOTT Watertown, N. Y., joins Associated Press radio bureau in Troy, N. Y.



Mr. Marcotte

**Henry J. Marcotte**, former news director of WSM Madison and WGEZ Beloit, both Wisconsin, appointed news director of KDWB Minneapolis-St. Paul.

**Wally Bishop**, news writer at WBBM-TV Chicago, promoted to executive producer on news programs, replacing **Stanhope Gould**, who moves to CBS News in New York as associate producer on evening news show of Walter Cronkite. **John Lane**, formerly with *Chicago Daily News*, joins WBBM-TV as writer-reporter.

**Gary Azerier**, formerly with WVIP Mount Kisco, N. Y., joins news staff of WVOX-AM-FM New Rochelle, N. Y.

**Matthew T. Cooney** joins news department of WBZ Boston.

## DEATHS

**L. Edward Pamphilon**, 55, president of Suburban Broadcasting Corp. (WRSC State College, Pa.), died June 20 at Providence hospital in Washington after brief illness. Mr. Pamphilon, collector of antique automobiles and for many years employe of Central Intelligence Agency (CIA), entered broadcasting in engineering department of NBC in New York in late



Mr. Pamphilon

1920's. He also held posts of assistant chief engineer of WFIL Philadelphia; co-owner of WTBO Cumberland, Md., and eastern broadcast sales representative of Raytheon Co., Lexington, Mass.

**Charles H. Parr, 59**, VP, treasurer and director of S.S.S. Co. (S.S.S. Tonic-Liquid, Tonic-Tablets, Mothers Friend and Neurabalm), Atlanta, died June 19 at his home in that city.

**Clarence F. Lea, 89**, retired U. S. Democratic representative from California who in 1946 authored controversial bill, now law, to curb authority of James C. Petrillo, president of American Federation of Musicians, now retired, died June 20 at his home in Santa Monica, Calif. Bill made unlaw-

## New House assignments

Representatives **John A. Anderson** (R-Ill.) and **Dave Martin** (R-Neb.) have been named to House Rules Committee, legislative traffic body, replacing respectively Representatives **Elmer J. Hoffman** (R-Ill.) and **William H. Avery** (R-Kan.), who are leaving Congress to run for statewide office in their states.

ful practice of forcing broadcasting companies "to employ or agree to employ any person or persons in excess of the

number of employes needed to perform actual services"—in other words, it outlaws musical featherbedding. Mr. Lea retired in 1948 after serving 16 consecutive terms in Congress.

**David R. Worley, 44**, president-owner of KLEA Lovington, N. M., and KOKE Austin and KWBA Baytown, both Texas, died June 18 in Fort Worth.

**J. Donald Ferguson, 74**, editor of *Milwaukee Journal* and president of The Journal Co. (WTMJ-AM-FM-TV Milwaukee) for nearly 18 years before his retirement in 1961, died June 23 at his home in suburban Milwaukee. Mr. Ferguson had been unconscious since last Dec. 21, when he fell at his home and struck his head on stone floor.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 18 through June 24, and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*educational. Ann.—announced.

#### New TV stations

##### ACTIONS BY FCC

**Charlottesville, Va.**—Virginia Broadcasting Corp. Granted CP for new TV on UHF ch. 64 (770-776 mc); ERP 9 kw vis., 4.8 kw aur. Ant. height above average terrain 98 feet, above ground 157 feet. P.O. address c/o William A. Marburg, president, Box 1331, Charlottesville. Estimated construction cost \$112,651; first year operating cost \$120,000; revenue \$150,000. Studio and trans. location both Charlottesville. Geographic coordinates 38° 01' 50" north latitude, 78° 28' 52" west longitude. Type trans. ITA TVU-1A. type ant. Alford 1044Y. Legal counsel Dow, Lohnes & Albertson, consulting engineer Edward W. Deeters, both Washington, D. C. Principals: William A. Marburg (55%) and John B. Fiery (45%). Mr. Marburg is stock broker, Mr. Fiery is farmer. Action June 18.

##### APPLICATIONS

**Duluth, Minn.**—WMT-TV Inc. VHF channel 10 (192-198 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 974 feet, above ground 859 feet. P.O. address c/o William B. Quarton, Paramount Theater Building, Cedar Rapids, Iowa. Estimated construction cost \$696,497; first year operating cost \$550,000; revenue \$575,000. Studio and trans. locations both Duluth. Geographic coordinates 46° 47' 13" north latitude, 92° 07' 17" west longitude. Type trans. RCA TT25-DH, type ant. RCA TW18A10-P. Legal counsel: Covington and Burling; consulting engineer: David Steel and Associates, both Washington. Principals: William B. Quarton (30.97%), L. W. and Harriet Van Nostrand (5%), Kenneth L. Hastie (2%), American Broadcasting Stations Inc. (owned by John S. Mark [12.5%], Helen M. Hermann [12.5%], Mary Mark Merrill [12.5%], Dale S. Mark [8.5], Helen S. Mark [6.8%] and others [54%]) and others. WMT-TV Inc. is licensee of WMT-AM-FM-TV Cedar Rapids, Iowa, and WEBC Duluth, Minn. Mr. Quarton is former chairman of boards of National Association of Broadcasters. Ann. June 17.

**St. Louis**—Globe Television Corp. UHF channel 30 (566-572 mc); ERP 234.8 kw vis., 59.2 kw aur. Ant. height above average terrain 333 feet, above ground 375 feet. P.O. address c/o Vincent Welch, Farragut Building, Washington. Estimated construction cost \$344,030; first year operating cost \$240,000; revenue \$270,000. Studio and trans. locations both St. Louis. Geographic coordinates 30° 37' 46" north latitude, 90° 11' 55" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-25G. Legal counsel: Vincent Welch; consulting engineer: Creutz & Snowberger, both Washington. Principals: Vincent Welch (27.5%), Edward P. Morgan (27.5%), Lawrence J. Henderson (22.5%)

and James L. McIlvaine (22.5%). Messrs. Welch and Morgan are partners of law firm of Welch, Mott & Morgan. Ann. June 18.

#### New AM stations

##### ACTIONS BY FCC

**Coolidge, Ariz.**—Coolidge Broadcasting Co. Granted CP for new AM on 1150 kc, 1 kw, DA-N, unl. Facilities previously assigned to KCKY. Ant. height 206 feet. P.O. address Box 248, Coolidge. Estimated construction cost \$11,000; first year operating cost \$35,000; revenue \$42,000. Principals: Kathleen E. (60%) & Craig E. Davids (30%) and Paul Dean Ford (10%). Mr. Davids, attorney, is part owner of WCER Charlotte and WYSI Ypsilanti, both Michigan; Mr. Ford, consulting engineer, owns WFFR (FM) Terre Haute, Ind. Action June 24.

**Franklin, N. H.**—Franklin Broadcasting Corp. Granted CP for new AM on 1240 kc, 250 w., unl. P.O. address c/o Lewis V. Parrish, 8400 Boulevard East, apartment 1A, North Bergen, N. J. Estimated construction cost \$5,885; first year operating cost \$44,000; revenue \$60,000. Principals: Lewis V. Parrish and Robert D. Craver (each 30.5%) and Stephen D. Fitch and Eugene W. Clark (each 19.5%). Messrs. Parrish and Craver are employees of WOR-TV New York, Mr. Fitch is actor and Mr. Clark is physician. Action June 24.

##### DEVELOPMENTAL APPLICATION

**Minneapolis-St. Paul—Midwest Radio-TV Inc.** 830 kc, ERP 750 kw, unl. P.O. address c/o F. Van Konyenburg, 50 South Ninth Street, Minneapolis. Estimated construction cost \$1,218,560; first year operating cost \$669,050. Principals: Bernard J. Ridder Jr. (8.11%), Eric Ridder (6.75%), Bernard J. Ridder (6.75%), Barbara Ridder Long (3.88%), Hedrig Ridder Leach (2.57%), Daniel H. Ridder (1.87%) and others. Midwest Radio-TV Inc. is licensee of WCCO-AM-FM-TV Minneapolis. Ann. June 23.

#### New FM stations

##### ACTIONS BY FCC


**Mt. Dora, Fla.**—Frasure Hull Inc. Granted CP for new FM on 107.7 mc, channel 299, 28 kw. Ant. height above average terrain 229 feet. P.O. address c/o Verlin Kirven, Box 924, Winter Garden, Fla. Estimated construction cost \$27,180; first year operating cost \$27,500; revenue \$32,500. Principals: P. Frasure Hull (64.06%), Emily Broadwell Hull (7%), Abraham J. Goldsmith (7%) and others. Mr. Hull is citrus broker and Mr. Goldsmith is citrus grower. Action June 18.

**Scott City, Kan.**—The Broadcasters of Scott City. Granted CP for new FM on 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 185 feet. P.O. address G. B. Anderson, c/o KLR Denver. Estimated construction cost \$1,150; first year operating cost \$2,000 more than AM operation; revenue \$3,000 more than AM operation. Applicant is licensee of KFLA Scott City. Action June 24.

**Milan, Tenn.**—West Tennessee Broadcasting Co. Granted CP for new FM on 92.3 mc,

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channel 222, 28.3 kw. Ant. height above average terrain 186 feet. P.O. address c/o William Haney, Box 288, Milan. Estimated construction cost \$21,600; first year operating cost \$8,000; revenue \$1,500. Principals: Ben I. King, W. G. Denney, Bryant Cunningham, Dr. H. P. Clemmer and John C. Merrill (each 20%). Applicant is licensee of WKBKJ Milan. Action June 17.

Covington, Va.—Earl M. Key. Granted CP for new FM on 100.9 mc, channel 265A, ERP 3 kw. Ant. height above average terrain minus 34 feet. P.O. address Box 710, Covington. Estimated construction cost \$12,985; first year operating cost \$2,634; revenue \$3,000. Mr. Key, sole owner, is licensee of WKEY Covington. Action June 19.

#### APPLICATIONS

Tucson, Ariz.—Associated Broadcasters of Tucson Inc. 96.1 mc, channel 241, ERP 30 kw. Ant. height above average terrain minus 80.6 feet. P.O. address c/o David S. Drubeck, Box 1353, Studio City, Calif. Estimated construction cost \$24,805; first year operating cost \$2,400; revenue \$12,000. Principals: David S. Drubeck (44%), Barnett Sorkin (44%), Cliff L. Gill (9.5%) and Remond A. Owen (2.5%). Associated Broadcasters is licensee of KCEE Tucson. Ann. June 19.

Tulare, Calif.—Blues Ridge Broadcasters. 106.7 mc, channel 294, ERP 870 w. P.O. address c/o Kenneth F. Warren, Box 801, Monterey, Calif. Estimated construction cost \$9,000; first year operating cost \$24,000; revenue \$20,000. Principals: Allan R. Jones and Kenneth F. Warren (each 50%). Mr. Jones is farmer and Mr. Warren is owner of KHFR-FM Monterey, Calif. Ann. June 19.

West Palm Beach, Fla.—WJNO Radio. 107.9 mc, channel 300, ERP 71 kw. Ant. height above average terrain 538.4 feet. P.O. address c/o George H. Buck, Box 748, Columbia, S. C. Estimated construction cost \$117,323; first year operating cost \$8,800; revenue \$7,000. Principals: George H. Buck Jr. (60.89%), George H. Buck Sr. (20.09%), Sydney King Russell (14.02%) and Joseph A. Beisler (5%). George H. Buck Jr. has 99.9% interest in WCOS Columbia, S. C. and Mr. Beisler owns 500 shares of Metro-media Inc. Ann. June 22.

DeRidder, La.—Sabine Broadcasting Co. 101.7 mc, channel 269, ERP 2.7 kw. Ant. height above average terrain 237 feet. P.O. address c/o John B. McCrary, Box 46, DeRidder. Estimated construction cost \$11,100; first year operating cost \$4,000; revenue \$6,000. Principals: John B. McCrary and Cyril W. Reddoch (each 50%). Mr. Reddoch has 50% interest in Louisiana Broadcasting Service, licensee of KREH Oakdale, La.; 66% interest in Dixie Broadcasters, licensee of KSTV(TV) Stephenville, Tex.; 50% interest in Bon-Tex Radio, licensee of KFYN Bonham, Tex. and 33% interest in Pinellas Broadcasters, licensee of WRBB Tarpon Springs, Fla. Mr. McCrary has 33% interest in Pinellas Broadcasters. Sabine Broadcasting Co. is licensee of KDLA DeRidder. Ann. June 24.

\*Missoula, Mont.—Montana State University. 88.1 mc, channel 201, ERP 28.5 w. Ant. height above average terrain 96 feet. P.O. address c/o Philip J. Hess, Montana State University, Missoula. Estimated construction cost \$1,847; first year operating cost \$1,000. Principals: board of trustees. Ann. June 23.

Las Vegas—Las Vegas Electronics Inc. 92.3 mc, channel 222, ERP 5.55 kw. Ant. height above average terrain minus 39 feet. P.O. address c/o Floyd Farr, Radio Keen, Hotel DeAnza, San Jose, Calif. Estimated construction cost \$12,500; first year operating cost \$24,000; revenue \$30,000. Principals: George M. Mardikian, George D. Snell and B. Floyd Farr (each 32.26%). Las Vegas Electronics is licensee of KEEN San Jose, Calif. and KVEG Las Vegas. Ann. June 24.

Albuquerque, N. M.—Burroughs Broadcasting Co. 93.3 mc, channel 227, ERP 8.95 kw horizontal, 8.95 vertical. Ant. height above average terrain 4,053 feet. P.O. address c/o Ray Moran, Box 6003, Albuquerque. Estimated construction cost \$13,300; first year operating cost \$42,000; revenue \$44,860. Principal: John Burroughs (100%). Burroughs Broadcasting is licensee of KRZY Albuquerque. Ann. June 18.

Knoxville, Tenn.—South Central Broadcasting Corp. 107.7 mc, channel 299, ERP 100 kw. Ant. height above average terrain 420.5 feet. P.O. address c/o John A. Engelbrecht, Box 1388, Knoxville. Estimated construction cost \$50,885; first year operating cost \$26,000; revenue \$36,500. Principals: John A. Engelbrecht (39.6%), George F. Stoltz (39.6%), Leighman D. Groves (19.8%),

Eileen O. Stoltz (0.5%) and Bettie G. Engelbrecht (0.5%). Ann. June 18.

#### Ownership changes

##### ACTIONS BY FCC

KENT Prescott, Ariz.—Granted assignment of license from Harvey Raymond Odom to Ira G. McCormack Jr. (100%), tr/as Prescott Broadcasting Service. Consideration \$50,000. Mr. McCormack is employee of WSAJ Logansport, Ind. Action June 23.

KTVE(TV) El Dorado, Ark.—Granted assignment of license from KTVE Inc. owned by Fuqua Industries Inc. which is owned by J. B. Fuqua (100%), to Fuqua Industries Inc. No financial consideration. Fuqua Industries is licensee of WJEF(TV) Augusta, Mr. Fuqua is licensee of WROZ Evansville, Ind. Action June 23.

KEZY, KEZR-FM Anaheim, Calif.—Granted assignment of license from Radio Orange County Inc., owned by Cliff Gill (50.81%), Sherill C. Corwin (32.17%), Ira E. Laufer (5%), Joseph R. Scholz (2.43%), Louis B. Minter (2.19%) and others to KEZY Radio Inc. owned by Harris H. Thomson (85%), Peter L. Townsend (10%) and Mrs. Natalie T. Mitchell (5%). Consideration \$850,000 and \$100,000 covenant not to compete for seven years within Orange County, Calif. Mr. Thomson has majority interest in WLOF Orlando, Fla. and 15% interest in WFTV(TV) Orlando. Ann. June 19.

KOWN Escondido, Calif.—Granted trans-

#### ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Little Rock, Ark.—Arkansas Educational TV Commission; \$293,569 to activate channel 2; total project cost \$587,138.

■ Chapel Hill, N. C.—University of North Carolina; \$209,127 to activate channel 2 in Columbia, N. C.; total project cost \$555,243.

■ New York City—Board of Education of city of New York; \$405,213 to activate channel 25; total project cost \$810,426.

fer of control of licensee corporation, Palomar Broadcasting Co., owned by Julia C. Owen (100%) to Alan R. Skuba and Dean V. Kiner (each 50%). Consideration \$100,000. Mr. Skuba is general manager of KAVR Apple Valley, Calif. Mr. Kiner is chief engineer with same station. Action June 19.

KLOM Lompoc Calif.—Granted relinquishment of positive control of licensee corporation, Lompoc Broadcasting Inc., by Clifford A. Trotter (51% before, 43.8% after) through sale of stock to Palma Construction Co. (3.3% after), John F. Bodger & Sons Co. (4.6% after) and John F. Bodger (4.2% after). Lompoc Broadcasting plans to issue 1,000 shares of stock. Remaining stockholders are Earl W. Calvert (20%), Donald P. Ham (7.5%), Arthur L. Blum (8.3%) and Charles M. Bodger (8.3%). Consideration \$12,291. Action June 19.

KHER Santa Maria, Calif.—Granted assignment of license from Willis R. Harpel (100%), tr/as Artistry in Radio Co., to Ramon C. Curry (100%). Consideration \$55,000. Mr. Curry has interest in electronics firm. Action June 19.

KHUM Santa Rosa, Calif.—Granted transfer of control of licensee corporation, Bay Area Electronics Inc. from John F. Egan (51% before) to Frances S. De Golia (49% before, 100% after). Consideration \$90,500. Action June 18.

WTRX Flint, Mich.—Granted assignment of license from Booth Broadcasting Co., owned by John L. Booth and family (96.18%) and others to Eastman Broadcasting Inc. owned by Robert E. Eastman (100%). Consideration \$300,000 and \$45,000 for five year covenant not to compete within 20 miles of Flint. Action June 18.

KBOM Bismarck-Mandan, N. D.—Granted involuntary transfer of negative control of licensee corporation, Capital Broadcasting Inc., from F. E. Fitzsimonds, individually and as petitioner in summary administration (50%), to F. E. Fitzsimonds, individually (50%). Other stock is owned by Mr. and Mrs. C. J. Culver, as a family group (50%). No financial consideration involved. Action June 23.

KEYD Oakes, N. D.—Granted assignment

of license from Interstate Broadcasting Corp. owned by Robert E. Ingstad and others, to Farm States Radio Co., owned by Quil P. Coleman (72.5%), Richard J. Herring (25%) and Nadine M. Coleman (2.5%). Consideration \$52,500. Mr. Coleman has 25% interest in KOLY Mooridge, S. D.; Mrs. Coleman is housewife; Mr. Herring is salesman for KOLY. Action June 19.

WRSJ-AM-FM Bayamon, P. R.—Granted transfer of control of licensee corporation, Antilles Broadcasting Corp., from Julio Morales Ortiz and Clement L. Littauer (each 50%) to Radio San Juan Inc. (100%), owned by Transportation Communications of America Inc. (100%). O. Roy and Claire Chalk have controlling interest (53.64%) of Transportation Communications. Consideration \$650,000. TCA owns Trans-Caribbean Airlines, District of Columbia Transit Co., railroad company in Central America, and New York Spanish-language dailies El Diario and La Prensa. Contingent on grant of assignment of CPs for UHF stations WTSJ-TV San Juan, WMGZ-TV Mayaguez and WPSJ-TV Ponce, all Puerto Rico. Action June 17.

WMGZ-TV Mayaguez, P. R.—Granted assignment of CP from Antilles Broadcasting Corp., owned by Julio Morales Ortiz and Clement L. Littauer (each 50%) to TELESANJUAN Inc., owned by Julio Morales Ortiz and Clement L. Littauer (each 50%). No financial consideration. Action June 17.

WPSJ-TV Ponce, P. R.—Granted assignment of CP from Antilles Broadcasting Corp. to TELESANJUAN Inc. (see above). Action June 17.

WTSJ-TV San Juan, P. R.—Granted assignment of CP from Antilles Broadcasting Corp. to TELESANJUAN Inc. (see above). Action June 17.

KAPE San Antonio, Tex.—Granted assignment of license from Top Broadcasters Inc., owned by Charles J. Katz (50%), Samuel J. Riklin (25%) and Arthur L. Riklin (25%), to Bexar Broadcasting Inc., owned by Maxwell M. Marvin (54%), Ruth G. Marvin (1%), Thomas G. Trotter (22.5%) and Richard R. Zanotti (22.5%). Consideration \$168,000. Mr. Marvin has 40% interest in KABQ Albuquerque, N. M. and 20% interest in KCUB Tucson, Ariz. Messrs. Trotter and Zanotti are Albuquerque businessmen. Action June 23.

#### APPLICATIONS

KTVU(TV) Oakland, Calif.—Seeks assignment of license from San Francisco-Oakland Television Inc., owned by Miami Valley Broadcasting Corp. to Miami Valley Broadcasting Corp., owned by Cox Broadcasting Corp. which is owned by Atlanta Newspapers Inc. (33.96%), Dayton Newspapers Inc. (14.5%), Springfield Newspapers Inc. (15.36%), Jayren Corp. (4.15%), Ernest L. Adams (1.25%) and others. No financial consideration. Ann. June 18.

KGMS Sacramento, Calif.—Seeks assignment of license from KGMS Inc., wholly owned subsidiary of Capitol Broadcasting Co. to Capitol Broadcasting, owned by A. J. Krisik (51.1%), Theodore J. Wolf (29%). A. Judson Sturtevant Jr. (10%) and Herbert W. Dustin (9.9%). No financial consideration. Ann. June 18.

KGEN Tulare, Calif.—Seeks assignment of license from Meldean Upp to Pappas Electronics Inc., owned by Emmanuel J. Pappas (45%), Mario John Pappas (45%) and Harrison J. Pappas (10%). Consideration \$88,500. E. J. Pappas is general manager of KCVR Lodi, Calif., M. J. Pappas is general manager of KVEG Las Vegas and H. J. Pappas is D. J. and salesman at KVEG. Ann. June 18.

WOLI Ottawa, Ill.—Seeks assignment of CP from Thomas R. Hill to Ottawa Broadcasting Co., owned by Thomas R. Hill (85%) and Thomas A. Hill (15%). No financial consideration. Ann. June 22.

WAIW Indianapolis.—Seeks relinquishment of positive control of licensee corporation, Calojay Enterprises Inc., by Carl W. (41% before, and 22.74% after) and Loretta K. Godzeski (10% before, 21.86% after), as family group, through transfer of stock to each individually. No financial consideration. Ann. June 22.

KIFG Iowa Falls, Iowa.—Seeks relinquishment of positive control of licensee corporation, Iowa Falls Broadcasting Corp., by Hugh A. Preston (52% before, 50% after) through sale of stock by R. A. Schneider (12% before, none after), E. S. Thompkins (12% before, none after) and C. M. Price (12% before, none after) to Dwight M. Brown (12% before, 25% after) and John P.

Whitesell (none before, 25% after). Mr. Preston will sell to Messrs. Brown and Whitesell seven shares of stock for \$2,100. Messrs. Brown and Whitesell will purchase from Messrs. Schneider, Thompkins and Price shares of stock for \$10,200. Ann. June 22.

**KBIZ Ottumwa, Iowa**—Seeks assignment of license from Wapello County Broadcasting Co., owned by G. Laverne Flambo, Robert A. Dettman, Dale Cowle, W. John Grandy, Odin S. Ramsland and Harry S. Hyett (each 16.67%) to Post Iowa Corp., owned by Post Corp., which is owned by V. I. Minahan (18.42%), John B. Torinus (12.23%), Roger C. Minahan (6.54%), David L. Nelson (1.7%) and others. Consideration \$210,000. Post Corp. is publisher of Appleton Post-Crescent, Appleton, Wis. Post Corp. has interest in following through subsidiary corporations: WEAU-TV Eau Claire, Wis.; WAXX Chippewa Falls, Wis., and KTVO-TV Kirksville, Mo. Ann. June 15.

**KBEA Mission, Kan. and KBey(FM) Kansas City, Mo.**—Seeks assignment of license and CP from KBKC Inc., owned by Public Radio Corp. (92%) and Dr. Charles M. Galtz (8%) to K. L. Broadcasting Inc., owned by King Louie International Inc. (100%) which is owned by Victor Lerner (18.5%), Harry Lerner (18.5%), Morris Lerner (18.5%), Jack H. Glenn (18.5%) and others. Consideration \$450,000. Ann. June 24.

**WEYE Sanford, N. C.**—Seeks 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. Ann. June 17.

**WALY Herkimer, N. Y.**—Seeks assignment of license from Mohawk Broadcasting Corp., owned by Richard K. Thorman (100%) to R. M. C. Productions Inc., owned by Reach, McClinton & Co., Inc. which is owned by Charles D. Reach (99.99%), Everett M. Scherer and Samuel P. Watson. Consideration \$37,000. Reach, McClinton & Co. is advertising firm in New York. Ann. June 18.

**WBEU-AM-FM Beaufort, S. C.**—Seeks relinquishment of negative control of licensee corporation, Beaufort Broadcasting Inc., by John M. Trask (50% before, 45% after) through transfer of stock to John M. Trask Jr. (none before, 5% after). No financial consideration. Ann. June 22.

**WBSC Bennettsville, S. C. and WCNH Quincy, Fla.**—Seeks transfer of control of licensee corporation, Big Bend Broadcasting Corp., by William S. and Dorothy C. Dodson (joint tenants before, each 49.4% after) and A. K. Harmon Jr., (1.2% after). Mr. Harmon will pay Big Bend \$2,295 for 1.2%. Ann. June 24.

### Hearing cases

#### INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Charles L. Hamilton Sr. and Mildred B. Hamilton to increase power of KBAB Indianola, Iowa, on 1490 kc from 100 w, U, to 250 w-N, 500 w-LS; condition. Action June 24.

■ Hearing Examiner Sol Schildhouse issued initial decision looking toward granting application of Lake-Valley Broadcasters Inc., for new daytime AM in Crystal Lake, Ill., on 850 kw, 500 w, DA, subject to no pre-sunrise operation with daytime facilities pending final decision in Docket 14419. Action June 22.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications to increase daytime power of (1) Hundred Lakes Broadcasting Corp., WSIR Winter Haven, Fla., from 250 w to 500 w, and (2) Radio DeLand Inc., WJBS De Land, Fla., from 250 w to 1 kw, both continued operation on 1490 kc with 250 w-N; conditions attached to both grants. Action June 18.

#### DESIGNATED FOR HEARING

**WHIL Medford, Mass.**—Designated for hearing application for dual city identification as Medford-Everett during daytime operation, and single city designation as Everett during nighttime operation, and change from D to U, DA-N, continued operation on 1430 kc, 5 kw. Action June 24.

### OTHER ACTIONS

\***KBYU-FM Provo, Utah**—Granted increased power on channel 205 from 10 w to 500 w; ant. height minus 1,320 feet; and change ant.-trans. and main studio location; conditions. Action June 24.

**WPBC-FM Minneapolis** — Granted increased power on channel 267 from 5.5 kw to 100 kw; increase ant. height from 182 feet to 225 feet; change studio trans. location; makes changes in ant. system; and change station location to Richfield. Action June 24.

■ By memorandum opinion and order, denied appeal by Central Coast Television, KCOY-TV Santa Maria, Calif., from examiner's May 15 denial of petition for indefinite continuance in proceeding on applications of Lompoc Valley Cable TV Inc., for operational fixed stations in Business Radio Service. Action June 24.

■ By memorandum opinion and order in Burlington-Mount Holly, N. J., AM remand proceeding in Dockets 13931, 13933, denied petition by Mount Holly Burlington Broadcasting Inc. for review of examiner's May 13 adverse ruling which denied petition for continuance. Member Nelson not participating. Action June 24.

■ Commission gives notice that April 29 initial decision which looked toward granting application of WBEC Inc. for new FM on channel 288A in Pittsfield, Mass., became effective June 18 pursuant to section 1.276 of rules. Action June 24.

■ By report and order, commission made following changes in the FM table of channel assignments which were subject of proposed rule making in Docket 15341 (numerals are channel numbers): Assigned 276A to Lawrenceville, Ill.; exchanged Ishpeming, Mich., 261A with Marquette, 222; assigned 272A to Beattyville, Ky.; substituted 272A for 240A at Apple Valley, Calif., and 239 for 237A at Twenty-nine Palms, and modified CP of Hi-Desert Broadcasting Corp., to specify operation of KDHI-FM on channel 239 in lieu of 237A in latter city, with conditions; assigned 232A to Farmville, N. C., deleted 253 from Grifton, and substituted 252A for 232A at New Bern; added 244A to

State College, Pa.; assigned 276A to White Haven, Pa., instead of to Kingston, as proposed; added 233 to Junction City, Kan., substituted 243 (instead of proposed 268) for 233 at Grand Island, Neb., and 280A for 265A at Superior, Neb.; substituted 237A for 240A at Beloit, Wis., with requirement that any party wishing to use channel must select site west of city in order to meet required spacing to WLIP-FM on channel 236 at Kenosha, and also deleted 238 from Dallas, and corrected Glendale, Calif. assignment to 270 (instead of 270A). Action June 24.

**WCHB Inkster, Mich.**—Granted change in operation on 1440 kc from day to unl. time with 500 w-N, DA-2, continued daytime operation with 1 kw; conditions include no pre-sunrise operation with daytime facilities pending final decision in Docket 14419. Denied oppositions by WBCM Bay City, and WBRB Mt. Clemens. Action June 24.

■ By letter, commission dismissed application of Highlands Broadcasting Corp., WSEB, Sebring, Fla., for assignment of license to Dixon Industries Inc. Applicant indicated did not desire to prosecute application through hearing process. Action June 24.

■ By orders, commission granted requests for waiver of AM freeze rule and accepted for filing applications of (1) Central Broadcasting Corp. to change location of WENO (1450 kc, 1 kw-N, 5 kw-LS) from Madison to Nashville, and (2) George Gothberg Radio Inc. to increase hours of operation of WPXE Starke, Fla. (1490 kc, 250 w) from specified to unlimited time. Action June 24.

■ By memorandum opinion and order, commission granted request by Radio Sun Valley Inc., for waiver of AM freeze rule and accepted for filing its application to change location of KSKI from Sun Valley to Hailey, Idaho, make changes in ant. and trans. site and operate unl. Action June 24.

■ By memorandum opinion and order in proceeding on application of Spartan Broadcasting Co. for new VHF-TV translator on channel 9 to rebroadcast programs of WSPA-TV (ch. 7) Spartanburg, S. C., to serve Asheville, N. C., commission denied Spartan's petition for oral argument and

(Continued on page 84)



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Silicon rectifiers with minimum of 200% safety factor; 300% reserve in air cooling; minimum tube costs; low distortion high level plate modulation; automatic overload recycling; minimum floor space; full accessibility with hinged meter panels.



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APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. *BROADCASTING* expressly repudiates any liability or responsibility for their custody or return.

## RADIO—Help Wanted

### Management

Ohio daytimer wants station manager with first ticket fully experienced in full operation including sales, news, copy, announcing, programing, technical. Box F-208, BROADCASTING.

Illinois. Opportunity for salesman announcer to manage branch studio. Box F-233, BROADCASTING.

Wanted: Assistant manager for medium market station. \$110 a week. Will do some air work. Send tape. Box F-242, BROADCASTING.

Immediate need for general manager in single station West Texas Market. No high salary artists wanted. If you can run this station and produce you will be paid well because you will earn it. Present manager leaving only because I am helping him to buy into another station we have purchased. Send complete resume to: Box F-280, BROADCASTING.

Medium market—Picturesque New England. Must be sales oriented with full radio background. To take over operation reins from owner on permanent basis. Business opportunity for right man. Living conditions outstanding. Box F-325, BROADCASTING.

Manager, engineer, announced wanted. FM-Station in SE Pennsylvania. Great opportunity. Good pay, very pleasant conditions. Write Box F-366, BROADCASTING.

Wanted manager for radio station in sunny Florida with previous experience in all phases of broadcasting and sales. 35 or over. Must stand inspection on previous record as this position will develop as the business grows. Many fringe benefits. Prefer licensed man. In replying give all details. WQXT, Box 2631, Palm Beach, Fla.

### Sales

Salesman with management potential. Must have successful Top 40 track record. One of country's best pop music stations located in first ten markets. On East Coast. Send resume, references and late picture. Box F-28, BROADCASTING.

Work and play in colorful Colorado, vacation-land of booming Rocky Mountain empire. Opportunity for a salesman. Salary and commission. Write KCOL, Fort Collins, Colorado.

Virginia station seeks sales manager with announcing background and experience. Excellent opportunity for an individual to grow with one of the state's best known medium sized market stations. Salary plus commission arrangement. Apply with resume and if possible, with photograph to: J. W. Poole, Manager, WFLS, Fredericksburg, Va.

Immediated opening for radio salesman with desire and potential to advance to management position. Top income for man experienced in sports & sales. Call collect or send resume to: Manager, WJOB, Hammond, Indiana.

Sales manager moving up, need thoroughly experienced, mature salesman capable of earning better than \$8,000 annually. Guarantee plus commission. Highly productive account list. Prefer minimum of 5-years radio sales background. No "pitchmen" need apply. Send replies to: Robert L. Whitaker, Vice President, WMIX, Mt. Vernon, Illinois.

Quality station in growing area desires young salesman-announcer. Emphasis on sales. Pierce Burgess, 301-838-2770, Collect.

## Announcers

Announcer with experience in gathering, writing and handling local news. Send sample tape recording, snapshot and resume to Box F-36, BROADCASTING.

Mid-west 5,000 watter looking for top flight announcer with first phone. An opportunity worth investigating. Send complete resume, tape and minimum required salary to: Box F-199, BROADCASTING.

East coast near Baltimore first phone announcer. Send tape and resume. No drifters. Box F-212, BROADCASTING.

Announcer-Mature, bright swinging dj for #1 station, New York state, top 40 experience. Send tape and resume to: Box F-223, BROADCASTING.

Eastern daytimer needs announcer with 1st phone license. Opportunity to sell if desired. Box F-243, BROADCASTING.

Fastgrowing regional station in Illinois, not Chicago, wants to add to its staff a young announcer who also write news. Fine opportunity to get ahead in a highly successful radio-newspaper group which needs alert, resourceful young men. Prosperous, progressive community, best working conditions, liberal salary, bonus, extra benefits. Send full details, audition to: Box F-270, BROADCASTING.

Lively one for medium metro swinger, sharp production, happy sound, midwest vacation land. Box F-292, BROADCASTING.

Need mature announcer by August 15th. Midwest FM. Programed like AM. First class ticker preferred but not mandatory. Medium market. Send resume, photo, audition tape, salary requirements. Box F-329, BROADCASTING.

Outstanding personality wanted for afternoon traffic slot on successful midwest middle-of-the-road-music station. No top 40 Hotshots. Excellent salary plus fringe benefits, including major medical and life insurance. Send tape and full particulars to Box F-339, BROADCASTING.

Announcer; all types programs except play-by-play. Opportunity for news and commercial writing. Good job for versatile man. Box F-350, BROADCASTING.

Announcer, experienced, with play-by-play ability. News writing helpful. \$115. Well established eastern station in small market. Box F-361, BROADCASTING.

A major Indiana market top-rated station will pay top price in area for mature voiced, 1st class ticket holder. Send tape and resume. Box F-370, BROADCASTING.

A major Indiana market top-rated station needs announcer-copywriter. Send tape and sample copy to Box F-371, BROADCASTING.

Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate in Kansas. Big band sound. Send audition tape, photo and resume. Box F-379, BROADCASTING.

Top flight central Illinois medium size market AM needs top 40 1st phone announcer. Schedule can be arranged for college student. Prefer married man, minimum two years announcing experience. Start at \$100.00 with regular increases. Job can lead to sales position. #1 station in market. Paid vacations, health and life insurance included. No drifters please. Will consider only top calibre men. If you're looking for a future in this business, this is for you. Write immediately to Box F-394, BROADCASTING.

## Announcers—(Cont'd)

Long-established station in Virginia's Shenandoah Valley is accepting announcer applications. Send resume only—We'll ask for tape, if interested. Salary dependent on experience. Box F-396, BROADCASTING.

If you would like to work for one of the finest stations and markets in the state of Mo. and you are an experienced announcer & Salesman, Contact Pinkey Cole, Manager, KBTC, Houston, Mo. No collect calls.

Opportunity for announcer with sports and production experience at top station serving Chicago and the Calumet area. Call or send resume to: PD, WJOB, Hammond, Indiana.

Immediate opening capable of running tight board with pop format and happy sound. Send resume tape, photo and references to Frank Wilson, WMBG, P.O. Box 5229, Richmond, Virginia 23220 or call EL 5-8611.

Immediate opening for experienced announcer preferable with first phone or sales background—middle of the road music and strong local news programing—salary open—Call or write WRTL RADIO, Rantoul, Illinois. 217-893-1460.

Immediate opening medium market sea shore resort. Announcer, first phone preferred. Larry Keene WSLT, 957 Asbury Ave., Ocean City, N. J. 399-1555.

Opportunity to join 3 station group. Rush tape, resume to WSML, Litchfield, Ill.

Immediate opening for night man, 3rd phone, some experience. WVOS, Liberty, N. Y.

Announcer-operations director position with good music station. Must have 1st phone. Call 319-266-7567 Cedar Falls, Iowa.

Expanding quality station needs announcer willing to work into sales. Stable operation, immediate opening but will wait for right man. Pierce Burgess, 301-838-2770, Collect.

## Technical

Chief engineer for Michigan daytimer. Some announcing. Send resume, references, tape. Grow with us. Box F-323, BROADCASTING.

Immediate opening 1st class engineer-announcer. WHZN, Hayleton, Pa. Send resume and audition tape or call 455-5048.

First phone chief engineer-announcer. News? Sales? Rush tape, resume, picture. WJIL, Jacksonville, Ill.

Chief engineer for full-time, non-directional operation, experienced in production plus equipment and cartridge machine maintenance. Send complete resume to: Manager, WJOB, Hammond, Indiana.

## Production—Programing, Others

Opening for experienced reliable PD/airman. Great Lakes AM with FM soon in nearby major mkt. Music control, getting things done, community service a must. Will be part of tight Mgt team. Box F-343, BROADCASTING.

Chicago station expanding news department. Need strong, authoritative voices with sense of news savvy. Rush tapes to Box F-354, BROADCASTING.

A major Indiana market top-rated station looking for ideal program-production man. Must have mature voice. Able to write copy and supervise traffic. Box F-369, BROADCASTING.



## Production—Programing, Others

### Continued

Program director, experienced and capable of taking full charge, do early morning show, interviews, must know good music and how to program same knowledge to train announcing staff. \$150.00 to qualified man. Contact General Manager KATE Radio, Albert Lea, Minnesota.

Experienced AM production manager familiar with sound effects libraries, cartridge and tape recording. Must be qualified copywriter. Excellent salary plus fringe benefits, including major medical and life insurance. Send full particulars to J. Maxxim Ryder, WQUA, Moline, Illinois.

Two newsmen wanted in Germany. Must translate German to English. Send complete resume, tape. Box KP 5114 Westag Werbeagentur, 5000 Cologne, Bruderstrasse, 5, Western-Germany.

Newsmen-announcer planning vacation in Europe? You may decide to stay. Continental station seeking news personnel for English language dept. Send tape, resume. Must have working knowledge of at least one European language. Box KO 5113 Westag Werbeagentur, 5000 Cologne, Bruderstrasse, 5, Western-Germany.

## RADIO—Situations Wanted

### Management

General manager—sales manager—sales—that offers minimum 1000 per month—4 profit making years G.M. radio small market—3 years sales manager radio big market—5 years radio—TV program director—sales manager medium market—former college prof.—best references. Box F-289, BROADCASTING.

36-year old successful assistant manager in #1 medium metro AM-FM seeking manager position. 14 years announcing, sales and management experience. Desire Rocky mountain or west coast. Box F-336, BROADCASTING.

Attention station owners! Man with 28 years experience in all phases of broadcasting wishes to manage small market station in midwest or Rocky-Mountain area. 8 years in present position. Excellent references. Box F-337, BROADCASTING.

17 years in radio, last four management. Seeking opportunity with middle of road or good music operation. Offer mature responsible, civic minded approach to small or medium market offering a permanent future. Immediate financial requirements secondary to stability and potential. Box F-355, BROADCASTING.

I want to manage your station. Now sales manager, midwestern small market. Box F-368, BROADCASTING.

Forty two year old family man ready to manage your station. Thirteen years experience selling and sales manager in tough market. Complete sales-programing, news promotion management experience. Prefer Florida-Georgia. Box F-375, BROADCASTING.

### Sales

Sales manager—Seeking opportunity to buy small share of station. Experience includes announcing, sales, play-by-play programing. 30, college graduate family & excellent character. Employed Southeast. Box F-341 BROADCASTING.

Financially distressed properties put back in the black by experienced broadcast sales consultants. No investment in manpower. Commissions predicated on collections. Specific gross dollar additions guaranteed. Write Box F-353, BROADCASTING.

## Announcers

C&W dj family man, thrd phone, w/enorsement, will sell, prefer California or southwest. Box F-178, BROADCASTING.

## Announcers—(Cont'd)

Not great; but good; major experience, want good pay, security. Box F-255, BROADCASTING.

10 yr. Radio pro, adult personality. Married major markets only. Box F-278, BROADCASTING.

DJ, Gospel or rock-n-roll, like to establish self with new, growing station. Excellent news. Box F-300, BROADCASTING.

1st phone dj no maintenance. 4 years radio experience. 4 years theatre. Good pop music only. 29 years old, single, thoroughly professional in warm informal manner. Will go anywhere. Preferable Calif.-coastal area or near N. Y. also interested in TV work. Box F-302, BROADCASTING.

Stop here! Modern, bright, seasoned air performer-program-production man with strong number one ratings in metro markets ready to tackle new challenge! Single, reliable, experienced over ten years, good references, ambition unlimited. Will deliver highly professional air work, programing and production. Prefer east . . . particularly New York state . . . but will consider others. For particulars write Box F-309, BROADCASTING.

Announcer-newsman. College, first phone, vet. Hard work and intelligence. Four years experience. Box F-317, BROADCASTING.

DJ-announcer-newsman-musician seeks full/p.t./wknd/opportunity in 75 mi vicinity of N. Y. Cooperative/flexible/stable/personality. Box F-321, BROADCASTING.

New York first phono announcer seeking west or Kentucky. Other locations considered. Mature, experienced, available immediately. Box F-322, BROADCASTING.

Top 40 personality, excellent news and production. Six years experience—28, family. Minimum \$8,000. Box F-328, BROADCASTING.

Non-rock announcer with warm relaxed style and wide appeal, particularly to ladies, wants to better himself professionally and financially. 3 years experience. Box F-328, BROADCASTING.

Combo man. Married. Children. Copy, news, Strictly permanent. Box F-338, BROADCASTING.

New York has Les Crane and Brad Crandall, Boston has Jerry Williams and you have me. Contact at once for one of the few really capable phone-interview men in broadcasting. TV-radio combo best but not essential. Box F-346, BROADCASTING.

Announcer 8 years experience, in DJ interview and news operations. Same employer past 2½ years, seeking brighter future in radio and TV. Prefer east. Box F-349, BROADCASTING.

Top personality in major market. 10 years experience in modern radio. Age 27. Character of operation more important than market size. Production, organizational, and writing abilities. Desire good dj or program director position. Married, college. Box F-356, BROADCASTING.

Top announcer-salesman for modern c/w slot. Musician. PA's, promotions. Twenty years experience. Box F-357, BROADCASTING.

Reliable announcer ready for something better: 4 years experience pleasant voice, effective language, excellent references. Prefers good music, middle-of-the-road format. Box F-358, BROADCASTING.

6 years announcing experience—Good voice and personality. Married man. Box F-360, BROADCASTING.

Third class, fast, funny. Top 40 but would consider good music. 4 years experience, small markets. Wanna move up. \$100 minimum. Box F-362, BROADCASTING.

Relocate immediately in small market, announcer-dj. Experienced, dependable, B.S. degree in Broadcasting, production ability, hard worker plus, ready to go now. Box F-367, BROADCASTING.

Announcer. Now employed, experienced, excellent on production, seeks challenge, employer knows of this ad. Box F-373, BROADCASTING.

## Announcers—(Cont'd)

Announcer. . . Experienced in all phases of small market radio. Excellent production, hard worker, ready for advancement. Box F-374, BROADCASTING.

Radio, television personality. Five years, high ratings in million plus market. No drifter. Good references. Wide variety of experience from top forty to good music. Desire permanent position in north or southeast. Tape and resume available. Box F-376, BROADCASTING.

Announcer-dj. Authoritative newscaster not a floater or prima donna. Box F-378, BROADCASTING.

First phone, mature, no experience, reliable, married—Calif., Nev., Ariz. Box F-381, BROADCASTING.

Attention Los Angeles stations. Fourteen years experience. Currently news director in major market. Exceptionally fine voice. Strong play by play background. Have successful rock background. Prefer good music operation. Box F-382, BROADCASTING.

First phone announcer. Strong on announcing news & creative programing for good music station. Experience in spot commercial in N. Y. Presently employed by media publications as program coordinator. Box F-384, BROADCASTING.

Young energetic announcer 1st phone—staff, news, and rock, straight or gimmick, good board work. Prefer northeast. Box F-387, BROADCASTING.

Country dj with one record out 5 years on board. \$125 per week. Box F-388, BROADCASTING.

Experienced announcer, dj. Bright sound. Authoritative newscaster. Tight board. Family man, want to settle West Coast. Box F-389, BROADCASTING.

Look: Tops in board, sports, news—7 years—married also C & W—a top personality & station builder—Available now—References available. Box F-391, BROADCASTING.

Experienced top 40 personality—tight board—good production—first phone—plenty of teen appeal. Have done TV news with some booth work. Can do light maintenance. Will locate in Northeast, Pennsylvania or Ohio. Tape available. Box F-392, BROADCASTING.

Announcer-dj. Bright sound, personable. Will settle. Not a prima donna or floater. Experienced Box F-399, BROADCASTING.

Girl—radio/TV — announcing — clerical — sales — responsible — trustworthy — please telephone, 401-421-7349; Write Apt. 6, 134 Benefit St., Providence 3, R. I.

Announcer, third phone element 9. Radio school graduate. Phone 622-2100, Pottsville, Pa.

College, age 24, family, adaptable to any operation. Minimum experience. Tape upon request. Phone 717-232-7679 or write Robert W. Foor, Jr., 226 Woodbine St., Harrisburg, Penna. 17110.

News sports-D. J. experience Age 24 single have 3rd license. Available Now. Call Jerry, Cleveland Ohio—442-3509.

## Technical

Experienced first-phone engineer with college degree and a little announcing experience. Presently in Ohio, but will relocate. Box F-297, BROADCASTING.

First phone. Communications experience. Consider any location. Age 27, Married. Box F-319, BROADCASTING.

Chief engineer, consulting type, available immediately. Reference exchange. Box F-324, BROADCASTING.

Transmitter engineer, 1st phone with thirteen years experience in electronics. Box F-334, BROADCASTING.

First phone, Grantham grad. One year schooling in electronics, three years communications-electronics maintenance experience. Would like to break into broadcast engineering. Prefer position with opportunity for training in all phases of engineering and maintenance. Twenty-three, single military complete. Any location eastern half of country. Box F-335, BROADCASTING.

## Situations Wanted

### Technical—(Cont'd)

First phone—inexperienced, anxious to learn, reliable, dependable, age 17, will relocate. Irwin Gerber, 3203 Woodland Ave., Baltimore 21215.

First phone. Experienced combo five KW AM. VHF Transmitter. WB6KKG. West. Southwest. Pacific 25832 Narbonne, Lomita, Calif.

Willing beginner—southwest—trained all phases—Tex Killingsworth—806 Center—Little Rock, Arkansas.

Well qualified engineer desires position AM-FM station or will contract maintenance of two or more stations. Will relocate. Presently chief engineer AFRTS AM-TV Thule, Greenland. Available 15 July. Write L. Hammack, 828 North Lincoln Avenue, Pittsburgh 12, Penna.

Fifteen years directional engineer, some announcing. McClain, WHON, Richmond, Ind.

### Production—Programing, Others

Experienced sports director play-by-play all sports. Strong on news and special events. Box F-56, BROADCASTING.

Football free lance. Want fall free lance play-by-play weekends. 15 years radio TV experience includes major colleges. Tape and brochure on request. Box F-295, BROADCASTING.

Serious radio newsmen looking for station where news is important. Experienced in gathering, writing, and airing. College and announcing school graduate, first phone. Box F-307, BROADCASTING.

Experienced sports director, radio-TV, now in top 10 market. Highest ratings references top men in Broadcasting & sports. Phone 314-FO 1-8300, ext. 218 or Box F-314, BROADCASTING.

Managers . . . for your file . . . should you need a news director in the future. Format McLendon. Get full particulars. Box F-331, BROADCASTING.

Top newsmen in highly competitive, Ne market, seeks position in larger news-conscious station. Five years experience, family, college graduate, asking \$175. Box F-333, BROADCASTING.

Currently employed in major market, available for program director, 9th year in broadcasting. Excellent background, all phases. References from employers. Good organizer, knows production, will do air shift and can direct entire program operation. Prefer growing chain, but will consider any offer with future. Box F-348, BROADCASTING.

Program Director of one of New York States most successful operations seeks challenge of a new market. Experience includes 12 years as DJ news director and program director. Box F-351, BROADCASTING.

Sports director ready to move up. Seven years experience in sports writing and announcing. Strong play-by-play. Creative programing. I have an excellent sales record too. I'm ready to make money for you. Box F-359, BROADCASTING.

Program director . . . 15 years radio and TV experience . . . air work optional, strong on news . . . now employed. Radio or TV. Box F-363, BROADCASTING.

Copywriter/announcer. Quality copy. Voice especially suited to news, commercials and better music. Box F-372, BROADCASTING.

News-caster—Authoritative, personable, will settle down, not a prima donna or floater. Experienced. Box F-400, BROADCASTING.

### TELEVISION—Help Wanted

#### Sales

Experienced local salesman for top station in market. Write KAKE-TV, Wichita, Kansas.

TV station has immediate opening for salesmen. Send full resume to Gene P. Loffler KSLN-TV, Salina, Kansas.

## Technical

Two station N.C. market in top 50 needs hard working local salesman. Prefer stable man willing to grow with expanding market. Salary plus commission. Mail resume and photo to Bernie Whitaker, Sales manager, WRAL-TV, Box 9583, Raleigh, North Carolina.

### Production—Programing, Others

TV commercial continuity writer in top hundred station located in midwest. Include full details with wage required in original application. Box F-191, BROADCASTING.

Newsman for combined radio-television operation in midwest. Group station building quality, aggressive news department. Send resume, photo, audio tape, and salary requirements to: Box F-245, BROADCASTING.

The leading news station in a midwest market of 470,000 TV homes wants a solid TV newscaster. No prima donnas. Send SOF or Videotape with complete resume to Box F-385, BROADCASTING.

Do you know all phases of TV operations? Think your ready for production manager job in highly competitive mid-Atlantic 3 station market? Don't waste our time or yours if you can't deliver. Send complete resume with pic, references, availability, soonest to Box F-393, BROADCASTING.

KIFI-TV NBC-TV & ABC Idaho Falls is expanding. Stop in to see us when visiting Yellowstone Park Sun Valley or Jackson Hole, if you have on camera experience.

Newsman to be assistant news director for leading university VHF. Must be able to write, and handle prime on air newscast, supervise others. Opportunity to work on advanced degree. Immediate opening for dedicated newsmen. Write Rod Gellatt, News director, KOMU TV, Columbia, Mo.

### TELEVISION—Situations Wanted

#### Management

Broadcast executive. 5 years television management and sales. 11 years as commercial manager and manager. Both VHF and UHF experience. Excellent, above average history of billing and profit increases. Advertiser and agency contacts. Outstanding references. I am thoroughly grounded in all facets of management and sales—both radio and television. Family man, 40 years of age. Box F-332, BROADCASTING.

#### Announcers

Polished announcer. Good appearance. Flexible. Twelve years experience. Television and/or radio. Box F-269, BROADCASTING.

Triple threat—first phone. Announcing film documentary production and educational research. Experience. Broad cultural background. Box F-383, BROADCASTING.

#### Technical

If there is a station in the south with a chief engineer looking for a reliable technician, I'd sure like the opportunity to talk with him. Experienced in installation, operation and maintenance of studio, transmitter, microwave equipment, lots of remotes. Even if you're just planning to ad to your staff, how about writing me. Box F-342, BROADCASTING.

Chief engineer—16 years experience all phases of television engineering management. Presently chief southern metropolitan market. Prefer midwest or northwest. Box F-377, BROADCASTING.

Well qualified chief engineer, experienced in television and radio engineering, production and administration desires challenging position. Box F-390, BROADCASTING.

## Production—Programing, Others

News background of eleven years radio and limited TV. Now ready for full TV news duties any market. Box F-347, BROADCASTING.

Production Manager, 36 yr. old christian family man don't drink or smoke. Directively frank, always dependable & honest. Enjoys & responds to challenging work. Capable of raising your stations ratings. Can create as well as improve your existing programing reply. Box F-352, BROADCASTING.

Young ambitious television newscaster with five years radio, television and wire service experience in Chicago wishes to relocate. Will consider smaller market for the right offer. Producer, writer, and on camera talent for newscasts and several stimulating documentaries. Married, no children. Box F-364, BROADCASTING.

Expert photographer with wide reporting experience. 7 years, news, documentaries and complete lab experience. National awards for reporting and film. Married. Box F-365, BROADCASTING.

### WANTED TO BUY

#### Equipment

Turn unwanted broadcast equipment into cash! Send list, description, price. Broadcast Equipment, Box 3141, Bristol, Tennessee.

Need 25 kw high-band television aural amplifier. Would prefer RCA type TT-25AH or BH. Write stating location, price and condition. Box F-228, BROADCASTING.

AM transmitter in good operation condition for use as standby on 1330 KC. Either 250 Watt or 1 kw. Prefer Collins 300 G. Contact E. M. Tink, VP Eng., Black Hawk Broadcasting Company, Waterloo, Iowa.

Used Sarkes Tarzian micro-wave transmitter, MT-1D and receiver MR-2 series. KLOE TV, Goodland Kansas.

Wanted—Late model 10 kw FM transmitter. Contact KSDO, 1551 Camino Del Rio, San Diego 10, California.

1 kw AM transmitter needed immediately. Good condition. Need all other studio equipment. Please list type and condition. Write or phone Charles Seward, WOLD, 738-7109, Marion, Virginia.

### FOR SALE

#### Equipment

Television radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Everything in used broadcast equipment. Check with us first. Broadcast Equipment, Box 3141, Bristol, Tennessee.

1500 feet 3/4" UHF transmission line MI #19089 available Sept. Contact Morris Barton, KSLA-TV, Shreveport, La.

Complete Schafer 1200-C Automation, consists of master control, one MU-1, four PB-2's, one AT-2500 audio clock with two PB-2 units, two S-200 spotters, one M4 memory record unit, three M6 memory playback units. Very good condition. M. N. Barwick, 767-41st Street—Miami Beach, Fla.

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.

1000 watt FM transmitter, GE 4 bay antenna, excellent condition, now operating, all for \$3,500.00. Write Box F-327, BROADCASTING.

1—Tape-Athon mod. 375-10R tape reproducer—3 1/2 ips.—rackmount. New condition —\$297.00. Contact Mr. Cook, Shrader Sound, Inc. 2803 M St. N.W., Washington, D. C. 202-965-1300.

ALTEC 128A Amplifier (30 watt) \$145.00; 280A Amplifier (260 watt) \$395.00; 20801 Speaker \$95.00; 20802 speaker \$75.00; 21BR 220-I Microphone capsul \$95.00; 165A Lipstik Base \$35.00; 526B Power Supply \$85.00. All new or like new condition. Electroncraft Inc. Box 13, Binghamton, N. Y. 13902. Phone: 607-724-5785.



## FOR SALE—(Cont'd)

200 foot Stainless broadcast antenna tower complete with guy cables, tower lights and photo electric control. Box F-395, BROADCASTING.

## BUSINESS OPPORTUNITIES

Partner active or inactive, with \$500,000 needed to buy established, high profit radio station in major market. You earn 20% interest. Write Box F-320, BROADCASTING.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Deejay manual . . . A collection of gags, station breaks, fillers, bits, gimmicks for clever deejays. \$5.00. Show-Biz Comedy Service (Dept. DM) 65 Parkway Court, Brooklyn, N. Y. 11235

Religious Sponsor list. Names and addresses of over 900 religious time buyers. Individuals, organizations and agencies interested in radio time. This mailing list compiled from national advertising in religious periodicals. \$600 buys this list, exclusive in your market. \$250 buys this list on a non-exclusive basis. Box F-37, BROADCASTING.

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.

Convention Specials—10 daily 3½ minute features tailored for local sponsorship—plus off-floor actualities and commercials. Box F-76, BROADCASTING.

Free! Top star interviews! Record from your telephone! Write for number. Box 85068, Hollywood 27, California.

Radio stations! Your idle time can turn to profit time, a guaranteed money-maker offered by reliable organization to selected stations. Write for details to Box F-330, BROADCASTING.

Earwitness reports—four 3½ minute shows, with actualities from top newsmakers and voice reports from key news centers. Profitably aired—with personalized call letter identification—by stations from coast to coast. Exclusive market guarantee. Write Box F-386, BROADCASTING.

3M Company polyester 7" recording tapes. 1200' \$1.59; 1800' \$2.39. Postpaid. Towers, Lafayette Hill, Penna. 19444.

The Beatles, Dave Clark 5, Rolling Stones, Bobby Vee, Gerry and the Pacemakers—Now you can interview these famous recording stars on your station, on your show! Each interview approximately 90 seconds long, supplied on tape at 7½ i.p.s. in open end form, with complete scripts. ALL FIVE interviews can be yours exclusively in your market. Rush \$5 to: PROFESSIONAL PROGRAMMING 1720 Southwest 93rd Place, Miami, Florida.

## 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.

## INSTRUCTIONS—(Cont'd)

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.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295. Private rooms \$10 per week. Job placement free. Classes begin Aug. 4, Sept. 8, Oct. 13, Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

We suspect that our mail has been returned to the sender because of an error made by the Post Office. If this has happened to you please contact us again. Radio Engineering Inst., 1336, Main St., Sarasota, Florida.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. 814 H St. NW, Washington 1, D. C.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

FCC license in six weeks. Not a Q and A course. Get your license and a working knowledge of electronics. This is space City's Texas-sized opportunity. Next class June 29th. Houston Institute of Electronics, 904 M and M Bldg., Houston, Texas.

FCC first phone license in six weeks. For information and references, write Bob Johnson, 1201 9th St., Manhattan Beach, California.

## Management

### MAJOR MARKET SOUTHEAST

Substantial Stock interest available to qualified manager capable of small investment.  
Box F-345 BROADCASTING.

## Production—Programing, Others

### WICC WANTS EXPERIENCED RADIO NEWSMAN AT ONCE

Will work with top rated five-man newsteam for service and information-guided 600 Kcs. radio station serving suburban Southern Connecticut—Northern Long Island region. Must be first rate Journalist with mature voice of first rate staff announcer. Regular air work, editing, rewrite, outside assignments, interviews and documentary experience is required. Should now be employed. Excellent working conditions and station paid benefits. Salary open. Complete presentation and tapes first time to: NEWS DIRECTOR, WICC (Bridgeport) 2190 Post Road, Fairfield, Connecticut.

## OUTSTANDING

### Program director

Wanted Immediately by KBTR, in Beautiful Mile-high Denver, Colorado.

We are a 5000 watt ABC-IMN affiliate, programing strong DJ personalities playing middle-road pop music and heavy on news. The man we want is a strong on-the-air personality himself; he's highly skilled in originating, supervising and promoting the stations sound and he's an idea man capable of producing excellent commercials. Excellent record will bring excellent pay.

Larry Buskett  
General Manager  
KBTR  
1089 Bannock St.  
Denver, Colorado 80217

## Help Wanted—Sales

## SALES MANAGER

Major market, group owned station has opening for hard-hitting, selling Sales Manager. If you are interested in this advertisement thus far, here is the type of man we are looking for: You must have ability to sell retail as well as top flight Agency accounts. You must be able to sell with or without "the Book". You must be creative salesman, capable of developing ideas and promotions designed to increase sales. Finally, you must be dedicated radio salesman.

If you have these qualifications, and can lead and direct a sales staff of professionals, handle administrative duties—well, we would like to hear from you immediately. Your income will be in excess of \$15,000.00 yearly plus an attractive incentive plan. Please send complete resume, references, etc. to:

Box F-398, BROADCASTING.



**Production—Programing, Others**

**1—Program Director  
1—Announcer.**

A long established Florida NBC good music station is expanding. We have immediate openings for a Program Director and an Announcer. Program Director choice will be a man drawing top salary. Will expect him to carry out all duties of Programing and office management. We want an experienced capable person to supervise production format and copy. The announcer opening has great possibilities for a young man looking for that step upward. Accent on announcing capability and music knowledge. You'll have the opportunity to move to bigger responsibility in our organization. Third class ticket required. If you have a first phone you'll get extra salary. All details, including tapes, should be sent to:

Box F-397, BROADCASTING

**Situations Wanted—Management**

**STATION SPECIALIST  
Management-Sales-Programing  
DESIRES FLORIDA**

Box F-315, BROADCASTING

**Announcers**

**Attention FLORIDA**

Top rated jock would like to swing in your market.

Box F-316, BROADCASTING.

**TELEVISION—Help Wanted**

**IMMEDIATE NEED  
for**

Male or Female Traffic Manager (Experienced), copywriter (Experienced) for Illinois' 2nd market. Send resume or Contact: W. L. Snyder, WQAD TV, Moline, Ill. Salary Open

**FOR SALE—Stations**

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 56, TEXAS**

Fla.	single	fulltime	\$ 60M	terms
Me.	single	fulltime	100M	28M
Ky.	medium	fulltime	195M	35M
Fla.	metro	power	200M	50M
M.W.	major	daytime	160M	50M

buying and selling, check with

✓ **CHAPMAN COMPANY INC**  
2045 PEACHTREE RD., ATLANTA. GA. 30309

**STATIONS FOR SALE**

1. WESTERN STATE. High powered full time facility. Serves over 200,000. Priced at \$175,000. 29% down.
2. PACIFIC NORTHWEST. Medium market. \$25,000 down.

3. PACIFIC NORTHWEST. Exclusive. Daytime. Gross over \$35,000. Priced at \$40,000. Terms.
4. SOUTHWEST. Metro. Daytime. \$20,000 down.

**JACK L. STOLL & ASSOCIATES**  
6381 Hollywood Blvd.  
Los Angeles 28, California

**Help Wanted—Technical**

**Television/Field Broadcast  
Engineers**

Video and RCA Television Tape installation and maintenance experience required. Considerable travel involved. Openings in East and West. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

**FOR SALE—Equipment**

For sale—3-V RCA color film channel. Latest model, purchased new about one year ago. Still in service, excellent shape. Can be inspected. How much will you offer? Write to:

Box F-344, BROADCASTING.

**MISCELLANEOUS**

**ATTENTION**

Managers—Sales Managers

Boost your football revenue \$1,000 this fall. Proven in hundreds of markets all sizes. It's a natural, easy to sell. For copywrited brochure send \$10.00—Certified check to "FOOTBALL," 6400 Navajo Trail, North Little Rock, Arkansas.

**WANTED TO BUY—Stations**

**RESPONSIBLE ORGANIZATION  
WISHES TO PURCHASE**

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(Continued from page 79)

disposition of proceeding on basis thereof. Commissioners Ford and Cox voted for oral argument. Action June 24.

■ By memorandum opinion and order, commission granted petition by Citizens TV Protest Committee and Clarksburg Publishing Co. to extent of staying to July 8, pending consideration by court of appeals of motion for interlocutory injunction, of March 11, grant of assignment of license for WBOY-TV (ch. 12) Clarksburg, W. Va., from Rust Craft Broadcasting Co. to Northern West Virginia Television Broadcasting Co., subsidiary of Fortnightly Corp. which owns CATV systems in Clarksburg and Fairmont, W. Va., with condition against simultaneous duplication of programs of WBOY-TV and WJPB-TV (ch. 4) Weston, on either cable. Action June 24.

■ By order, commission denied application by Wichita Beacon Broadcasting Co., KWBB Wichita, Kan., for review of Feb. 28 decision of Review Board which granted applications of Bluestem Broadcasting Inc., KVOE Emporia, Kan., and KAYS Inc., KAYS Hays, Kan., to increase daytime power of stations from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; conditions. Commissioner Cox not participating. Action June 24.

■ By order, granted request by Salem Channel 3 Telecasters Inc., for waiver of sect. 1.277(c) of rules and accepted for filing 77-page brief in support of exceptions to initial decision in proceeding on application and that of Salem Television Co. for new TVs on channel 3 in Salem, Ore. Commissioner Bartley dissented. Action June 24.

■ By memorandum opinion and order, commission dismissed petition by Trans-Tel Corp. (applicant in Paterson, N. J., UHF comparative hearing in Dockets 15089-15092) for reconsideration of April 1 action which granted application of New Jersey Television Broadcasting Corp., for modification of CP for WNJU-TV channel 47, Linden, N. J., to move its trans. from West Orange, N. J., to Empire State Building in New York City, and increase ant. height and ERP, and which denied oppositions by petitioner and WPIX (TV), New York City. Commissioner Cox concurred and issued statement. Action June 24.

■ By memorandum opinion and order, commission denied petition by George G. Beasley, licensee of WPYB Benson, N. C., to assign FM channel 296A to that city by deleting from Clinton. Action June 24.

■ Commission proposed amending sect. 73.316 of rules concerning ant. systems for FMs (horizontal and circular or elliptical polarization) to prohibit FMs authorized as of Sept. 10, 1962 with powers in excess of those specified in sect. 73.211 to operate with vertically polarized effective radiated power exceeding those maximums. Due to reflections from wires and other objects in vicinity of home receiving ants., there is greater interference potential when vertical power is added. In cases of adequately spaced FMs, commission will continue to permit power in vertical radiator up to maximum permissible for classes of FMs. Action June 24.

■ Commission dismissed following AM applications for facilities on Class I-A channels which are inconsistent with clear channel decision:

Proposals for new unl. time stations  
Oklahoma A&M College, Stillwater, Okla., 840 kc, 10 kw; Northern California Broadcasting Co., Sacramento, Calif., 1030 kc, 500 w, DA-1, U.

Proposals for new daytime-only stations  
Frank Donald Hall, Albuquerque, N. M., 650 kc, 10 kw; Heart of Ohio Inc., Columbus, Ohio, 660 kc, 1 kw; Suburban Broadcasting Co., Pacific Palisades, Calif., 670 kc, 1 kw; Los Angeles Broadcasters, San Fernando, Calif., 670 kc, 10 kw; Tri-Counties Broadcasting Co., Santa Barbara, Calif., 670 kc, 5 kw; Wave Publications, Vernon, Calif., 670 kc, 250 w; Seminole Broadcasting Co., Wewoka, Okla., 720 kc, 250 w; Valley Broadcasting Co., Fairfield, Calif., 650 kc, 1 kw; James B. Holder, Winchester, Va., 720 kc, 1 kw; McLennan Broadcasting Co., Waco, Tex., 770 kc, 1 kw; Geoffrey A. Lapping, Glendale, Ariz., 830 kc, 500 w; L. C. Gilmore, Tucson, Ariz., 830 kc, 1 kw; Twin Tonawandas Studio Inc., Tonawanda, N. Y., 830 kc, 1 kw; Charlotte Radio Corp., Charlotte, N. C., 830 kc, 10 kw; New England Research & Development Corp., Enid, Okla., 830 kc, 250 w; George M. Hughes, Florence, S. C., 840 kc, 1 kw; Grand Valley Broadcasting Co., Chillicothe, Mo., 870 kc, 1 kw;

Wilson & Jackson Broadcasting Co., Portland, Ore., 870 kc, 50 kw, DA; Longview Broadcasting Co., Longview, Tex., 890 kc, 250 w; Smithfield Broadcasting Co., Smithfield, N. C., 1020 kc, 1 kw; Stokes Gresham Jr., Elwood, Ind., 1030 kc, 1 kw; Twin City Broadcasting Co., Horse Cave, Ky., 1030 kc, 500 w; Blackwell Broadcasting Co., Blackwell, Okla., 1030 kc, 250 w; Marvin Bodruf, San Diego, Calif., 1040 kc, 1 kw, DA; WLCW Broadcasting Co., Lakewood, Ohio, 1040 kc, 5 kw; LCB Inc., Lorain, Ohio, 1040 kc, 1 kw; Golden Outlook, Golden, Colo., 1100 kc, 250 w; Alvin Broadcasting Co., Alvin, Tex., 1120 kc, 250 w; Bosque Radio, Clifton, Tex., 1180 kc, 500 w; Vincent Lukas, Hamtramck, Mich., 1180 kc, 250 w; Pasadena Broadcasting Co., Pasadena, Tex., 1180 kc, 1 kw; Charles G. Preston, Niles, Ohio, 1200 kc, 250 w; Sun State Broadcasting System Inc., San Fernando, Calif., 1210 kc, 5 kw, DA; James R. Williams, Winfield, Kan., 1210 kc, 250 w; Sooner State Broadcasting Co., Oklahoma City, 1210 kc, 10 kw, DA, and Mid-County Broadcasting Co., Port Neches, Tex., 1210 kc, 250 w.

**Existing daytime stations proposing shift to I-A channels and operate day**

WTAO Cambridge, Mass., from 740 kc, 250 w, to 720 kc, 5 kw; WCCB Red Lion, Pa., from 1440 kc, 1 kw, to 820 kc, 1 kw, DA, KBYE Oklahoma City, from 890 kc, 1 kw, to 880 kc, 10 kw.

**Existing stations proposing shift to I-A channels and operate unlt. time**

KARM Fresno, Calif., from 1430 kc, 5 kw, DA-1, U, to 1030 kc, 5 kw, DA-1; KLUB Salt Lake City, from 570 kc, 5 kw, U, to 1030 kc, 50 kw, DA-2; KCRS Sacramento, Calif., from 1320 kc, 1 kw-N, 5 kw-LS, DA-2, to 1030 kc, 50 kw, DA-1, and KWSC Pullman, Wash., from 1250 kc, 5 kw, S-KTW, to 1030 kc, 5 kw, DA-N.

**Existing station on I-A channels proposing increased hours**

WEW St. Louis, 770 kc, from 1 kw, D, to 50 kw, DA-N, U; KXA Seattle, 770 kc, from 1 kw, L-WABC, to 50 kw, DA-1, U, and KCTA Corpus Christi, Tex., 1030 kc, from 50 kw, L-SR Boston, SS Corpus Christi, to 10 kw-N, 50 kw-LS, DA-N. Action June 22.

■ Commission dismissed application of KAKE Wichita, Kan., class IV on 1240 kc, 250 w-N, 1 kw-LS, to change to class II-A facilities on 1210 kc, 50 kw, DA-2, U. Action June 22.

■ By memorandum opinion and order, commission designated for hearing application of Western Slope Broadcasting Inc., to change operation of KREX Grand Junction, Colo., from 920 kc, 500 w-N, 5 kw-LS, to 1100 kc, 50 kw, U, DA-N and C. H.; made KWY Cleveland, party to proceeding. Action June 22.

■ By memorandum opinion and order, commission denied petition by John Poole Broadcasting Inc., KGLM Avalon, Calif., for rulemaking to make 830 kc available for new Class II-D daytime in that city. Action June 22.

■ Commission dismissed, on request, application by Merrill B. Johns Jr. tr/as Capitol Radio, for new AM at Sante Fe, N. M. Action June 22.

■ By report and order, commission terminated April 10, 1963 proposal to adopt rules to regulate broadcast of horseracing information but, in so doing, stressed it will continue to consider, on case-by-case basis at renewal time, certain practices by stations in connection. Action June 17.

**Routine roundup**

**ACTIONS BY REVIEW BOARD**

■ In proceeding on applications of Dover Broadcasting Inc., and Tuscarawas Broadcasting Co. for new FMs in Dover-New Philadelphia and New Philadelphia both Ohio, granted petition by Tuscarawas Broadcasting Co. to extend time to July 2 to file replies to Dover's motion to enlarge issues. Action June 23.

■ In proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AMs in Prattville, Ala., granted petition by Walker to extend time to July 6 to file replies to Broadcast Bureau petition to reopen record, enlarge issues and remand. Action June 23.

■ By memorandum opinion and order (1) granted joint petition by Valparaiso Broadcasting Co. and Porter County Broadcasting Co. for approval of agreement whereby Porter would reimburse Valparaiso in amount not to exceed total of \$7,500 as par-

tial reimbursement for expenses incurred in connection with latter's application in return for withdrawal; (2) dismissed, but with prejudice, Valparaiso application for new daytime AM on 1500 kc, 500 w, 250 w C.H. in Valparaiso, Ind.; (3) granted Porter application for new daytime AM on same frequency with 1 kw, DA, in Valparaiso; conditions include no-presurprise operation with daytime facilities pending final decision in Docket 14419; (4) granted Valparaiso's petition for leave to withdraw exceptions to Nov. 5, 1963 initial decision, and terminated proceeding. Action June 23.

■ Granted petition by Broadcast Bureau to extend time to July 6 to file exceptions to initial decision in proceeding on application of Raul Santiago Roman for new AM in Vega Beja, P. R. Action June 22.

■ Granted petition by Broadcast Bureau to extend time to June 29 to file replies to Midwest Television Inc., motion to enlarge issues in Springfield, Ill., TV channel 26 proceeding. Action June 19.

**ACTIONS ON MOTIONS**

By Chief Hearing Examiner  
James D. Cunningham

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on FM applications of Crestwood Broadcasting Corp., and Apollo Radio Corp., St. Louis; scheduled prehearing conference for July 10 and hearing for Sept. 16. Action June 18.

■ Vacated May 10 order which designated presiding officer and specified July 13 as date for commencement of hearing in proceeding on applications of WEZY Inc., and WKKO Radio Inc., for new FMs in Cocoa, Fla., and pursuant to commission's June 17 hearing order, designated Examiner Basil P. Cooper to preside at hearing; scheduled prehearing conference for June 25 and hearing for July 20. Action June 18.

By Hearing Examiner Basil P. Cooper

■ By memorandum opinion and order in Buffalo, N. Y., TV channel 29 proceeding in Dockets 15254-5, granted petition by Ultravision Broadcasting Co. for leave to amend application to show availability of additional funds. Action June 22.

■ Pursuant to agreement of all parties, continued June 19 evidentiary hearing to June 23 in proceeding on application of Noble Broadcasting Corp., for renewal of license of WILD Boston. Action June 19.

■ Granted petition by Eaglecon, Rockville, Conn., applicant in AM proceeding in Dockets 15384 et al., to extend time from June 15 to June 29 for exchange of material relating to financial showing. Action June 18.

By Hearing Examiner Charles J. Frederick

■ In proceedings on revocation of license of WTIF Inc., WTIF Tifton, Ga., WDMG Inc., for renewal of license of WDMG Douglas, Ga.; WMEN Inc., for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., granted motion by Timm and WDMG to the extent of extending from June 22 to July 15 date for return of certain subpoena duces tecum, and continuing June 24 further hearing to July 17. Action June 19.

■ In proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc., for new TVs on channel 19 in Cleveland, in Dockets 15163-4, granted request by Cleveland Broadcasting to schedule June 29 to exchange additional exhibits, and reschedule June 29 further hearing for July 15. Action June 17.

By Hearing Examiner Millard F. French

■ Formalized by order agreements and rulings made at June 19 prehearing conference in proceeding on application of Bigbee Broadcasting Co., for new AM in Demopolis, Ala., scheduled hearing for Sept. 1 and other procedural dates. Action June 22.

■ Formalized by order agreements reached and rulings made at June 17 prehearing conference in proceeding on applications of Dirigo Broadcasting Inc., and Downeast Television Inc., for new TVs on channel 7 in Bangor, Me., and scheduled certain procedural dates and rescheduled July 24 hearing for Sept. 14. Action June 18.

By Hearing Examiner Walther W. Guenther

■ In proceeding on applications of Coosa Valley Radio Co. and Rome Broadcasting Corp., for new FMs in Rome, Ga., on motion by Rome Broadcasting, continued June 24 further prehearing conference and July

1 hearing to dates to be established after commission action on FM rule making in Docket 15501 proposing to add another FM channel in Rome. Action June 23.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of Burlington Broadcasting Co., and Mount Holly-Burlington Broadcasting Inc., for new AMs in Burlington and Mount Holly, both N. J., in Dockets 13931, 13933, granted Mount Holly's motion to extend time from June 22 to June 26 to tender exhibits, and from July 2 to July 6 for Burlington Broadcasting Co. and Broadcast Bureau to request additional information from movant. Action June 23.

■ On own motion, scheduled further prehearing conference for July 2 in proceeding on AM applications of Progress Broadcasting Corp., New York. Action June 17.

By Hearing Examiner H. Gifford Irion

■ Granted request of Broadcast Bureau to continue June 23 hearing to June 30 in proceeding on applications of American Colonial Broadcasting Corp., to change trans. site and ant. height of WSUR-TV (ch. 9) Ponce, and to increase power of WKBM-TV (ch. 11) Caguas, both P. R. Action June 19.

■ Scheduled oral argument for July 1, limited to issue relating to Section 307(b) of act, in proceeding on applications of KWEN Broadcasting Co., and Woodland Broadcasting Co., for new AMs in Port Arthur and Vidor, both Tex. Action June 19.

■ Continued June 18 further hearing to July 31 in proceeding on applications of Holston Broadcasting Corp. and C. M. Taylor for new AMs in Elizabethton and Blountville, both Tenn., in Dockets 15111-2. Action June 17.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Paul Dean Ford, WFFR Terre Haute, Ind., applicant in FM proceeding in Dockets 15421-3, for leave to amend his application so as to submit current financial plans. Action June 22.

■ In Toledo, Ohio, TV channel 79 proceeding in Dockets 15326-8, dismissed petition by Springfield Television Broadcasting Corp. for leave to amend; and by separate order, granted petition by D. H. Overmyer for leave to amend application to supplement financial proposal. Action June 19.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Granted petition by Lakewood Broadcasting Service Inc., KLAQ Lakewood, Colo., and Evergreen Enterprises Inc., KLOV Loveland, Colo., intervenors, to correct transcript in proceeding on AM application of Denver Area Broadcasters, KDAB Arvada, Colo. Action June 22.

By Hearing Examiner Sol Schildhouse

■ Granted joint petition by TVue Associates Inc., and United Artists Broadcasting Inc., to continue July 15 hearing to Sept. 14 on applications for new UHF-TV's in Houston, with proceeding to begin with consolidated issue concerning qualifications of United Artists; rescheduled other procedural dates. Action June 19.

■ Granted motion by Lake Valley Broadcasters Inc., to correct transcript of hearing in proceeding on application for new AM in Crystal Lake, Ill. Action June 18.

■ Rescheduled June 25 hearing for July 13 in proceeding on AM application of Mid-Utah Broadcasting Co., Provo, Utah. Action June 17.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Central Coast Television to extent of rescheduling June 22 hearing for June 25 in proceeding on applications of Lompoc Valley Cable TV Inc., for operational fixed stations in Business Radio Service. Action June 19.

By Office of Opinions and Review

■ Granted petition by Cleveland Telecasting Corp. to extend time to June 26 to file application for review of Review Board action in proceeding on application and that of Superior Broadcasting Corp. for new TVs on channel 65 in Cleveland. Action June 18.

■ Granted petition by Gordon County Broadcasting Co., Calhoun, Ga., to extend time to July 8 to file application for review of Review Board decision which denied application of Blue Ridge Mountain Broadcast-



## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 24

	Lic.	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS for new stations
AM	3,904		72		78	328
FM	1,144		35		204	264
TV	522 <sup>1</sup>		61		81	152

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 24

	VHF	UHF	TV
Commercial	512 <sup>2</sup>	156	668
Noncommercial	57	50	107

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,895	1,136	521 <sup>1</sup>
CP's on air (new stations)	67	29	62
CP's not on air (new stations)	85	176	79
Total authorized stations	4,047	1,341	662
Applications for new stations (not in hearing)	202	218	71
Applications for new stations (in hearing)	93	34	58
Total applications for new stations	295	252	129
Applications for major changes (not in hearing)	193	50	41
Applications for major changes (in hearing)	43	4	11
Total applications for major changes	236	54	52
Licenses deleted	0	2	0
CP's deleted	0	2	0

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

ing Inc. for new AM in Ellijay, Ga. Action June 18.

■ In proceeding on AM applications of WNOW Inc., York, Pa., and Radio Associates Inc., Warrenton, Va., in Dockets 14402-3, corrected June 15 action which granted Radio Associates' petition to extend time to July 23 to file reply briefs to extend time to July 6 and July 23, respectively, to file briefs and reply briefs. Action June 15.

### BROADCAST ACTIONS

by Broadcast Bureau

Actions of June 23

W03AC Fayetteville, N. C.—Granted CP to include East Fayetteville, Bonnie Doone and Owens, N. C. in principal community, change type trans., and make changes in ant. system for VHF-TV translator, conditions.

K08EC Maybell, Colo.—Granted CP to change type trans. and add amplifier for VHF-TV translator.

■ Following were granted extension of completion dates as shown: \*W0UB-TV Athens, Ohio, to Dec. 32; \*WCMU-TV Mount Pleasant, Mich., to Dec. 23; \*WCLP-TV Chatsworth, Ga., to Dec. 23; WMAR-TV Baltimore, to Dec. 23; WBAL-TV Baltimore, to Dec. 23. Action June 23.

Actions of June 22

KTCS-FM Fort Smith, Ark.—Granted mod. of CP to change studio and ant.-trans. location; increase ERP to 33 kw, and ant. height to 130 feet; and change type ant.

■ Granted renewal of licenses for following: KMAR Winnsboro, La.; KWCL Oak Grove, La.; WGAI Elizabeth City, N. C.; WHAW Weston, W. Va.; WLOX Biloxi, Miss.; KMMK(FM) and SCA Little Rock, Ark.; WBHF Cartersville, Ga.; WGKA Atlanta; WJOE Ward Ridge, Fla. and WFVG Fuquay Springs, N. C.

Actions of June 19

WTSJ(TV) San Juan, P. R.—Waived section 73.613 of rules to extent of permitting establishment of studio location 500 feet northeast of Planta de Purificacion in Frailes, P. R., and granted mod. of CP to change ERP to 302 kw vis., and 40 kw aur.; type trans. and type ant., ant. height to 260

feet, and make changes in ant. system; condition.

KDUX-FM Aberdeen, Wash.—Granted mod. of CP to change type trans. and type ant., and ERP to 25 kw.

WTHI-FM Terre Haute, Ind.—Granted mod. of CP to change type ant. and type trans.

■ Granted SCA on sub-carrier frequency of 67 kc for following FMs: KMGAG Fort Smith, Ark.; WXBM-FM Milton, Fla.; WAEF-FM, Cincinnati; WEAU-FM Plattsburgh, N. Y.; KARR-FM Great Falls, Mont.; Slatton-Quick Inc., Muscle Shoals, Ala.

WNIB(FM) Chicago—Granted CP to install new trans.; conditions.

KBVU Bellevue, Wash.—Granted license for AM; redescribe trans. location; and specify main studio location same as trans., and type trans.

Actions of June 18

KCIX-TV Nampa, Idaho—Dismissed application for renewal of license of TV for failure to comply with section 1.568(b) of rules.

WTHI-TV Terre Haute, Ind.—Granted CP to change trans. location to near Farmersburg, Ind.; ERP to 316 kw vis., and 158 kw aur.; and type trans. and type ant.; make changes in ant. system; and increase ant. height to 950 feet.

K70BY, K77AD and K80AE, Globe and Miami, Ariz.—Granted CPs to change type trans. for UHF-TV translator K70BY; and to replace expired permits to make changes for UHF-TV translators K77AD and K80AE, and specify type trans. for both.

Actions of June 17

WFIZ(FM) Conneaut, Ohio—Approved engineering technical data submitted, pursuant to commission's April 22 report and order in Docket 15390, to modify CP of WFIZ(FM) and specify operation on channel 288A (105.5 mc); ERP 2.78 kw; and ant. height minus 21 feet; and change type trans. and type ant.

K03CD Leadville, Colo.—Granted CP to replace expired permit for new VHF-TV translator.

WDXE-FM Lawrenceburg, Tenn.—Granted mod. of CP to change type trans. and type ant.

WAST(TV) Albany, N. Y.—Granted CP to change ERP to 110 kw vis., and 11 kw aur.;

change type aur. trans., and modify ant. system (main trans. and ant.).

WRBL-FM Columbus, Ga.—Granted CP to increase ERP to 100 kw, and install new trans.

KEVE-FM Golden Valley, Minn.—Granted CP to install new ant. and new trans.; increase ERP to 25 kw (horizontal), and 8.8 kw (vertical); and decrease ant. height to 210 feet (horizontal), and 135 feet (vertical); conditions.

KMIS Portageville, Mo.—Granted license covering an increase in power, and installation of new trans.; specify type trans.

K70AB Hawthorne and Babbitt, Nev.—Granted mod. of license to change primary TV to KCRL (ch. 4), Reno, Nev., for UHF-TV translator.

Action of June 16

■ Rescinded actions of May 28 which granted renewal of licenses for following: KCCB Corning, Ark. and KDQN DeQueen, Ark.

Actions of June 15

WNAB Bridgeport, Conn.—Granted change in remote control authority (main trans.). Monterey County, Salinas, Calif.—Granted CP for new UHF-TV translator on channel 72, to rebroadcast programs of KQED-TV (ch. 9), San Francisco.

Action of June 11

WCIL Carbondale, Ill.—Granted change in remote control authority (auxiliary trans.).

## Rulemakings

### PETITIONS FOR RULEMAKING AMENDED

■ Dubuque, Iowa—Dubuque Broadcasting Co. Requests amendment of rules to substitute following: Dubuque; add channel 225; Muscatine, Iowa; delete channel 325, add channel 237A; Cedar Rapids, Iowa; delete channel 238, add channel 243. Received May 20.

■ WRIP Rossville, Ga.—Jay Shadow. Requests amendment of rules to delete channel 300 from Birmingham, Ala.; channels 227 and 229 from Knoxville; add channel 229 to Knoxville. Received June 18.

### PETITIONS FOR RULEMAKING FILED

■ KTXN(TV) Austin, Tex.—Southwest Republic Corp. Requests institution of rulemaking proceeding to remove reservation from channel \*18 in Austin, and allocate and reserve for non-commercial television use channel \*42 at Austin. Received June 3.

■ KANO Anoka, Minn.—Northwest Broadcasting Co. Requests amendment of rules to amend sec. 73.302(b) as follows: Anoka, Minn.; add channel 291; Wadena, Minn.; delete channel 290, add channel 269A. Received June 8.

■ WDMJ Marquette, Mich.—Lake Superior Broadcasting Co. Requests institution of rulemaking proceedings to shift channel 3 from Escanaba, Mich. to Marquette, and shift channel 13 from Marquette to Escanaba. Received June 8.

■ \*Ames, Iowa—Iowa State University of Science and Technology. Requests amendment of note I to sec. 73.25 so commission will accept application for broadcast operations on 640 kc at Ames with power not to exceed 1 kw between 6 a.m. at local sunrise, local time, rather than Central Standard Time. Received June 9.

■ WSJC Magee, Miss.—Requests institution of rulemaking proceedings to substitute channel 298 for channel 252A in Magee, and channel 221A for channel 296A Hazlehurst, Miss. Received June 5.

■ KXEO Mexico, Mo.—Requests amendment of rules to assign channel 239 to Mexico, delete channel 236 from Hannibal, Mo., add channel 281, there. Received June 8.

■ KWIX Moberly, Mo.—Requests amendment of rulemaking proceedings to add channel 284 to Moberly and substitute channel 275 for channel 284 in Marshall, Mo. Received June 10.

■ KCMT(TV) Alexandria, Minn.—Requests amendment of rulemaking proceeding to remove channel 264 from Wadena, Minn., and assign it to Alexandria. Remove channel 224A from Alexandria and assign to Wadena. Received June 21.

■ WBIZ Eau Claire, Wis.—Requests institution of rulemaking proceeding to shift channel 285A from Menomonie, Wis., to Eau Claire and assign channel 221A to Menomonie. Received June 12.



**"J**ust a small-town boy having a helluva lot of fun" is the way John Freeman Hurlbut describes himself, and work would have to be fun for anyone to handle as much of it as he does.

The broadcaster-publisher divides his day about 60%-40% between WVMC and the Mount Carmel *Daily Republican Register*, favoring the station slightly only "because the paper has a larger staff." His concern for equal treatment of the two enterprises has deep roots—he feels that both media can grow faster together than they could separately, as long as they remain competitive. Although he writes all editorials for the station and paper, he imposes upon his interests "a fairness doctrine of my own that makes the FCC's look pretty tame." The lengths to which this policy may lead are best illustrated by the fact that WVMC and the *Register* came out on different sides of the smoking issue.

**Fairness Personified** ■ Even Mount Carmel's mayor, J. Roy Dee, although of different political persuasion, admits that John Hurlbut is unfailingly fair, if too Republican.

Mayor Dee becomes much more enthusiastic, however, when discussing the Hurlbut-initiated radio coverage of city council meetings. The first half hour of the meetings is devoted to a general summary of business to be considered in greater detail later, so that WVMC will have something short and interesting to broadcast. Programs end with an invitation to witness the rest of the proceedings in person. The mayor says that "people who won't come to the meetings listen in," and "if you can keep the people well-informed, they tend to have fewer complaints." He is so pleased that he offers to talk personally to any mayor in the country who is reluctant to allow radio coverage of council meetings.

The Hurlbut interests also get credit from Mayor Dee for focusing their efforts on local news and events.

Mr. Hurlbut has long been "fascinated by the media." He started working for the *Syracuse* (N. Y.) *Herald-Journal* as a cub reporter while still in high school and has worked with broadcasting and newspapers, ever since, but always in an advertising or promotional capacity until he purchased WVMC in 1963.

By his own admission, he plays "miserable" golf; devotes most of his free time to an elaborate hi-fi set designed specifically to reproduce concert pipe-organ music. "An interesting contrast," he muses, "to WVMC's modern, middle-of-the-road format."

The hi-fi set and Hurlbut's are installed in a 120-year-old brick home which they have been renovating for the past year-and-a-half.

If he had to have a single reason for

## A lot of work sprinkled with lemon drops

buying his radio station, Mr. Hurlbut gives the favorable impressions made by WFBM - AM - FM - TV Indianapolis. He worked there during his tenure as advertising, promotion and public relations consultant for the Time-Life stations.

**Red Hots and Dog Tags** ■ A former Indianapolis associate recalls that "At any given point in a business meeting,

## WEEK'S PROFILE



John Freeman Hurlbut—Pres. and gen. mgr. of WVMC Mount Carmel, Ill., and publisher of Mount Carmel *Daily Republican Register*; b. Memphis, N. Y., June 16, 1922; Syracuse U., 1940-42 and 1947-49; *Syracuse* (N. Y.) *Herald-Journal*, 1940-42; Army Signal Corps, 1942-47; advertising and promotion mgr., WSYR Syracuse, 1947, transferred to Newhouse newspapers' headquarters in Newark, N. J., when Newhouse acquired WSYR and Syracuse *Post-Standard*; returned to Syracuse as advertising and promotion mgr. of Syracuse *Post-Standard* Co. *Post-Standard* and WSYR-AM-FM-TV; NBC, New York, TV network program promotion mgr., advertising and promotion mgr., WNBC-AM-FM-TV, 1950-54; mgr of TV sales development, promotion and research, Peters, Griffin, Woodward, New York; faculty of Manhattan College in Marketing and Advertising, 1954-57; Time-Life Broadcasting, 1957-61, advertising, promotion and public relations mgr. of WFBM-AM-FM-TV Indianapolis, purchased WVMC, August 1963, purchased *Register* two months later; m. Emmy Lou Hubbard of Rumson, N. J., 1946; children—Gail, 15, and David, 12; hobbies—hi-fi, golf.

John is apt to produce either lemon balls, red hots, or cinnamon balls. This usually occurs at midpoint in one of John's orations. Usually he will share the candy with those attending the meeting. He is easy prey for any promotional gimmick salesman. WFBM still has an oversupply of plastic brush and comb sets, whistles, balloons, Japanese pins, paper weights, dog tags, appointment books, ash trays, etc."

Eldon Campbell, WFBM vice president and general manager, says "While John is not the only member of the broadcasting fraternity who gets apoplexy about the detractors of broadcasting I can say that I have known few men in the business who were as well adjusted toward their industry, who were proven workers within the industry and who were the obvious example of a man with a mission."

John Hurlbut sees more small stations and small newspapers in his future. He considers both "the backbone of America."

Waxing philosophic, he worries about a popular feeling that advertising money is a drain on the economy; does not see how people can fail to make a connection between the world's highest standard of living and highest level of advertising activity.

**Courtesy Needed** ■ He views radio as having slept for a long time, but awakening now. It is still plagued, he feels, by programing fads, needs more balance, and should stop "selling time and start selling ideas." The newspapers, he warns, have better client-relations programs at the local level. "Radio doesn't do a good enough job of saying 'thank you'."

"The smart advertiser," according to Mr. Hurlbut, "is the guy who learns to use the exclusive attributes of a media." For example, "you can't just run newspaper ads on radio. Radio has become a personal companion rather than a family activity—a very personal experience. We are talking to an individual." If you know this, you know "the secret of radio."

Mr. Hurlbut puts 30,000 miles a year on his car and not all of it is business. He has a seemingly unlimited ability to become a part of the community and make the community a part of himself. He was just elected president of the local Rotary club; is a charter member of the Broadcasters Promotion Association and was president of that body in 1961; serves on the boards of the local chamber of commerce and Boy Scouts, Buffalo Trace Council; is secretary of the Wabash county Red Cross chapter, and belongs to numerous other community development and fund raising groups.

"At least," he observes, "I get to eat at home on weekends . . ."

## Regulation by ambush

ONE of the favorite myths at the FCC is that the letters of inquiry its staff sends to broadcasters from time to time about their operations are designed solely to elicit information; there is nothing coercive about them. The commission holds to this in the face of evidence that broadcasters have changed programing plans after being questioned about them. Indeed, some commissioners seem to feel there is something softheaded about broadcasters who regard a question as a directive.

Fresh evidence, if it is needed, that the commission staff influences station policy through its letters has been provided in the responses of licensees who have been questioned about their commercial practices. As reported in BROADCASTING last week, a number of licensees didn't stop with an explanation of their commercial policies; they adopted a *mea culpa* posture and actually cut back the number of commercials they proposed to carry. Confronted with the knowledge that their licenses are on the line—the letters were written in connection with the processing of their renewal applications—it's not surprising that they chose to conform to what they believe are the FCC's wishes. When will this point register with the commissioners?

As for the 14 renewal applications that have been held up because of questions about commercial practices, they should be granted at once. The licensees were, in effect, ambushed. The commission only began looking at commercial practices on a case-by-case basis last February after being frustrated in its hopes of adopting the commercial codes of the National Association of Broadcasters as a rule. And although licensees should be expected to live up to promises, they could hardly have foretold, three years ago, the zeal with which the commission staff would now be examining their commercial practices.

Furthermore, the existing program reporting form is a poor instrument for the job the commission has given it. The form is concerned with numbers of spots, whereas many broadcasters are concerned with the amount of time they devote to advertising. Several of these stations said that the number of spots they carried may have exceeded their proposals, but that the amount of time devoted to commercials did not. In this connection, a number of the licensees said that they had stayed within the time limits of the NAB commercial codes. If these codes were good enough for the commission to consider adopting as a rule, the agency should not object to the stations that abide by them.

If the commission is to practice the kind of fairness it demands of licensees, it should grant the renewal applications, without further question.

## Why pick on broadcasting?

IF anybody in Congress is looking for legislation to pigeon-hole, we commend to his attention bills that have been introduced in both the Senate and House to prevent the broadcasting of election returns or projections until all the polls have closed. The legislation has been introduced on the theory that computerized projections of probable results could influence the vote where polls were still open.

The theory is wholly conjectural. Nobody knows whether any voter's intention can be changed by knowledge of the action of other voters. There is no experience whatever in the nation's history to indicate a need for suppression of journalistic enterprise in the coverage of elections. Unless the Congress wants deliberately to restore the newspapers to their former position among the news media, it has no business legislating an artificial restriction on radio and TV.

## JWT's Seymour

THE importance of the broadcast media in today's advertising world is recognized in the elevation of Dan Seymour to the presidency of the world's biggest advertising agency, J. Walter Thompson.

Before he became an agency executive Mr. Seymour had acquired a national reputation as an announcer on radio and television. He made the transition from performer to business executive when he became vice president in charge of programing and production at Young & Rubicam in 1953. Two years later he was hired by J. Walter Thompson to invigorate that agency's broadcasting operations.

In 1955, the year Mr. Seymour joined JWT, the agency was fourth among all agencies in broadcast billings—well behind the leader, Y&R, which Mr. Seymour left. Last year Thompson was first, with \$160 million in radio and TV—\$102 million more than it billed in 1955.

Mr. Seymour has come a long way since he took his first job as a \$22.50-a-week announcer at WNAC Boston, and J. Walter Thompson has come a long way since Mr. Seymour joined up. Both, it may confidently be predicted, still have a long way to go.

## Strike three

TO THE credit of broadcasters another effort to censor public information has been blocked in Congress.

For the third time an omnibus bill, ostensibly applicable only to the District of Columbia but admittedly designed as a model for other municipalities, has been stripped of provisions that would have prevented broadcast of any material that some local functionary might have construed indecent, obscene or lewd.

This time the objectionable provisions were killed in Senate committee. Two years ago it took a presidential veto to nip the attempt—after many broadcasters, then rallied by the Maryland-District of Columbia Broadcasters Association, motion picture interests and newspapers, went to bat.

Specifically, the Senate District of Columbia Committee, in a report to be issued this week, will eliminate radio and television from the anti-obscenity provisions of the bill. It will do so on the ground that the FCC has sufficient authority to deal with obscene and indecent broadcasts—an argument strongly advanced by the National Association of Broadcasters, among others.



Drawn for BROADCASTING by Sid Hix  
"Just ask them which candidate they favor . . . quit trying to change their minds!"

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## CLEVELAND?

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KDAL Radio and Channel 3 are represented by Edward Petry & Co., Inc., and in Mpls.-St. Paul by Harry S. Hyett Co.