



ESW

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Montgomery Ala. NEWSPAPER



Detroit puts \$35 million in radio, \$75 million in TV. p27
FCC staff proposes new rules for multiple owners. p42
ASCAP wins copyright decision in Seattle. p84
Democratic spots mushroom into campaign issue. p30

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THE GENERAL CIGAR HALL OF MAGIC-AT THE 1964-1965 NEW YORK WORLD'S FAIR

MODERN SELLING IN MODERN AMERICA

TELEVISION DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

SPOT TV

Today's national advertisers reduce risks, eliminate waste coverage and concentrate on the markets they want with Spot TV. You'll find them using Spot Television on these outstanding stations.

- | | | | |
|---------|----------------------|---------|-----------------------|
| KOB-TV | Albuquerque | KSTP-TV | Minneapolis-St. Paul |
| WSB-TV | Atlanta | WSM-TV | Nashville |
| KERO-TV | Bakersfield | WVUE | New Orleans |
| WBAL-TV | Baltimore | WTAR-TV | Norfolk-Newport News |
| WGR-TV | Buffalo | KWTV | Oklahoma City |
| WGN-TV | Chicago | KMTV | Omaha |
| WLW-T | Cincinnati* | WDBO-TV | Orlando |
| WLW-C | Columbus* | KPTV | Portland, Ore. |
| WFAA-TV | Dallas | WJAR-TV | Providence |
| WLW-D | Dayton* | WRQC-TV | Rochester |
| KDAL-TV | Duluth-Superior | KCRA-TV | Sacramento |
| WNEM-TV | Flint-Bay City | KUTV | Salt Lake City |
| KPRC-TV | Houston | WOAI-TV | San Antonio |
| WLW-I | Indianapolis* | KFMB-TV | San Diego |
| WDAF-TV | Kansas City | WNEP-TV | Scranton-Wilkes Barre |
| KARD-TV | Kansas State Network | WTHI-TV | Terre Haute |
| KARK-TV | Little Rock | KVOO-TV | Tulsa |
| KCOP | Los Angeles | WTRF-TV | Wheeling |
| WISN-TV | Milwaukee | | |

*West Coast only

redundantly speaking...

(in mono, stereo or with SCA)

FM broadcasters requiring a clean, strong signal and extended coverage choose the Collins 830H-1A 20 KW FM transmitter. The 830H-1A consists of *two* 10 KW amplifiers and *one* 1 KW driver. The diplexed amplifiers assure on-the-air service all the time, even with one amplifier removed.

Dependability is a feature of every Collins transmitter: such advanced engineering as grounded screen and optional silicon rectifiers in the separate power supplies eliminate common trouble sources.

Operation is simplicity itself: push-button, fully automatic starting system, highly stable RF circuits tuned and metered from front panel, adjustments made from either local or remote positions . . . for mono, stereo and SCA . . . while transmitter is on the air.

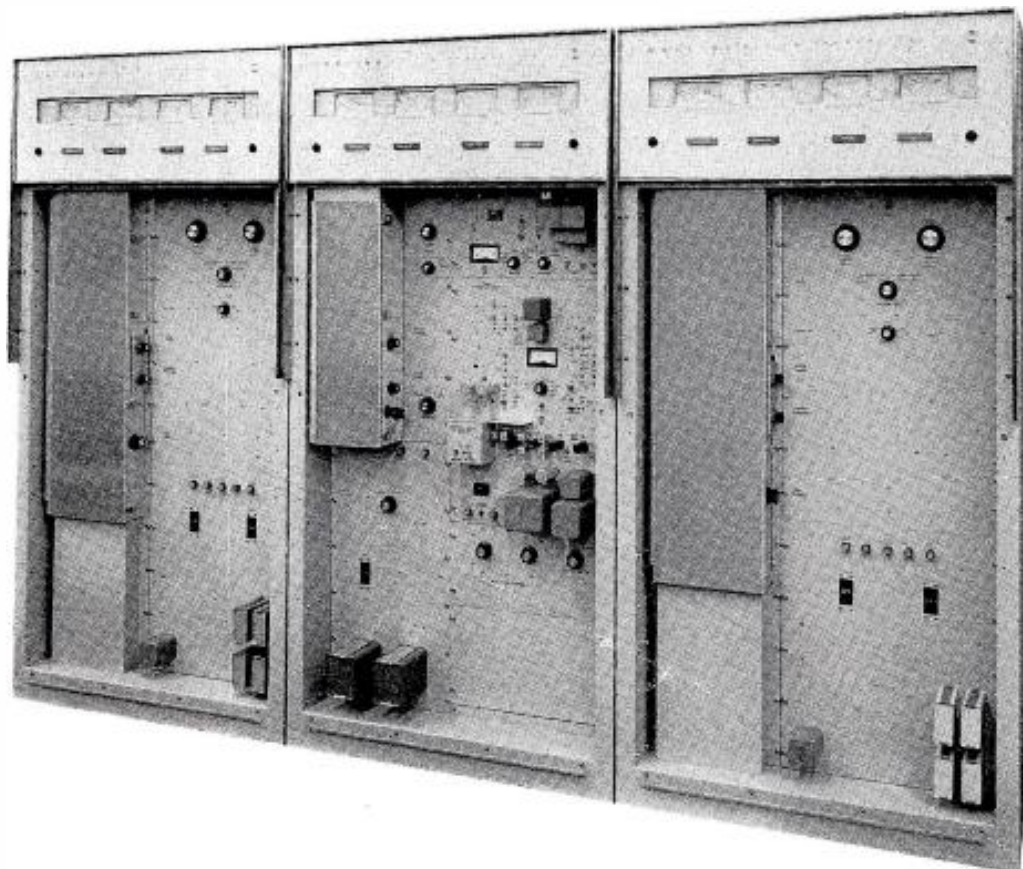
Collins Type 300C Antenna added to your horizontal bays provides vertical radiation up to your authorized ERP. Fills in shadow areas, reduces null effects, maintains FM stereo quality and improves fringe area reception, car FM reception and SCA operation. Contact your Collins Sales Engineer.

COLLINS RADIO COMPANY

Broadcast Communication Division, Dallas, Texas



30 Years in the Broadcast Business



**KON
POW!
BRATAT TOW
SMASH
ZING!!!**



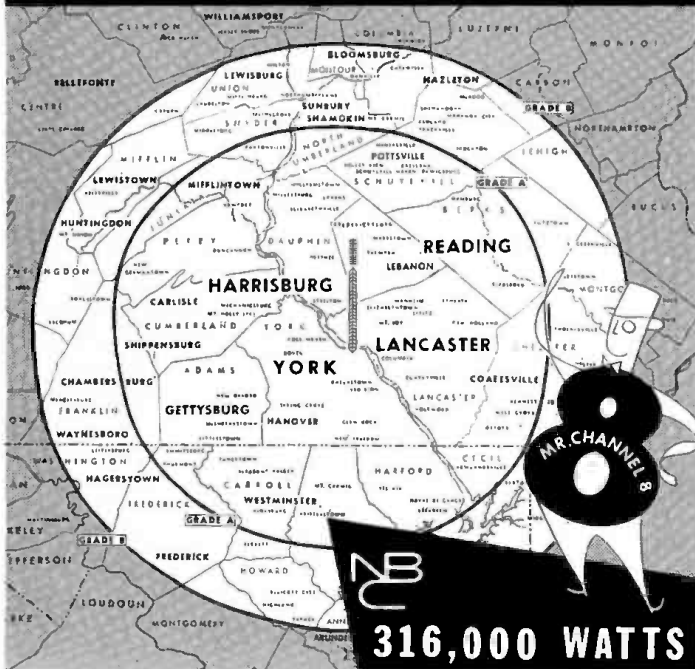
IS THIS ANY WAY FOR A GROWN MAN TO ACT?

YOU BET IT IS... ESPECIALLY WHEN IT'S ACADEMY AWARD-WINNER ERNEST BORGNINE, BREAKING HEADS AND MATCHING WITS WITH THE ENEMY IN **SCREEN GEM:** THE ACTION-PACKED SPY-THRILLER, "MAN ON A STRING"—ONE OF THE 60 GREAT COLUMBIA-POST '50 GROUP II FEATURES NOW AVAILABLE FROM

growing sales potential in the **WGAL-TV** market



MULTI-CITY TV MARKET



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

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

Last-minute snag

Broadcast Rating Council's auditing program was touch and go last week, but by week's end, there were signs everything had been straightened out. Practically on eve of first audit—and of council's progress report to house investigations subcommittee this week—A. C. Nielsen Co. lawyers took position that, since Nielsen is under Federal Trade Commission consent decree, it should have special clearance from FTC before participating in audit. There's considerable feeling that Nielsen's dominance in TV audience measurement business is such that there would be little point in auditing other services if Nielsen failed to get special clearance and refused to submit. Special clearance for Nielsen to participate in audit is expected from trade commission before Wednesday when BRC officials are due before Representative Oren Harris (D-Ark.).

Nielsen lawyers and others at last minute also balked at what they termed was cloudy assurance from Department of Justice on participation in audit. Justice Department in midsummer gave Broadcast Rating Council itself clean bill of health—in part. It said if council pursues its stated plans and purposes, Justice will not bring criminal action against it—but reserves right to bring civil suit if that ever seems desirable. Last week, it's understood, clarification on this point was secured, indicating that civil action would be taken only if BRC program results in restraint of trade or monopoly.

Seed show

General Foods Corp., White Plains, New York, may go into TV kid show production in big way. Company, which owns several of its own general entertainment shows, brings on its first for children—*Linus the Lionhearted*—color cartoons, produced by Ed Graham Productions, on CBS-TV, starting Sept. 26 (Saturdays, 11-11:30 a.m.). If *Linus* is successful for GF's Post cereals division, watch for GF and its agency, Benton & Bowles, New York, to spin off further series using one or more of half-dozen characters featured in cartoon series.

Muddle in multiples

FCC special meeting on proposals to revise multiple-ownership rules ended Friday without decision. But staff was instructed to do more research on rules change it recommended. Staff suggested not only

CLOSED CIRCUIT®

changes in number of stations licensees could own but also conditioning total on amount of population served (see story page 42).

Some commissioners contend present rules, allowing licensees to own seven TV's (no more than five VHF's), seven AM's and seven FM's, may result in inequitable situations. How, for instance, can stations in seven large markets be compared with outlets in same number of small markets? But problem of developing satisfactory alternative is tough. Said one commissioner: "It's very confusing."

Farm policy

FCC has shrugged off recommendations of broadcast advisory group for changes in commission's draft of proposed rulemaking to establish TV antenna farms around country (BROADCASTING, Sept. 14). Broadcasters objected to proposed relocation of some TV towers at less than standard mileage separations. They also opposed proposed prohibition against applications for tall towers outside farms. FCC has decided to stick with original position, though it will sharpen language to make clear it doesn't intend to open gates to general short spacing between stations.

Purpose of FCC rulemaking is to resolve conflicts between television's demand for high towers and aviation's objections to air hazards. Advisory committee, whose advice was rejected, includes broadcasters and broadcast lawyers, but no engineers. Association of Federal Communications Consulting Engineers is now seeking representation on committee.

Newt's commute?

Newton N. Minow, former FCC chairman, may be commuting to Washington but in quasi-official capacity that won't affect his status as executive vice president-general counsel of Encyclopaedia Britannica, Inc. He's reportedly on President Johnson's list for nomination as one of three government members of Communications Satellite Corp. Mr. Minow, during term as FCC chairman (March 1961-June 1963) actively participated in formation of COMSAT.

Question might arise, however, whether Mr. Minow would be eligible, in light of rule barring ex-FCC members from appearing before FCC in any "professional capacity" for two

years after resignation. Mr. Minow thus apparently wouldn't be eligible until June 1965, but there might be difference between director of corporation and attorney.

Slum clearance

FCC Chairman E. William Henry has put his weight behind campaign to get better office space for FCC headquarters in Washington. In letter he sent to head of General Services Administration, which is government's housekeeper, Mr. Henry said FCC was in danger of losing key employes to other agencies that are better housed. Present FCC space in Post Office Building provides "deplorable conditions," which are "undermining" FCC's efforts to serve public, Mr. Henry wrote.

What FCC wants is permanent relocation in new construction, but it has no priority in government building plans. Mr. Henry said that although temporary measures would not be wholly satisfactory, "some relief" is needed now. Agency is being helped in efforts to get new quarters by All-Industry Committee for a Federal Communications Commission Building, comprising representatives of broadcasting and other industries regulated by FCC.

Latin progress

Panama's new foreign minister, Fernando Eleta, is that nation's leading broadcaster, friendly to U. S. In Washington last week, Mr. Eleta, who assumes office Oct. 1, is president of Inter-American Association of Broadcasters and will preside at his final meeting in Caracas Oct. 15, at which time reorganization of association, now encompassing all Latin American private operations, will be considered.

Branching out

Henry Jaffe Enterprises, Hollywood and New York, once exclusively producer of prime-time network programs, is catching syndication fever. On top of disclosure that it intends to produce daytime programming for release to stations (story, page 88) comes report that Jaffe, in association with Desilu Productions, has blueprinted 15-minute film show starring singer Julie London for syndication in late-evening hours. Plans are to produce series in Canada, thereby qualifying for British Commonwealth quota.



CLEVELAND
the "one-buy" market

WJW-TV

the one to buy!

No fringe stations or nearby markets take a bite out of your buy when you buy Cleveland. In Cleveland, WJW-TV is SPORTS... Locally telecasting the high-rated Cleveland Browns football and Cleveland Indians baseball. Then, too, WJW-TV carries the great CBS Sports spectaculars. When you buy Cleveland... WJW-TV is the one to buy.

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

WEEK IN BRIEF

Car makers tag approximately \$110 million for broadcast promotion of 1965 models. Network television steady at about \$51 million, spot TV up to \$24 million. Network radio will draw about \$6 million. See . . .

\$110 MILLION FOR NEW CARS . . . 27

Two Democratic TV spots, showing little girls and ominous mushrooms of atomic clouds, set off lively political fight. GOP says they scare little children, Democrats claim they raise legitimate issue. See . . .

LITTLE GIRLS, MUSHROOM CLOUDS . . . 30

ABC-TV kicks off new season of shows, NBC-TV starts some. Ratings figures show viewers settle back to sample new offerings. Detailed listing of findings of various ratings services given. See . . .

FALL SHOWS RUNNING . . . 96

FCC seeks ways of checking on mutual fund ownership, tangles with touchy ownership limitation rules. Staff proposal would change basis of restrictions from number of stations to population served. See . . .

CUTBACKS IN OWNERSHIP? . . . 42

Subscription Television Inc. prepares to battle down to the expensive wire on referendum to outlaw, in effect, pay TV. STV lays off 143 workers to free money for million-dollar attempt to win votes. See . . .

STV POLITICKS FOR LIFE . . . 48

New "horizontal" reporting methods will be used by CBS in November election coverage. Walter Cronkite back in pivot post. Network to separate treatments of different kinds of election races. See . . .

CBS RETUNES FOR ELECTION . . . 90

FCC's Broadcast Bureau defends decision in Philadelphia channel 3 case. Rebuffs petitions by RKO, Philco and NBC. Bureau says FCC could order swap because regular licenses were withheld. See . . .

BUREAU AND WBC AGREE . . . 78

First radio programing clinic of NAB provides variety of tips. History of unusual shows and selling effectiveness related at Palo Alto conference. Ideas exchanged on music, news, talk shows. See . . .

PILOT PROJECT ON ROAD . . . 92

Federal judge backs ASCAP, slaps down three Washington state radio stations. Judge fines stations almost \$60,000, questions constitutionality of state law. Appeal being considered by stations. See . . .

STATIONS LOSE DECISION . . . 84

Twenty-one month inquiry into format change of Mc-Lendon's Chicago station ends as FCC votes down staff proposal to start revocation proceedings. Chairman Henry is lone dissenter in 5-1 vote. See . . .

FCC HALTS WNUS PROBE . . . 95

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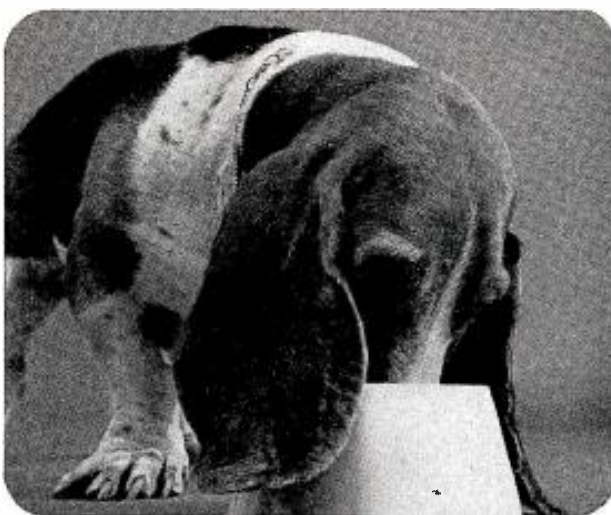
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He led a dog's life



until Spot TV changed the picture

Up to 1959, only 10 markets had heard of Alpo Dog Food. Then Alpo turned to Spot TV. Today, sales have increased 300% and Alpo is a giant in 30 markets, moving—for example—from 11th to 4th place in Boston...from 11th to 3rd place in Baltimore...from 12th to 3rd place in Pittsburgh. 85% of their advertising dollars were concentrated in Spot TV.

Spot TV can change the picture for you. Want to move up in your markets? Want to expand your coverage? Take a tip from Alpo. Put the emphasis where you need it when you need it. With Spot TV. Through TvAR—Television Advertising Representatives.

TvAR can show you how to use Spot best in the eight major markets where its stations are located. TvAR offers you additional services like "Brand Comparisons," an up-to-date study on the ranking of 500 leading brands in TvAR's markets.

You get more out of your advertising dollars when you spot your markets with Spot TV. Alpo learned that buying television by the market put a lot more bite into their bark. Call TvAR and you can too.



TELEVISION
ADVERTISING
REPRESENTATIVES
INCORPORATED

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

Foote quits M-E in anticigarette move

Emerson Foote, who became one of advertising world's most prominent executives while managing Lucky Strike advertising account in 1930's and 1940's, resigned current agency job Friday (Sept. 18) to take public position against cigarette smoking.

Mr. Foote quit as board chairman of McCann-Erickson, New York with comment: "I will never again have an association with any agency which has or plans to have a cigarette account." McCann-Erickson has international tobacco business in Germany, England, Canada, Australia and other countries.

Succeeding Mr. Foote will be Paul E. Foley whose election by M-E board is to be announced today (Sept. 21). Mr. Foley has been vice chairman of agency since 1963. Taking Mr. Foley's place as vice chairman will be Neal Gilliatt, with M-E for 20 years and currently a senior VP of agency. Joint statement issued by M-E President Armando Sarmento and Mr. Foote explained: "since McCann-Erickson handles important cigarette business in world markets, it was agreed that there would be a conflict of interest."

Mr. Foote is member of President's Commission on Heart Disease, Cancer and Stroke, which is expected to make public report some time in December.

He has long history of associations with heart and cancer groups and was chairman of executive committee of American Cancer Society from 1944-46.

It was while Mr. Foote was partner in Foote, Cone & Belding that he took personal supervision over Lucky Strike account. Client was late George Washington Hill, president of American Tobacco, and free-wheeling user of radio advertising. Mr. Foote joined McCann-Erickson in 1951.

WWIZ loses license as FCC sticks to guns

The FCC has affirmed its decision denying applications for renewal of license of wwiz Lorain, Ohio, and for station's transfer to *Lorain Journal*.

Commission, in decision announced Friday (Sept. 18) denied petitions for reconsideration filed by Sanford Schafitz, owner of licensee corporation, and *Lorain Journal*.

Commission on March 31 rejected re-

newal and transfer applications on ground unauthorized transfer of control of wwiz from Mr. Schafitz to *Journal* had taken place.

Earlier commission decision also denied license to cover construction permit for wxtv(tv) (ch. 45) Youngstown, Ohio, which is 50% owned by Mr. Schafitz, but it renewed license for AM he owns in Farrell, Pa., WFAR.

Rochester stations sold for \$7 million

Sale of WROC-AM-FM-TV Rochester, N. Y., by Veterans Broadcasting Co. to Rust Craft Broadcasting for \$7 million announced (Friday Sept. 18).

Transaction is subject to acceptance by Veterans' stockholders, and to FCC approval. Terms are purchase of 100% of stock of Veterans whose board has voted to recommend acceptance to stockholders.

Rust Craft Broadcasting is wholly owned subsidiary of Rust Craft Greeting Cards Inc., international organization in greeting card, gift wrapping and party goods field. Louis Berkman is chairman, and Joe Zel, president of the parent company.

Rust Craft (former Friendly Group) stations are WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga; WRDW-TV Augusta, Ga.; 40% of WVUE-TV New Orleans; WJKS-TV (ch. 36) Jacksonville, Fla.; WPIT-AM-FM Pittsburgh; WWOL-AM-FM Buffalo, N. Y., and WSOL Tampa, Fla.

Veterans Broadcasting, which is

Early kick-off

NBC-TV, one year in advance, last week began selling — and made first sales — of its American Football League coverage. Firestone Tire & Rubber Co., Akron, Ohio (no agency), and Institute of Life Insurance, New York, through J. Walter Thompson, that city, each has purchased one-sixth sponsorship, one-sixth representing three minutes commercial time in each AFL game. NBC-TV begins 14-game AFL schedule in fall of 1965; games this fall are on ABC-TV. NBC-TV reportedly is selling sponsorship in AFL at \$33,000 per commercial minute.

headed by E. L. Lyke, began in 1953 with WVET-TV on channel 10 sharing time with WHEC-TV Rochester. In 1961, both channel 10 stations bought WROC-TV (ch. 8) from Transcontinent Television Corp., for \$6.5 million, resulting in WHEC-TV solely occupying channel 10, and Veterans on channel 8.

WROC-TV was founded in 1949; WROC (5 kw fulltime on 1280 kc), in 1947; WROC-FM (18 kw on 97.9 mc), in 1959. All are NBC affiliates.

Broker was Howard Stark.

Also announced Friday was sale of KMLA-FM Los Angeles by Jack Kiefer to KFOX Inc., licensee of KFOX-AM-FM Long Beach, Calif., for \$225,000.

KFOX Inc. is principally owned by Egmont Sonderling whose group also owns WOPA-AM-FM Oak Park, Ill.; WDIA Memphis, KDIA Oakland, Calif., and WWRL New York.

KMLA-FM is on 100.3 mc with 58 kw. KFOX-FM, on 102.3 with 1 kw, will be sold.

Broker: Zugsmith Communications.

Steinman applies for York CATV franchise

WGAL-TV Lancaster, Pa., has quietly applied for community antenna franchise in York, Pa., in competition with local York station, WSBA-TV, it was learned Friday (Sept. 18).

WGAL is owned by Steinman Stations, which Clair McCollough heads and which has been opposing before FCC attempts by Cox Broadcasting Corp. to take New York City TV programs into Pennsylvania over Cox's CATV's.

On Aug. 13, according to York city official, WGAL-TV wrote letter requesting York city council to adopt ordinance enabling Steinman to build CATV. Another application for CATV franchise had been filed earlier by WSBA-TV.

Council has yet to act on either proposal. York is well within WGAL-TV's coverage area.

Steinman has petitioned FCC to deny Cox Broadcasting's application for microwave relays to serve Cox's CATV's in Pennsylvania.

\$1 million budget to radio

North American Van Lines, Fort Wayne, Ind., which year ago named E. H. Russell, McCloskey & Co., Chicago, as interim agency replacing Biddle Co., Bloomington, Ill., today (Monday) is to name EHRM as permanent agency

WEEK'S HEADLINERS



Mr. Neuwirth



Mr. Sias

H. D. (Bud) Neuwirth elected president of Metro Broadcast Radio Sales, and John B. Sias elected president of Metro Broadcast Television Sales, both New York, divisions of Metromedia Inc. Mr. Neuwirth was elected VP and director of Metro Radio Sales in March 1961 and before that was assistant to John W. Kluge, president and board chairman of Metromedia Inc. Mr. Sias, VP and director of Metro Broadcast Television Sales since January 1963, was at one time VP for television (West Coast) at Peters, Griffin, Woodward, and prior to joining Metromedia was

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

and is to announce new \$1 million national campaign to start Jan. 1 using radio exclusively. Moving firm is buying network news and will allot co-op funds to 1,200 agents throughout U. S. for local radio.

CBS backs Javits's poll-closing plan

CBS Inc. President Dr. Frank Stanton supports plan of Senator Jacob K. Javits (R-N. Y.) for uniform closing time for polls, according to letter released by senator Friday (Sept. 18).

Senator's plan is "sound and appropriate approach" to solving problems posed by "tangle of archaic election laws," Dr. Stanton said.

Senator Javits's measure, S 3118, aims at election procedures, not in preventing release of results to news media.

Democrats buy network time

Democratic National Committee spokesman said Friday (Sept. 18) it has scheduled 55 buys on three TV networks through election eve. These include hour special on NBC-TV Nov. 2, 34 five-minute program segments and 20 60-second spots beginning last Saturday (Sept. 19). Plans for use of larger program segments are still being formulated (see page 30).

national television sales manager of Westinghouse Broadcasting Co.

Philip H. Cohen, senior VP and management supervisor since 1962 on all American Tobacco Co. accounts at Sullivan, Stauffer, Colwell & Bayles, New York, has resigned to join American Tobacco Co., that city, as VP responsible for all creative efforts by company's marketing personnel and its advertising agencies. As executive assistant for marketing, he reports to Robert K. Heimann, American Tobacco's VP for marketing and PR. Mr. Cohen, who joined SSC&B at its founding in 1946, previously served as director of daytime radio at Ruthrauff & Ryan Advertising, New York. During World War II, he was head of American broadcasting station in Europe (ABSIE).



Mr. Cohen

FCC special meeting produces no answer

FCC failed Friday (Sept. 18) in effort to decide whether broadcast of presidential news conference during campaign would subject stations to demands for equal time.

Commissioners debated issue for 1 hour and 40 minutes late Friday afternoon before their special meeting broke up in complete disagreement.

As result, question which was submitted by CBS on Aug. 31, may not be answered before Sept. 28. Commissioners Lee Loevinger and Frederick W. Ford, who want to participate in decision, have plans to be out of Washington most of this week.

Commissioner Loevinger is only member known to feel that presidential news conferences should be exempt from equal-time provision of Communications Act. Other commissioners are reported to have expressed variety of opinions on subject.

Some commissioners seem to feel news conferences of all presidential candidates—not just President Johnson—should be treated same.

Segments of conferences rebroadcast in newscasts are exempt from law. Question is raised in connection with live broadcasts of conferences or special rebroadcasts.

Thursday night's ratings

Viewer sampling of new season's program offerings continued Sept. 17 as following Trendex and overnight New York Niensens indicated (see page 96). (N) indicates new series, (NP) new program in existing series, (NT) new time period, (R) rerun or continuing cycle, (S) special. Also shown in Trendex report are number of cities measured. Nielsen figures do not show share of audience. Data was made available by network research sources:

| Thursday, Sept. 17 | | | |
|-------------------------|---------------------------|--------|-------|
| 26-city | Trendex | Rating | Share |
| 7:30 | | | |
| ABC | Flintstones (NP) | 16.1 | 41.0 |
| CBS | Password (R) | 14.3 | 36.5 |
| NBC | Campaign & Candidates (S) | 4.7 | 11.9 |
| 8:00 | | | |
| ABC | Donna Reed (NP) | 22.5 | 52.2 |
| CBS | Rawhide (R) | 11.5 | 26.7 |
| NBC | Campaign & Candidates (S) | 3.7 | 8.6 |
| 8:30 | | | |
| ABC | My Three Sons (NP) | 23.3 | 48.5 |
| CBS | Rawhide (R) | 11.3 | 23.5 |
| NBC | Dr. Kildare (R) | 10.2 | 21.3 |
| 9:00 | | | |
| ABC | Bewitched (N) | 32.1 | 58.9 |
| CBS | Perry Mason (R) | 9.9 | 18.2 |
| NBC | Dr. Kildare (R) | 9.9 | 18.1 |
| 9:30 | | | |
| ABC | Peyton Place (N) | 23.2 | 45.1 |
| CBS | Perry Mason (R) | 13.5 | 26.3 |
| NBC | Hazel (NP) | 11.9 | 23.1 |
| 10:00 | | | |
| ABC | Jimmy Dean (NP, NT) | 15.7 | 34.8 |
| CBS | Nurses (R) | 12.6 | 28.0 |
| NBC | Kraft (R) | 12.5 | 27.8 |
| 10:30 | | | |
| ABC | Jimmy Dean (NP, NT) | 12.0 | 30.2 |
| CBS | Nurses (R) | 12.8 | 32.3 |
| NBC | Kraft (R) | 10.5 | 26.6 |
| New York Nielsen | | | |
| 7:30 | | | |
| ABC | Flintstones (NP) | 15.9 | |
| CBS | Password (R) | 17.6 | |
| NBC | Campaign & Candidates (S) | 7.2 | |
| 8:00 | | | |
| ABC | Donna Reed (NP) | 21.0 | |
| CBS | Rawhide (R) | 16.0 | |
| NBC | Campaign & Candidates (S) | 8.1 | |
| 8:30 | | | |
| ABC | My Three Sons (NP) | 24.6 | |
| CBS | Rawhide (R) | 18.7 | |
| NBC | Dr. Kildare (R) | 12.1 | |
| 9:00 | | | |
| ABC | Bewitched (N) | 39.0 | |
| CBS | Perry Mason (R) | 13.9 | |
| NBC | Dr. Kildare (R) | 12.1 | |
| 9:30 | | | |
| ABC | Peyton Place (N) | 27.2 | |
| CBS | Perry Mason (R) | 15.4 | |
| NBC | Hazel (NP) | 19.8 | |
| 10:00 | | | |
| ABC | Jimmy Dean (NP, NT) | 14.6 | |
| CBS | Nurses (R) | 13.1 | |
| NBC | Kraft (R) | 21.5 | |
| 10:30 | | | |
| ABC | Jimmy Dean (NP, NT) | 14.5 | |
| CBS | Nurses (R) | 13.7 | |
| NBC | Kraft (R) | 20.2 | |

FCBA to hear Bell

Howard Bell, National Association of Broadcasters code director, speaks to luncheon meeting of Federal Communications Bar Association Sept. 30 at Willard hotel, Washington. Subject: "The Codes: Enterprise for Freedom."

*year in and
year out*

THE BIG ONE

*in the
Pacific Northwest*

TOP RATED
YEAR IN AND YEAR OUT

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STEVE SHEPARD
VICE PRESIDENT
AND GENERAL MANAGER
PORTLAND 226-7191

KISn
PORTLAND

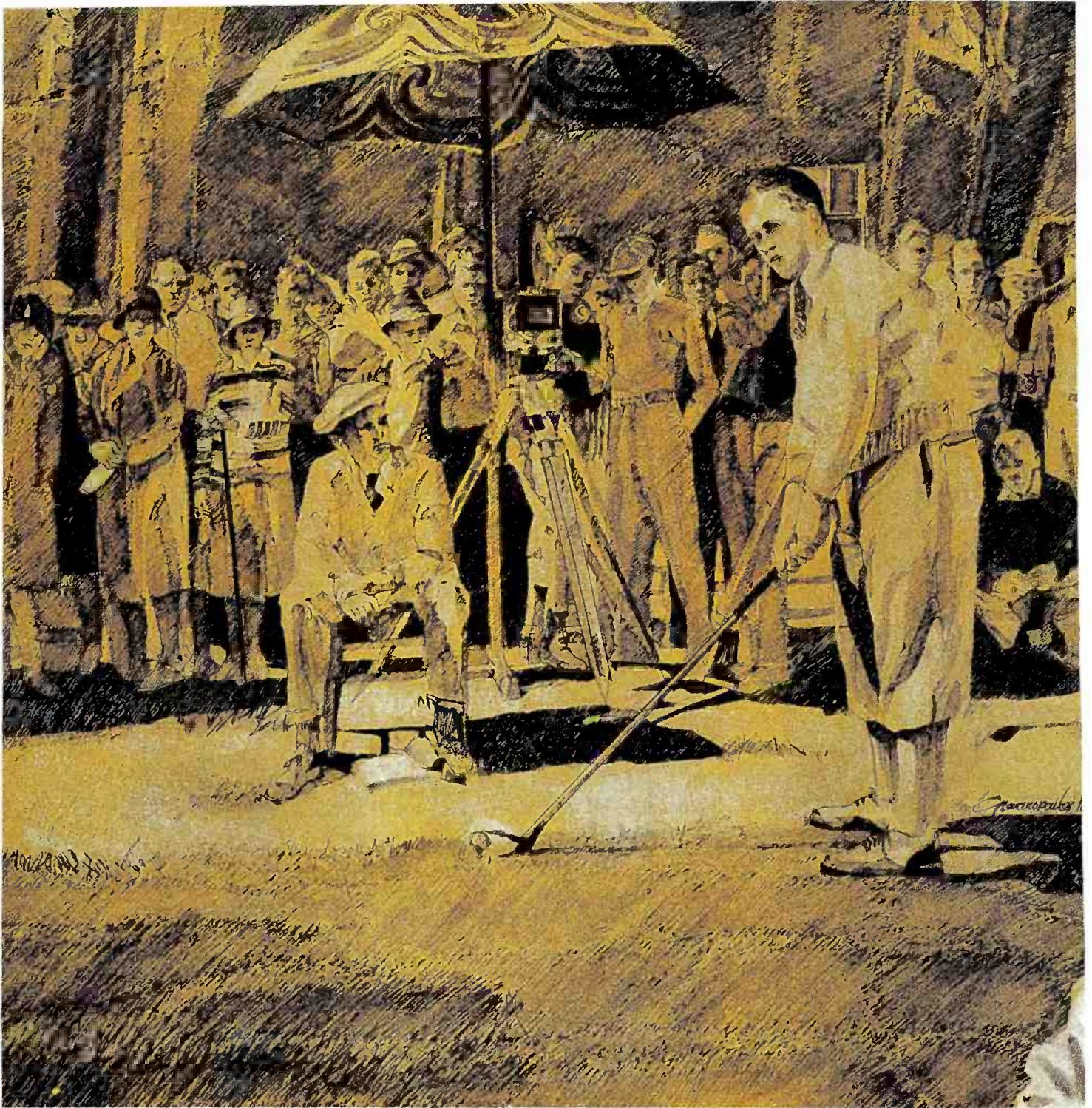


SOLD NATIONALLY
BY H-R RADIO

Wife AM-FM INDIANAPOLIS

KoIL AM-FM OMAHA

KiSn PORTLAND



What makes a great salesman?

Personal magnetism, complete dedication and a genius for the game of golf, made Robert Tyre Jones the idol of millions. "Bobby" Jones won his first tournament at the age of nine; at fourteen he qualified for the National Amateur. From the age of twenty-one to the day he retired, he was never without a national title. In the last nine years of his career, he played in twelve national open championships in this country and Great Britain, finishing first or second eleven times.



Bobby Jones, considered by experts as the world's greatest amateur golfer, capped his amazing career by winning the Grand Slam of golf. He won the Open and Amateur Championships of both the United States and Great Britain in a single year. This was an achievement that stands today without parallel, not only in golf, but in the entire recorded history of sports. Bob Jones was a credit to the sports world and a great salesman for the game of golf.

Bob Jones was a *real* champion and a great competitor. The Storer stations are champions, too, competing successfully in their local markets through individual programming designed to interest more listeners, build loyalty and thereby create more sales. This is accomplished through public interest broadcasts, vital editorials and programming keyed to local needs and preferences. In Atlanta, Storer's great salesman is WAGA-TV, an important station in an important market.



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

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.
4718 W. Plank Road Peoria, Illinois

1964
AUGUST-SEPTEMBER-OCTOBER

AL PETKER

Will Deliver
To
Radio Listeners

10 MILLION

Personalized Pens
In Radio's Biggest
"PEN PAL" PROMOTION

Write or Wire
For Participation

ONE STATION PER MARKET

BROADCASTERS SERVICE BUREAU
8730 Wilshire Blvd., Beverly Hills, Calif.



DATEBOOK

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

■ Indicates first or revised listing.

SEPTEMBER

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

Sept. 21—Hollywood Ad Club luncheon at Universal City Studios. Al Dorskind, vice president and treasurer of MCA, will speak. David Lipton, vice president of Universal Pictures, is chairman of the day.

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

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

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

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

■ Sept. 22—Broadcasting Executives Club of New England "come alive" party. Sheraton-Plaza hotel, Boston

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

Sept. 22—Broadcast Advertising Club of Chicago sponsors joint presentation by Foote, Cone & Belding and Needham, Louis & Brorby on "Measuring Television's Effectiveness." Directing the presentation will be Ed Stern of FC&B and Blair Vedder of NL&B. 11 a.m.-2 p.m., Grand Ballroom, Sheraton-Chicago hotel.

Sept. 23—Report of progress in ratings by Broadcast Rating Council Inc. to House Special Subcommittee on Investigations. New House Office Building, Suite 1034, 10 a.m.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ Sept. 29—Membership meeting of the National Academy of Television Arts & Sciences. Discussion on "Should we or shouldn't we have pay TV" by Pat Weaver, president of Subscription Television Inc., and William Carlisle, vice president-station services, National Association of Broadcasters. The Hollywood (Calif.) Palladium.

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

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

OCTOBER

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

Oct. 3—Fall conference and board meeting of the Florida Association of Broadcasters, Grand Bahama hotel and club, West End, Grand Bahama Island.

Oct. 2-4—New York State conference of American Women in Radio & Television, Top of the World, Lake George; AWRT East-Central area conference. Keynote speaker will be Ernest A. Jones, president of

RAB CONFERENCE SCHEDULE

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

■ Sept. 21-22 — Homestead, Hot Springs, Va.

■ Sept. 28-29—Far Horizons, Sarasota, Fla.

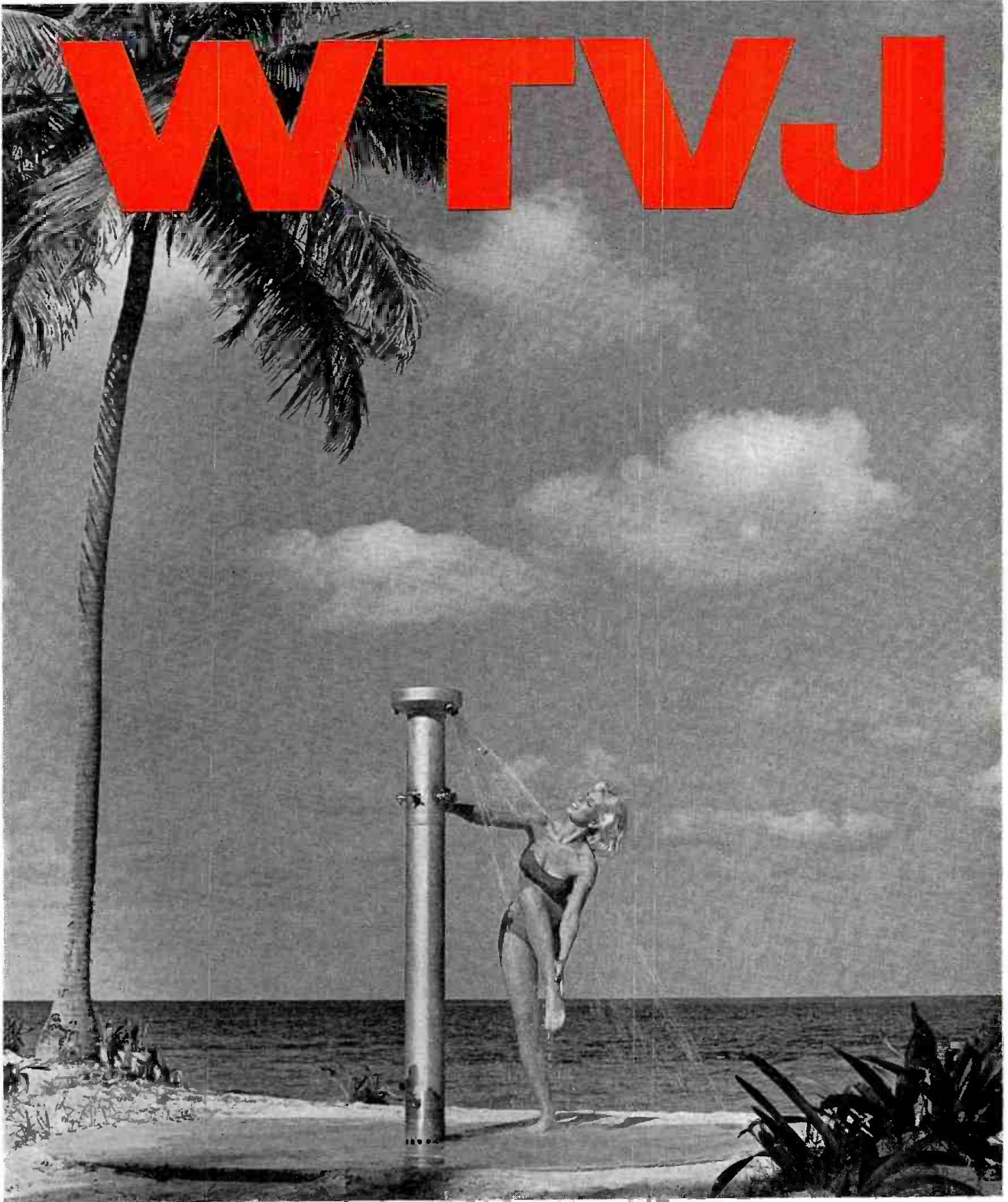
■ Oct. 1-2—Hyatt House, San Francisco.

■ Oct. 8-9—Western Hills Lodge, Wagoner, Okla. (near Tulsa).

■ Oct. 12-13—Hotel Moraine, Chicago.

■ Oct. 15-16—Northland Inn, Detroit.

Only the sunshine covers South Florida better than



WTVJ / South Florida's largest daily circulation / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate





7:30 PM EDT / INTERNATIONAL SHOWTIME



8:30 PM EDT / BOB HOPE SPECIALS & CHRYSLER THEATRE



9:30 PM EDT / THE JACK BENNY PROGRAM



10:00 PM EDT / THE JACK PAAR PROGRAM

INSIDE FRIDAY NIGHT

A "Friday Powerhouse" — that's how *Variety* referred to NBC-TV's quartet of shows on Friday nights this new season. Casting modesty aside for the moment, we couldn't agree more.

"International Showtime," the world-traveling circus-and-ice-revue attraction, again leads off. The most popular Friday evening program in '63-'64, it has increased its share of the audience every year since its 1961 premiere. So look for "Showtime" (hosted by Don Ameche) to swing to even greater heights this season.

In the second of the Friday blockbusters, Bob Hope returns to the same time-period he dominated last season. Twenty-five Hope-hosted dramas (all in color) are in store on "Bob Hope Presents The Chrysler Theatre," the program that captured three Emmys in '63-'64.

In addition, Bob will headline eight shows entitled "Chrysler Presents A Bob Hope Special" — five times as a funnyman, twice as a leading man, and once (for 90 minutes) as the star of his own annual trip to U.S. bases overseas.

After Hope comes Jack Benny, returning at last (along with his faithful gang) to his home network. One of the top drawing-cards in the history of television, Jack will now enjoy the bonus of a Bob Hope lead-in, plus the advantage of competing against two completely untried series on other networks. Most likely outcome? A banner year for "The Jack Benny Program."

Benny will be followed this season by Jack Paar, the man who once served as his summer replacement on NBC Radio. By appearing back-to-back with Paar on TV, Benny is giving a *regular*-season assist to the younger Jack, whose star-filled entertainment hour is certain to gain a multitude of new viewers from its strong lead-in.

A powerhouse lineup on Friday evenings? Most assuredly. This season, television audiences will be starting their weekends in a big way — by going *all* the way with NBC-TV.



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

YEAR AFTER YEAR



A LEADER

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

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

(Market Data Source—SRDS, Jan/64)

WSYR-TV DOMINATES

... because of SEVEN YEARS of UNBROKEN LEADERSHIP in the market, in ARB REPORTS. NUMBER ONE in HOMES DELIVERED ... *20 PER CENT over Station No. 2 ... *65 PER CENT over Station No. 3.

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



WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

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

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

NAB FALL CONFERENCE SCHEDULE

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

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

MacManus, John & Adams, Bloomfield Hills, Mich. Other speakers include Clark Grant, WOOD-TV Grand Rapids, Mich., and president of Broadcasters Promotion Association; John McGoff, president of Mid-State Broadcasters; Walter Patterson, executive vice president of WKNR Dearborn, Mich., and John Pival, president of WXYZ-AM-TV Detroit. Statler-Hilton hotel, Detroit.

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

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

■ Oct. 5—Annual fall outing of Federal Communications Bar Association, Washingtonian Country Club, Gaithersburg, Md.

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

■ Oct. 6—Tenth annual conference of The Advertising Research Foundation, Hotel Commodore, New York. Principal participants and general topical nature of their subjects: morning—Gary A. Steiner, professor of psychology, Graduate School of Business at the University of Chicago (human behavior); Stuart Henderson Britt, professor of marketing, Northwestern University and editor of Journal of Marketing (unsolved advertising research problems); panel on market concentration, segmentation and media selection: Dick Warren Twedt, Oscar Mayer & Co.; C. E. Wilson, The Nestle Co., and Paul E. J. Gerhold, at J. Walter Thompson Co.; William M. Weillbacher, C. J. LaRoche & Co. (AAAA consumer study methodology); John S. Coulson, Leo Burnett Co., is chairman of program committee and presiding over morning session. Peter G. Peterson, president of Bell & Howell Co., is luncheon speaker. Afternoon on predicting advertising results—Richard M. Cyert, dean of graduate school of industrial administration, Carnegie Institute of Technology (simulating business firms); Robert J. Williams, Edward Dalton Co. (lead-lag time); Seymour Banks, Leo Burnett Co. (experimentation); Frank X. Stanton, Benton & Bowles, and Valentine Appel, Benton & Bowles (multi-market testing); Alvin A. Achenbaum, Grey Advertising, and Herta M. Herzog, Marplan (copy testing); Richard M. Ostheimer, Time Inc., presiding.

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

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

■ Indicates first or revised listing.



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

CHARLOTTE PETERS

... a multi-talented personality on the St. Louis television scene moves to KTVI in a bright new daily series.

* First Pat Fontaine, now Charlotte. The new KTVI team grows more powerful in St. Louis.

BROADCASTING, September 21, 1964

**THE
EXCITING
NEW**

KTVI Channel **2**

ST. LOUIS abc HR



LARAMIE

Just bought by Jim Arnold, Film Director of WMAZ-TV, Macon, Georgia. Laramie's 124 epic hours (60 in color) will shoot holes in your opposition.

CALL NBC FILMS



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

WSTV • TV
 WHEELING
 STEUBENVILLE

The Dominant One
 in the
 Ohio Valley Market

R RUST CRAFT
 STATION

OPEN MIKE®

'Absolutely essential'

EDITOR: I am a constant reader of your publication. I find it absolutely essential in my phase of the business.—*Ed C. Bartlett, manager, media section. B. F. Goodrich Co., Akron, Ohio.*

Search for the past

EDITOR: At the present time we are setting up an electrical transcription section to our archive which specializes in all areas of music.

We are particularly looking for any ET's of the 1930's and early '40's such as World, Associated, Muzak, Thesaurus, etc.; the large 16-inch transcriptions. We would like a representation of all different types we can acquire. We do have some of the old Standard, Lang-Worth and SESAC ET's.

These are to be used for education purposes only and made available to Stanford University students under supervision.—*Albert L. Block, programs coordinator, Box 5990, Stanford University, Stanford, Calif.*

FM cousins take note

EDITOR: First, let me thank you for a very fine publication. I am still relatively young in this business, getting my feet wet for the first time at WVBR-FM Ithaca, N. Y., in 1959.

A couple of years ago I purchased an FM tuner for my car. . . . About a week and a half ago I drove from Buffalo, N. Y., to Iowa City and found that except for about a 20-mile section near the Ohio-Indiana border, I was able to use the tuner satisfactorily all the way. I only changed stations about five times. . . . At times I had better luck picking up FM stations satisfactorily than AM stations.

It seems that FM stations need no longer consider themselves poor cousins of the industry when they can provide such complete, interference-free coverage as this . . . I thought those operating FM stations might like to know the results of an unofficial, qualitative survey of FM coverage.—*Raymond Voss, WSUI and KSUI(FM) Iowa State University, Iowa City.*

A picture's worth

EDITOR: Just a note to thank you for my profile in BROADCASTING, Aug. 24. One positive reaction was that my wife has made me take a new picture.—*Alfred R. Schneider, vice president and assistant to executive vice president, American Broadcasting-Paramount Theatres and ABC, New York.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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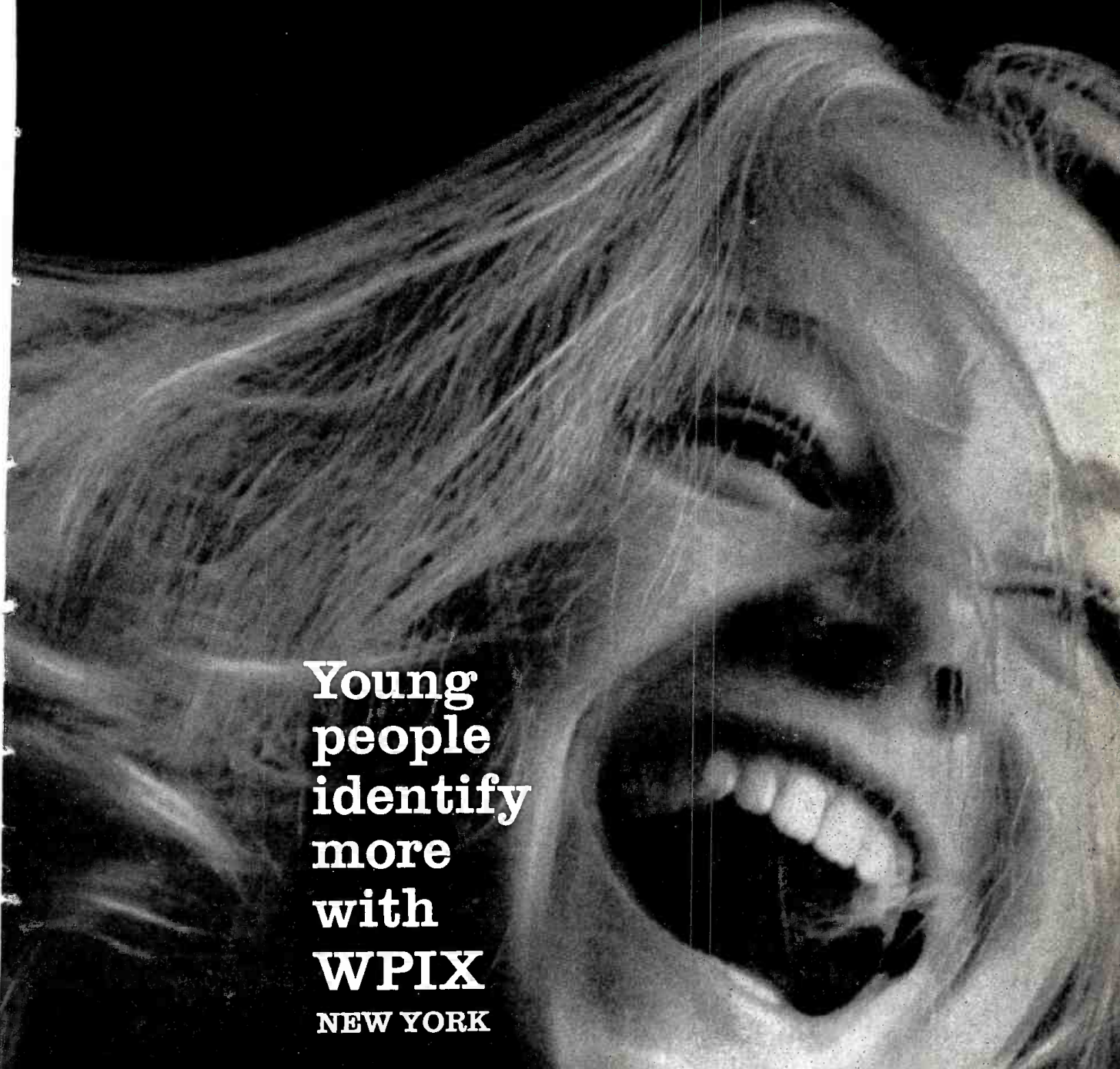
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®Reg. U. S. Patent Office
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Television for young adults is one of 20 distinct categories of programming this year on WPIX TV/11. The hour Clay Cole Shows and the hour Lloyd Thaxton Show is television that turns young people on — exhilarates, delights, enchants. The Clay Cole Shows and The Lloyd Thaxton Show...one of 20 Different Worlds of Entertainment that give WPIX TV/11 the scope, quality and appeal of a network. WPIX TV/11, New York's One-Station Network.



**Young
people
identify
more
with
WPIX
NEW YORK**

The creative challenge of radio

There are several basic advantages in modern radio that are well known to most advertising professionals: audience fragmentation, ability to follow the mobile consumer, attractive cost per thousand, etc. However, it seems to me that the really exciting thing about radio is the rare tool it offers the creators of commercial material—consumer imagination.

Although I am not an old-timer in the traditional meaning of the term, I am in complete accord with that small but hardy band that insists radio was and is the best vehicle for imaginative presentation.

It was through radio that I learned "what evil lurks in the hearts of men" as illuminated by *The Shadow* and the fascinating denizens of the *Inner Sanctum*. Great stuff! And to my mind, nothing in recent years has equalled their impact.

Recently a Seattle station was one of a number which fostered the return of several of these classics to the airways, but they didn't deliver the anticipated thrills and chills. This would appear to substantiate the claim that radio has lost its former appeal, but I know that the ranks of the non-believers are peopled by peddlers of competitive media and blasé creative departments. And I strongly suspect that TV and the movies are to blame for spoiling us and allowing our imaginative muscles to atrophy. Perhaps a dash of traditional client admiration for gimmickry and mimicry is also involved. But in any case, there is no question in my mind that new heights can be achieved by those who understand and appreciate the creative opportunity that is unique to radio.

Rapport by Radio ■ Radio provides the ultimate opportunity for rapport between the copywriter and the consumer. To reach this mating of the minds, however, requires the ultimate in self-control on the part of the copywriter. The fragile nature of consumer attention and imagination requires that the prodding be gentle, the guidelines inviting and the dots the copywriter wants the listener to connect as unobstructive as possible. The consumer must be encouraged to paint his own picture because, as I'm sure most professionals will agree, there is no one who can sell the consumer as lastingly or as well as he can sell himself.

A high percentage of current TV commercials display an admirable proficiency in combining sight and sound to stimulate consumer imagination. Good

examples of this craft would include the Zee "softness" series and the Salem "pastorals," but they fall short of the ultimate in one essential . . . the consumer is *watching* rather than participating; his imagination is *simulated* more than stimulated. And, coming as a break in regular programming, it is nearly impossible for them to achieve the complete rapport possible when the consumer applies the broad strokes and colorful touches of a commercially successful message.

A Vote for Radio ■ There are, of course, many messages that are naturals for TV . . . demonstrations of technique, the presentation of new and/or unusual items, etc. But for pure imagery and the opportunity to select the climate or atmosphere for the projection of the image, radio gets my vote. Two of the more recent classics are the imaginative Fuller Paints series and the charmingly persuasive Japan Air Lines spots.

My personal all-time favorite is the original Cresta Blanca "wines of elegance," a 60-second spot which excels in all aspects of production. The copy and score achieve total integration in both mood and mechanics and the announcer, Frank Butler, consummates this perfect marriage with an outstanding delivery—inspired, no doubt, by an understanding and appreciation of exceptional creative work. Even the mandatory copy—in this case a difficult bit of verbiage—is delivered beautifully both musically and vocally.

In answer to those who will grudgingly admit to "desirable characteristics for soft-sell," I might add that humor, drama, pathos, or any other tone of the emotional spectrum is as readily adaptable to radio as the mood pieces which were used earlier as examples of production excellence. The Freberg epics;

traffic safety "dramas" . . . the list of examples is endless.

It should probably be recorded, too, that the contribution of timebuyer is frequently equally creative and a substantial boost to the success of the production team. In addition to the opportunity of selective atmosphere provided by the choice of rock 'n' roll, country & western, etc., it is obvious that the fragmentation of audience that is created by the format approach of the majority of today's stations is also a help in providing a hand-picked and totally understood audience for the production team.

Massive Misuse ■ In summary, I would like to make a special request of those of you involved in production for retail accounts. The massive use of radio by local accounts certainly demonstrates an understanding and appreciation of the flexibility and sales-ability of local radio, but it is sad to hear such massive misuse of the medium. The proper utilization of radio does not require big city genius any more than it requires big city money. Since most local schedules tend to be relatively short-term in duration, there is really no reason why production should not be limited to a very small number of commercials, thus allowing a larger share of the budget to be allocated to improved production standards. This approach invariably results in more attentive listenership which increases the probability of response.

There are, of course, many instances in which each medium is the obvious choice for the delivery of a particular message. Perhaps, then, this memo should be classified as an appeal to broaden the base of radio acceptability. In any case, my media rep friends now know "what evil lurks in the heart" of this advertising man.



David Little is advertising manager of Sicks' Rainier Brewing Co., Seattle. Mr. Little joined the company in 1963, following four years with the Seattle office of Botsford, Constantine & Gardner as a copywriter and account executive. He was with two local agencies prior to the BC&G affiliation. Mr. Little currently directs advertising activities for Rainier Beer and Ale in seven western states. Doyle Dane Bernbach is agency of record for the Rainier brands.

YOU NEED TERRE HAUTE, TOO . . .



**IS SOLD
IN
INDIANA'S
TOP TWO
T.V. MARKETS***

**Indianapolis and Terre Haute*



- More and more leading advertisers are choosing the Top Two Indiana Markets 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***
(March 1964 ARB)
**except Indianapolis*

WTHI-TV

CHANNEL 10

TERRE HAUTE, INDIANA

REPRESENTED BY



THE ORIGINAL STATION REPRESENTATIVE

THE NATION'S TOP COUNTRY AND WESTERN STARS

**NOW AVAILABLE EXCLUSIVELY
IN YOUR TELEVISION MARKET**

THE SHOW—The nationally famous Barn Dance which for over 40 years has enjoyed unparalleled success in bringing entertainment to families throughout America.

NOWHERE BUT ON THE BARN DANCE will you find so many popular country and western stars packed into a half-hour series. The Barn Dance cast and guest artists blend together to create a wholesome, happy viewing venture for the entire family.

TWENTY-SIX SPECIALLY PRODUCED half-hour programs are available on video tape—either in black and white or color.

WRITE OR CALL Brad Eidmann at Mid-America Video Tape Productions for more information and a date to view one of these great shows.



JOHNNY CASH



TEX RITTER



HANK THOMPSON

**MID-AMERICA
VIDEO TAPE
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GEORGE HAMILTON IV



WANDA JACKSON



DOLPH HEWITT



RED BLANCHARD



BOB ATCHER

OTHER COUNTRY AND WESTERN STARS APPEARING ON THE BARN DANCE

MARTHA CARSON

LORETTA LYNN

THE JOHNSON SISTERS

DEVVY DAVENPORT

MARION WORTH

ARKIE, THE ARKANSAS WOODCHOPPER

COUSIN TILFORD

JUSTIN TUBB

HOOSIER HOT SHOTS

KATHY-DEE

JEAN SHEPARD

SHEB WOOLEY

ROY CLARK

BARRIER BROTHERS

THE SAGE RIDERS

CINDY SCOTT

SONNY JAMES

BOB AND BOBBIE THOMAS

MARGIE BOWES

COLLEEN WILSON

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

*PICK A SURVEY --- ANY SURVEY



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C. P. PERSONS, Jr., General Manager



New car radio-TV: \$110 million

Network TV billings hold steady at \$51 million with spot radio plans indicating totals of at least \$29 million and spot TV up to \$24 million

Automobile manufacturers, now well into production of 1965 models, are expected to spend close to \$110 million in broadcast time to promote them.

Network gross television billings by the auto makers appear to be holding steady at approximately \$51 million, not including program costs estimated around \$20-\$25 million.

Taking an increasingly large share of auto advertising dollars is spot radio, which, according to figures compiled by the Radio Advertising Bureau and other industry sources, could garner at least \$29 million in Detroit money this year.

Gross time expenditures for spot television, including cooperative money provided by manufacturers and local dealership spending, should range around \$24 million, up approximately \$2 million from the previous year.

Network radio is expected to receive \$6 million in auto maker money in the new car year.

Generally the car manufacturers open up their heaviest advertising guns this week—the showroom introduction week for their new models—and continue strongly in all broadcast sectors through the last quarter of the calendar year.

After a closer look at the new network TV season, readjustment decisions on media mix could be forthcoming.

Network Shares ■ NBC-TV, as in past years, continues to take the biggest share of auto network television schedules. This year it will carry an estimated \$33 million in car sponsorships. CBS-TV should rank second in auto money with about \$9.5 million and ABC-TV is expected to carry \$8.5 million worth of automobile schedules. All of these figures represent gross time charges exclusive of program costs.

Expenditures for auto advertising in radio-television represent estimates based on interviews with various sources, including networks, advertising agencies, and station representatives. Officials at the auto companies themselves maintained a traditional silence on financial details, citing competitive considerations.

Another factor that works against the

procurement of precise figures is the amount of money invested in TV and radio by dealers. These funds are channeled directly to stations for the most part and appear to be a growing source of radio-TV income.

One reason put forth for NBC-TV's attractiveness to the car manufacturers was its extensive color programming, enhancing the visual presentation of the cars themselves.

A CBS official maintained that CBS-TV's emphasis on longer term program sponsorships rather than shorter term program participations has kept auto manufacturer spending on that network comparatively low. He pointed out that auto makers tend to be in-again-out-again advertisers who ask for considerable flexibility from advertising media.

One question raised by this year's

forecast of broadcast expenditures by the car makers has been why ad budgets seem to remain comparatively level, except for significantly heavier outlays for spot radio. Why the car makers would stint on advertising, especially in a year when millions have been gambled on major restyling efforts and when an eight-million car total has been widely mentioned as a realistic goal for industry-wide sales of domestic units, has been questioned. (In the 1964 model year the industry sold 7.7 million cars.)

An advertising official of one of the four major manufacturers (General Motors, Ford, Chrysler and American Motors) explained the industry position this way: the competitive situation, he said, is such that a major increase in advertising, say \$5 million for a particular model, might move its market share

Over 1,000 car dealers using local television

A survey conducted by the Television Bureau of Advertising reveals that during the first quarter of 1964 there were 1,079 new-car dealerships throughout the country using local television.

In computing spot TV outlays by the auto industry, a difficulty arises in accounting for cooperative budgeting between the major manufacturers and their local dealers. General Motors Corp. does no cooperative spending as such.

In 1963 it's estimated dealers put \$22.1 million into spot TV.

The TVB study gives a breakdown of spot activity by model. It is based on responses from 196 TV stations in 139 markets

| Make | New car dealers using TV |
|---------------------|--------------------------|
| General Motors: | |
| Chevrolet | 188 |
| Pontiac, Pont.-Cadi | 77 |
| Olds, Olds-Cadi | 53 |

| | |
|--|--------------|
| Buick | 50 |
| Cadillac | 5 |
| Total | 373 |
| Ford: | |
| Ford | 213 |
| Mercury | 26 |
| Lincoln-Mercury | 41 |
| Total | 280 |
| Chrysler: | |
| Plymouth | 39 |
| Dodge | 85 |
| Chrysler | 24 |
| Chrysler-Plymouth | 42 |
| Plymouth-Dodge | 8 |
| Total | 198 |
| American: | |
| Rambler | 88 |
| Studebaker: | 15 |
| Miscellaneous (U. S. makes) | 38 |
| Total U. S. | 992 |
| Volkswagen: | 35 |
| Renault: | 17 |
| Other foreign | 35 |
| Total foreign | 87 |
| Grand total U. S. & foreign makes | 1,079 |

NEW CAR RADIO-TV: \$110 MILLION continued

up by only 1% or less.

Oldsmobile Plan ■ An outline of broadcast plans of the major car manufacturers follows:

Oldsmobile's network television spending is expected to run about \$2 million gross, down from \$3 million in network TV last year. Spot TV is expected to go up \$100,000 to \$1 million.

This year Oldsmobile has participated in ABC-TV's *Miss America Pageant* (Sept. 12), has one-third sponsorship of ABC-TV's *McHale's Navy* and *Wendy and Me* and will participate in NBC-TV's *Wednesday Night at the Movies*.

On radio, Olds will co-sponsor CBS's *The Lowell Thomas Show* until Dec. 1 and will participate in NBC's *Monitor*.

In the introduction period, Oldsmobile will conduct two-week and three-week spot radio campaigns, using from 20 to 40 spots per week in major markets. During 1965 Oldsmobile dealers will step up local radio drives, using 20-second and one-minute commercials. The agency is D. P. Brother, Detroit.

The Fisher Body Division of General Motors is making no changes in its advertising plans. The company will continue its year-round half-sponsorship of the Lowell Thomas evening newscasts on CBS Radio.

Network for Chevrolet ■ Chevrolet will rely again on network television (NBC-TV) for its primary broadcast effort this year. This auto maker spends a total of \$16 million (including program costs) for full sponsorship of NBC-TV's *Bonanza* and one-half *The Man from U. N. C. L. E.* on the same network and half sponsorship of *Bewitched* on ABC-TV, all through Campbell-Ewald, Detroit.

Chevrolet also is active in network radio with regular daily news schedules on both NBC Radio and CBS Radio. For the introductory period, it will launch a massive spot radio drive on Sept. 23, scheduling commercials on 400 stations. This effort will last until Oct. 2 and on some stations as many as 45 announcements per week will be broadcast. For the first time, various 1965 Chevrolet models will make available to buyers FM stereo radio systems (CLOSED CIRCUIT, Aug. 17).

Buick does not intend to use television during this car's selling season. Last year it allocated almost \$2.7 million in network and spot television. Buick is expected to expand its radio spending substantially in both network and spot, but this expenditure will not offset substantially the loss of TV money, which reportedly has been allotted to print and outdoor advertising.

Radio User ■ Buick is a regular advertiser on NBC Radio's *Monitor* and spends heavily on ABC Radio and Mu-

tual newscasts. It will launch a four-week spot radio campaign on 195 stations in 97 markets on Sept. 23. Current plans are for Buick and its dealers to use from eight to 10 flights on spot radio during late 1964 and through 1965. Agency is McCann-Erickson, Detroit.

The Pontiac division of General Motors, through MacManus, John & Adams, is sticking to its past practice of concentrating on early season network TV saturation. Through the fourth quarter it has taken a minute per week in ABC-TV's *Sunday Night at the Movies* and on the same network will participate in *Valentine's Day*, *Burke's Law*, *Hollywood Palace*, *12 O'Clock High* and *Bob Young & The News*.

On CBS-TV Pontiac has bought a scatter of 31 minutes in nighttime programs through May 31 and on NBC-TV has purchased full-date sponsorship of the *Today* and *Tonight* shows for Sept. 24. Also on NBC-TV Pontiac has put an estimated \$820,000 into *Mr. Novak*. No spot radio or TV is planned during the introduction period but a saturation spot radio campaign is scheduled for November in 175 markets in addition to intermittent spot radio flights throughout the new car year.

Cadillac in Radio ■ The Cadillac Division of GM, which spends under 10% of its total advertising effort in broadcast, will come in heavy in spot radio with a two-week saturation schedule beginning today (Monday) on 400 stations in 192 markets averaging 20 spots per week per station.

Cadillac uses no television, either network or spot, but anticipates additional use of spot radio next spring. Cadillac, whose business is placed by



For the second year Pontiac is sponsoring the entire 'Today' and 'Tonight' shows on NBC-TV on the same date. Introducing its new models Pontiac will present Ray Bolger in an informal survey of American dancing in the Sept. 24 'Today' program.

MacManus, John & Adams, Bloomfield Hills, Mich., is interested in "quality" music programming, and this year will sponsor *Cadillac Sunday Spectrum* (7-8 p.m.) on the Market 1 Network of FM stations for 39 weeks.

The General Motors Corp., on behalf of its public relations division, is starting a month-long spot radio campaign in a selected number of major market stations on Oct. 5. This "image-building" effort will make use of 10-12 spots per week per station. A similar campaign may be scheduled in the spring. The agency is Campbell-Ewald, Detroit.

Chrysler on NBC ■ The Chrysler Corp. is concentrating its advertising dollars this year on various NBC-TV programs, spending in excess of \$20 million (including production costs) for *Bob Hope Presents, NCAA Football*, *World Series* and *Rose Bowl* football. This network investment is several million dollars higher than last year, attributable to the addition of a one-quarter sponsorship of *NCAA Football*. These network buys are corporate ones and will include commercials for Plymouth, Valiant and Dodge cars. The agency for Chrysler is Young & Rubicam, Detroit.

Spot radio and television are expected to play an important role in Chrysler's marketing plans, implemented through dealer associations or the local dealers themselves. Spot TV billing for Chrysler and its divisions is expected to run in excess of \$6 million and spot radio expenditures can reach as high as \$8 million, the same as last year.

Chrysler and its dealers also will sponsor various sports events on local stations on radio and/or TV during the year.

Dodge Continues ■ The Dodge Division of the Chrysler Corp. is expected to maintain its broadcast budget during the 1965 car year, equaling last year's investment of almost \$6 million in network, national spot and dealer TV and \$1 million in spot radio. The agency is BBDO, Detroit.

Dodge began a one-week spot TV teaser campaign in 65 U. S. major markets last Thursday (Sept. 17), using 10-second commercials. After Sept. 25 the company will use one-minute commercials in 65 markets for approximately a month. Commercials will concentrate on the new theme: "Dodge comes on big for '65."

Dodge's network buys during 1964-65 are ABC-TV's *Sunday Night at the Movies* and *Peyton Place*, and *Wednesday Night at the Movies* on NBC-TV. Additional exposure will be provided on the Chrysler Corp.'s purchase of NBC-TV's *Bob Hope Show*, *NCAA Football* and on telecasts of the *World Series*.

Plymouth will increase its television participations this year, but total expenditure on radio and television ad-

vertising is expected to remain about the same as last year. N. W. Ayer, Philadelphia, is the agency.

On network television, Plymouth will have participations in *12 O'Clock High*, *Ben Casey*, *Broadside*, and *Burke's Law*—all ABC; participations in *Alfred Hitchcock Presents* and *The Virginian*—NBC; and half-sponsorship of the *Rose Bowl Parade* on Jan. 1—CBS. Most of the participations will run during the period when new cars are introduced.

Radio for Plymouth ■ Plymouth's radio plans are geared to the time when it introduces new models. The lineup is: CBS Radio, two weeks starting Sept. 23; ABC Radio, Sept. 23-Oct. 3; and Mutual, 10 days starting Sept. 23. There will be spots in the top 50 radio markets during the introductory two-week period.

The new themes in Plymouth advertising will emphasize the "mass availability" of the car, and the larger size of several models.

The Ford Division, Ford Motor Co., is expected to spend more than \$25 million gross in broadcasting during the 1965 car model year with network and spot TV investment (including heavy dealer spending) remaining at about \$16 million and network and spot radio (including dealer money) approximating \$10 million.

Its heaviest commitments in network TV are its two-thirds sponsorship of *Hazel* on NBC-TV and its buy into the National Football League schedule on CBS-TV. Ford also is a participating sponsor in NBC-TV's *Wonderful World of Color* and CBS-TV's *Sunday Sports Spectacular*.

Disk Jockey Promotion ■ Ford has radio networks for four weekends, starting Sept. 26. In spot radio, Ford has bought a heavy campaign on four weekends, starting Sept. 23, on 300 stations in the top 600 markets to introduce the 1965 Ford cars. A sidelight to this advertising effort is that Ford invited 300 disk jockeys to Detroit recently, lent them a Ford car for a month and suggested they make their observations on the cars during the course of the spot radio campaign.

Ford's agency is J. Walter Thompson Co., New York and Detroit.

Lincoln-Mercury's broadcast expenditure appears to be at least \$1 million higher than for the 1964 car year, largely because of increased network TV activity. Lincoln-Mercury is expected to spend about \$3.5 million on ABC-TV's *Bing Crosby Show* (one-half sponsor) and participations on that network's *Valentine's Day*, *Addams Family* and *McHale's Navy*. The agency is Kenyon & Eckhardt, Detroit.

Lincoln-Mercury is continuing its use of network radio with long-term buys on NBC Radio's *Chet Huntley's Perspective on the News* and ABC Radio's *Alex Dreier's News Show*.



Four words and a catchy tune

Four words of copy and a catchy, light-hearted tune form the entire audio portion of a successful new commercial series running on WOOD-TV Grand Rapids, Mich.

The spots are designed to be fun; a pleasant viewing experience. They were all shot on location at the Wurzburg department store with local talent and run 20 seconds. Each features an action situation with a quick conclusion, then a reaction to the conclusion and the words "I just love Wurzburg's." Each advertises a particular Wurzburg department or service.

The new commercials are scheduled eight times a week, with prime-time fixed position chosen to guarantee a contrast with adjoining hard-sell nationally advertised merchandise. Wallace-Blakeslee Inc., Grand Rapids, was the producer of the commercials.

American Plugs Luxury ■ American Motors, which is looking to supplant the economy image of its Rambler cars with an emphasis on luxury, is expected to increase its broadcast budget somewhat over last year. It will continue as an alternate week half-hour sponsor of CBS-TV's *Danny Kaye Show*, its principal broadcast investment involving an outlay of about \$2.75 million.

A big introductory push by Rambler includes a schedule of 20-second spots on CBS-TV affiliated stations in major markets, promoting the Kaye show, a spot radio campaign in 75 markets and a one-week splash in news programming on ABC Radio, CBS Radio and Mutual. In addition American Motors is a season-long sponsor of NBC Radio *Monitor News* and is now in its tenth year of association with the *Monitor* programming.

American also plans further spot radio flights later in the year. The agency is Geyer, Morey, Ballard, Detroit.

Kaiser Jeep Corp., which last year bought 42 minutes in ABC-TV's *Greatest Show on Earth*, has bought two minutes a week for 52 weeks in CBS-TV's *Evening News with Walter Cronkite*. Kaiser also co-sponsored NBC-TV's

The World Series of Golf on Sept. 12 and 13. A spokesman for Kaiser said that present plans do not include the use of any radio or spot TV but will rely heavily on magazines and newspapers. Compton Advertising, New York, is the agency.

Studebaker Plans ■ Studebaker Corp., which continues to headquarter at South Bend, Ind., although it has moved its auto production to Canada, does not expect to use any national radio-TV at the present time, concentrating chiefly in newspapers. The firm, however, is using some local radio through its dealer co-op program.

Earlier this year Studebaker switched its U. S. advertising account from D'Arcy Advertising, New York, to W. B. Doner & Co., Detroit. Doner is exploring the broadcast media for future consideration.

The Mercedes-Benz Sales Inc. division of Studebaker also recently dropped D'Arcy after a six-year relationship and effective Dec. 1 moves to Campbell-Mithun's Chicago office which last week appointed David Guthridge as account supervisor on Mercedes-Benz. The import car plans to use some radio-TV but the total billing at present is a modest \$700,000.

Little girls—mushroom clouds

Republicans accuse Democrats of using scare tactics in commercials that suggest Goldwater would be reckless with A-bombs

Republicans charged last week that two Democratic TV campaign spots on nuclear responsibility "are scaring the wits out of children in order to pressure their parents" and called on President Johnson to take them off the air.

Senate Minority Leader Everett McKinley Dirksen (R-Ill.) urged the National Association of Broadcasters to handle the matter, and while it seemed unlikely the association's code board would involve itself in this specific issue, the subject of political advertising has been scheduled for consideration at the radio code board's Sept. 29 meeting.

Meanwhile Democrats defended the commercials and said whether Senator Barry Goldwater, GOP presidential candidate, would be "reckless in the use of nuclear weapons" was a legitimate campaign issue.

Little Girls and Nuclear Bombs ■ The controversial spots, one featuring a little girl picking petals from a flower (see illustration) and another showing a little girl eating an ice cream cone—both accompanied by news clips of nuclear explosions—won't be shown again to network audiences, Samuel C. Brightman, Democratic National Committee public relations director, said last week. Both ran on NBC; the daisy spot on *Monday Night at the Movies* Sept. 7, the ice cream on *Saturday Night at the Movies*, Sept. 12.

Mr. Brightman explained that neither these two spots nor several others that will be used in network spot buys are intended for more than one showing—on a network. A package of campaign materials for local station buys is still being made up, he said, and a decision

whether to include these two hasn't been made, and probably won't be until next month. Nothing, however, has been ruled out, Mr. Brightman added.

The furor began in earnest 10 days ago when Dean Burch, chairman of the Republican National Committee, called on the Fair Campaign Practices Committee, a nonpartisan group, to intervene, but a committee spokesman said the major parties didn't need the fair practices group to attract attention to complaints (BROADCASTING, Sept. 14).

Enter the NAB ■ Then Senator Dirksen complained to the NAB. Vincent T. Wasilewski, executive vice president, replied Tuesday (Sept. 15) that the senator's letter was being forwarded to the code boards for review. But he said he thought Senator Dirksen would agree "that any decision in a matter of this kind can best be made at almost any time rather than the present, when we are in the middle of an intense, emotion-filled political campaign."

Later in the week Howard H. Bell, code director, revealed that a decision not to screen the Democratic spot had been made "on the same basis" as an advisory he had issued to both parties only a week or so before when the GOP asked the TV code office in New York to clear all of its spots.

For 'Electorate to Decide' ■ Mr. Bell said his personal view is that such matters as the propriety and standards of political commercials are "for the electorate to decide," and he had so informed both parties—just in case the Democrats also had NAB clearance in mind.

"I think we need to spell out what

our policy is here; it's been a little hazy," Mr. Bell continued. Whether the NAB commercial codes could be applied to political advertising "hadn't come up squarely before," he said. Now he feels that the policy-setting boards ought to take a good look at the matter and that it would be on the radio board's agenda at its Sept. 29 meeting in Washington.

The Republican attack continued in the Senate and House. Senator Thurston B. Morton (R-Ky.), a member of the Senate Communications Committee, chided President Johnson's tacit refusal to confront Senator Goldwater in televised debates and said the President "must take delight in these performances [the spots] as a wily substitute for face-to-face confrontation with his opponent. . . . Are you proud, Mr. President?"

Democratic commercials apparently are going to subject citizens to "the most uncouth . . . mental torture," the senator continued. This, he said, is President Johnson's effort "to win the election by scaring the wits out of children. . . ."

Representative Charles A. Halleck (R-Ind.), House Minority Leader, said the Democrats employed "a scare campaign that outdoes a horror movie." President Johnson "should order it withdrawn himself," he said.

Representative Carl Albert (D-Okla.), House Majority Leader, said "it is Senator Goldwater who has been making nuclear war a campaign issue." And Representative Hale Boggs (D-La.), House Majority Whip, said the senator himself had confused the public on where he stands on nuclear weapons.

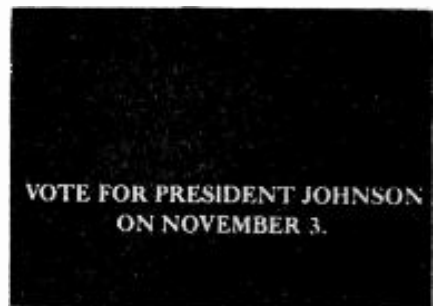


Child in field: "1-2-3-4-5-6-7-8-9-10." Announcer (voiceover): "10-9-8-7-6-5-4-3-2-1-0."

Atomic explosion with President



Johnson's voice: "These are the stakes. To make a world in which all of God's children can live, or go into the dark. We must either love each



other, or we must die."

Slide Johnson: "Vote for President Johnson on Nov. 3rd. The stakes are too high for you to stay home."

Guest Greats Going Great On Arthur Smith Show



Contracts renewed! The Arthur Smith Show is now playing to capacity audiences in 21 major television markets. Small wonder with appearances of guest greats like Eddy Arnold, Ferrante & Teicher, Richard Nixon and Billy Graham. Market by market, rating analysis show Master Showman Arthur Smith ranking tops in 7-7:30 P.M. weekly time slot and first with the women folks! Audition prints and additional information quickly available!

JP
JEFFERSON PRODUCTIONS
One Julian Price Place, Charlotte 8, North Carolina

Hayes encores in job for LBJ

John S. Hayes, president of the Post-Newsweek Stations, is doing the same thing in this campaign that he did in 1960—radio-TV coordinator for LBJ. But, there's a difference. In 1960, Mr. Johnson was the vice presidential candidate on the Democratic ticket; this year he's running for the top spot.

Just how does a radio-TV coordinator operate? "I'm like the advertising manager of a large company," Mr. Hayes explained the other day. "I'm the guy between the agency and the president of the company."

He's esconced (barely) in temporary quarters with Doyle Dane Bernbach, the advertising agency for the Democrats, in a converted town house on Washington's K Street. Seated in a corner of the hastily partitioned room awaiting a desk, Mr. Hayes succinctly described himself as the balance wheel between the political appearances of the Democratic candidates and the advertising spots bought by DDB on TV and radio. "I've got to make sure the money is being spent wisely and effectively," Mr. Hayes said.

Still undetermined is the total radio-TV budget, but it is expected to be less than the \$6.2 million spent in 1960.

On leave for the campaign's duration from his post of running the *Washington Post's* WTOP-AM-FM-TV in Washington and WJXT(TV) Jacksonville, Fla., Mr. Hayes was losing no time living up to his job description.

The subject last Monday was Senator Humphrey's appearance Wednesday night on CBS's *Face the Nation*. The question was whether TV spots ordered on the network for that night should be run or canceled.

Mr. Hayes reached fellow broadcaster Gerald Bartell, chairman of Macfadden-Bartell stations, who is a volunteer aide to Senator Humphrey,



Working out of a corner in temporary Washington quarters of Doyle Dane Bernbach, agency for the Democratic National Committee, is John S. Hayes, president, Post-Newsweek Stations, acting as radio-TV coordinator for the Johnson-Humphrey campaign. Above (l), Mr. Hayes is checking a spot TV buy with George Abraham, DDB account executive.

a fellow Minnesotan.

Mr. Hayes: "If he's going to appear, we ought to save the money by canceling the spots."

Mr. Bartell: "Right. He's going on, so let's save some money."

Mr. Hayes: "All right. I'll handle it. But, Jerry, keep me advised on his appearances on TV from now on."

Mr. Bartell: "I will. Where are you located?"

Mr. Hayes: "I'm at 1907 K St. Room 207. Where are you?"

Mr. Bartell: "At 1907 K... same building. I'm on the first floor."

Mr. Hayes: "Geez, we're right on top of you..."

And that's the way Mr. Hayes's job goes.

considered integrated and 24 piggyback.

Advertisers now understand NAB's standards for multiple-product announcements, he said, and they "are making their decisions knowing full well the choices that exist. We've been encouraged by the number of advertisers and agencies that have been using code facilities to help them evaluate their combination commercials. Many who have not yet achieved an integrated approach are working toward it right now."

Mr. Gitlitz noted that since advertisers now understand the NAB's position, those who are staying with piggybacks know what they are doing "and that's their choice."

WFBM-TV joins stations counting political spots

WFBM-TV Indianapolis will not waive political spots in counting commercial time during the current campaign period.

Eldon Campbell, vice president and general manager, said the station's policy is to maintain a prohibition of triple spotting "despite relaxation of the National Association of Broadcasters' code" which permits a waiver during the campaign.

A number of stations and station groups have taken similar stands. Latest groups to point up their policies against the NAB code adoption of a waiver: Corinthian Broadcasting and Triangle Stations (BROADCASTING, Sept. 7).

Westinghouse Broadcasting Co. has noted that it adopted a policy of not accepting the code authority's waiver right after the waiver had been made, though at the time Westinghouse hadn't announced its policy publicly. Still other group owners in this category are Crosley Broadcasting Corp., CBS and NBC-owned-and-operated stations and Storer Broadcasting Co. (BROADCASTING, Aug. 17).

TVB's Colvin cites selling requisites

Most of television's problems with advertiser attrition can be traced to faulty salesmanship, William Colvin, vice president and director of member services of Television Bureau of Advertising, last week told the Louisiana Association of Broadcasters, meeting in Baton Rouge.

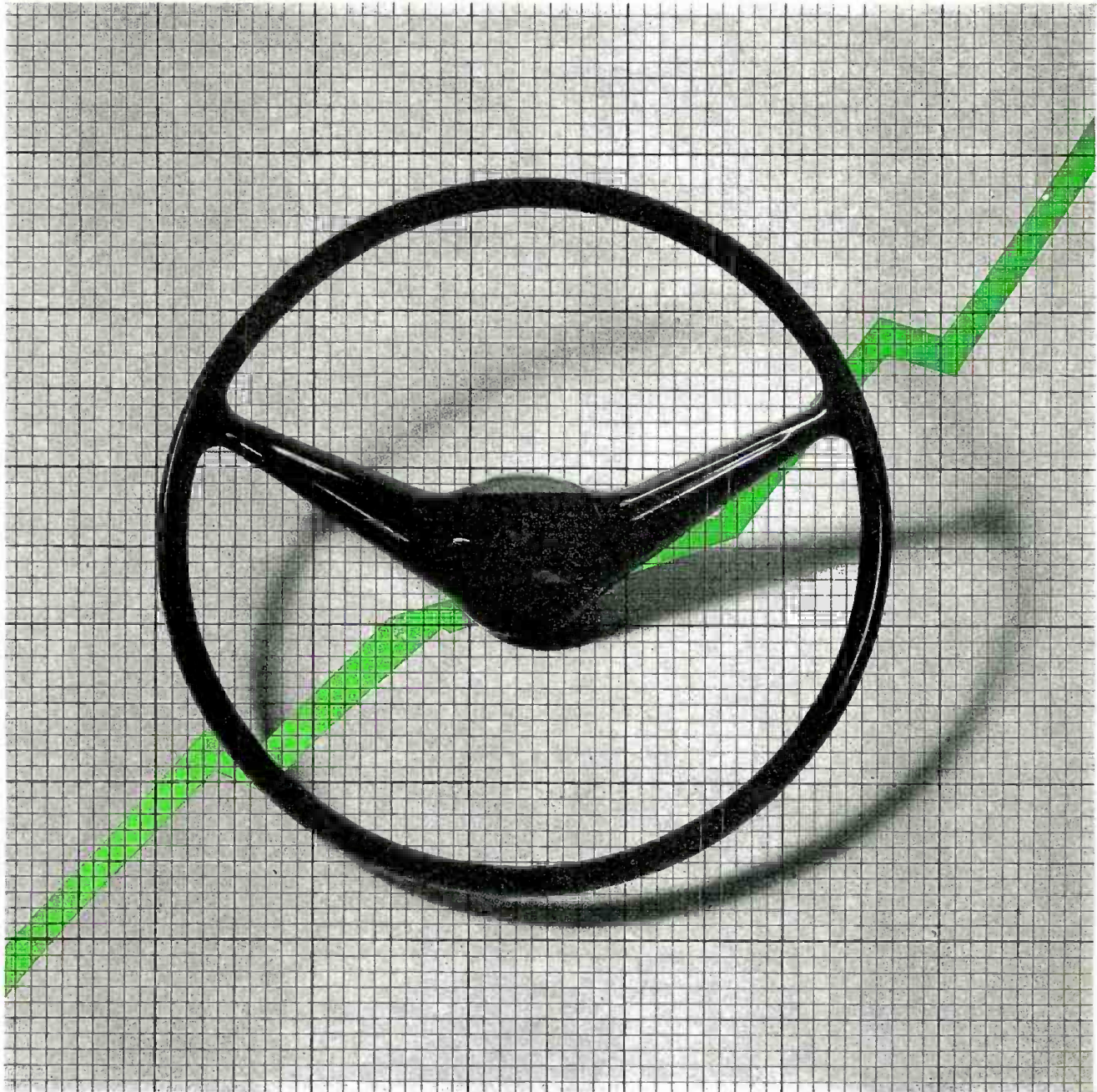
"Educating our salesmen is the only realistic and effective approach that will enable us not only to sell advertising and our medium but the one best way

More integrated spots than piggybacks made

Since the National Association of Broadcasters started counting piggybacks as two commercials Sept. 1 advertisers are turning out two integrated multiple-product spots for every piggyback—and "no advertiser is proceeding unconsciously as to whether he will integrate or use piggybacks." Jonah Git-

litz, assistant to Howard H. Bell, the NAB's code authority director, last week told the Pittsburgh Radio and Television Club that these were significant developments since the new rules went into effect.

Mr. Gitlitz said the code offices have found that of 44 multiple-product announcements reviewed since mid-August, 29 were integrated and 15 were piggyback. This same ratio, he said, prevailed in the screening of 77 storyboards, 53 of which were tentatively



Steering with the strongest

Folks driving about Atlanta streets at a clip of 671,515 trips daily spend lots of time behind the wheel. Stand on a curb—you'll hear most passing cars taking WSB along for the ride. Understandable. The South's first station produces original, newsy and entertaining sounds expressly for Georgians. Some drivers pull off the road to phone thanks. We appreciate that. They pull off to buy products WSB advertises, too. Our clients appreciate that. Get the idea? Ask Petry for an Atlanta Factbook for Advertisers. It'll steer you right.

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.

to help us keep our advertisers on the air and reduce advertiser attrition," he asserted.

His answer to the problems of advertiser drop-out: "Selling itself must be upgraded to attract high-quality people; higher standards of personal qualification for salesmen and higher standards of performance; systematic training for the beginning salesman and the 'old hand' who might be assumed to be keeping himself up to date, and first, last and always, we must sell advertising itself."

Mr. Colvin said that "until we are sure that an advertiser understands why he is spending his advertising funds we are not on solid ground."

Business briefly . . .

Texize Chemicals Inc., Greenville, S.C., through Henderson Advertising, that city, will be a participating sponsor this season of ABC-TV's *Ben Casey* and *Burke's Law* in Southeast and Southwest only.

Jos. Schlitz Brewing Co., Milwaukee, for Old Milwaukee Beer, starts extensive new radio-TV spot campaign covering a total of 130 markets in 34 states using musical theme of "Mack the

Knife." Lyrics have been changed to key line, "Taste the premium difference from Schlitz." Schedules in some markets will run indefinitely but radio presently is concentrated for kick-off period. Old Milwaukee's agency is Post-Keyes-Gardner, Chicago.

Yardley of London, New York, will use network radio for the first time in its history beginning Sept. 28. Plans call for a 13-week participation in CBS's *Art Linkletter's House Party* and ABC's *Don McNeill's Breakfast Club*. Emphasis will be on Yardley's soap and gift products for Christmas. Yardley's agency is Doyle Dane Bernbach, New York. The account shifts to Gardner Advertising, that city, on Jan. 1.

The Xerox Corp., Rochester, N. Y., through Papert, Koenig, Lois, New York will sponsor *The Louvre*, an NBC-TV color special scheduled for Nov. 17 (10-11 p.m. EST).

The Vectra Co., New York, a division of National Plastic Products Co., Odenton, Md., through W. B. Doner & Co., Baltimore, Sunday (Sept. 20) began a \$1 million-plus introductory advertising push for its Vectra fiber for ladies' hosiery. The campaign includes a two-week saturation spot radio and TV

schedule in 18 top markets. Minute spots will be carried on radio and TV in Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, St. Louis, Seattle, San Francisco, New York, Detroit, Houston, Indianapolis, Minnesota, Philadelphia and Pittsburgh.

The William Freihofer Baking Co., Philadelphia, through J. M. Korn & Son, that city, will start an intensive TV spot campaign this fall for the introduction of the firm's frozen baked goods. The campaign, starting Sept. 27, will feature frozen Italian and Vienna bread sold under the company's First Hour Fresh label. The campaign will include a 10-week spot TV presentation in Philadelphia.

Norelco plans big Christmas ad campaign

Norelco, New York, plans a \$3.5 million pre-Christmas advertising campaign for its full line of grooming and electrical household products. The campaign calls for sustained use of network and spot television.

Advertising will reach a peak in November and December with heavy emphasis on Norelco's two newest products the Speedshaver 30, an electric shaver for men, and the Lady Norelco home hair dryer.

Norelco's television schedule involves sponsorship in CBS-TV's *Jackie Gleason Show*, *The Defenders*, *The Nurses*, *Rawhide*, *Mr. Ed*, *The Munsters*, *The Great War*, *The Reporter*, *Slattery's People*, *Mr. Broadway*, *My Living Doll*, *CBS Reports*, and NFL football. The spot lineup covers 70 major markets and will be concentrated in the seven weekends immediately preceding Christmas.

C. J. LaRoche & Co., New York, is agency for Norelco.

TV to get \$3.5 million of record RCA budget

RCA this month starts the largest fall advertising campaign in its history, estimated at \$10 million, to promote sales of its home instrument products during remainder of year.

Jack M. Williams, vice president, advertising and sales promotion, said advertising expenditures during the fourth quarter are expected to show a 17.6% increase over the same period last year. Approximately 35% of the fall budget will be allotted to TV; remainder to newspapers and magazines.

Campaign will be on behalf of RCA Victor color and black-and-white TV sets, radio, stereo Victrola and tape cartridge recorder products. Agency is J. Walter Thompson Co., New York.



PREVIEW: The Oriental All-American

The Chun King Corp., Duluth, Minn., out of television for the past year-and-a-half, has returned with a radically different spot campaign. Gone are the widely talked about Stan Freberg commercials which Chun King used in the past, and in their place are commercials featuring saleslady Nancy Lee, who is described by Chun King as "an Oriental Betty Crocker."

Miss Lee will emphasize the "All-American" nature of Chinese foods in a straight soft-sell approach with mildly humorous overtones. Product emphasis will be split between canned, mixed and frozen foods.

The 26-week campaign, with five one-minute color commercials, is scheduled to run in 18 top markets.

McCann-Marschalk, New York, is the agency for the Chun King buy.

Morton S. Cohn:

Vice President and General Manager
of WLOS-TV



**Why WLOS-TV bought
Volumes 1, 2, 4, 5, 7, 8 and 9 of
Seven Arts' "Films of the 50's"**

Says Morton S. Cohn:

We program 23 feature films each week for a huge, highly selective audience which has shown real interest in recent productions with top stars, and big box office titles

Scheduling approximately 1,200 films each year requires a large library from which to select, but even more important, it demands quality. Our purchases of Seven Arts Volumes 1, 2, 4, 5, 7 and 8 and our most recent buy of the 215 Universal/Seven Arts features in Volume 9 guarantees that we can continue to give our viewers the quality they have come to expect.

Our prime-time "Friday Night Movie", our Monday through Friday "Early Show" and our highly successful "Battlefield" feature showcase are "must viewing" in the Greenville-Asheville-Spartanburg market. Volume 9, along with the other Seven Arts' Volumes we have under contract,

**GIVES US THE TOP-QUALITY
PRODUCT WE NEED**

to build even more audience loyalty.

The high-calibre of our movies have built for WLOS-TV the largest feature audience in the six-state Carolina Triad, and national advertisers have been quick to respond to this potential.



Growing with GREENVILLE, S.C.—
Heart of the Carolina Triad.



**SEVEN ARTS
ASSOCIATED**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif.
STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

RAB's plan to hold radio's advertisers

Edmund C. Bunker, president of the Radio Advertising Bureau, last week unveiled a new plan which he said was designed to "hold and build radio's current advertisers." Details were revealed at the first session of RAB's first 1964 management conference held Sept. 17-18 at Tarrytown, N. Y.

The plan calls for station representatives to find out for RAB whether current radio advertisers are satisfied with radio as an advertising medium. According to RAB, the reps will determine this in informal conversations with the advertisers and return their conclusions to RAB on a form which the bureau will provide.

If advertisers appear to be dissatisfied with radio, they will receive, according to Mr. Bunker, "intensive follow-up by RAB's national sales effort."

The plan is expected to go into effect around Oct. 1. Among the participating rep firms: Advertising Time Sales, Avery-Knodel, Charles Bernard, John Blair, Broadcast Time Sales, Henry I. Cristal, Robert E. Eastman, H-R Representatives, George P. Hollingbery, The Katz Agency, Keystone Network, McGavern-Guild, The Meeker Co., Edward Petry, Stone Representatives, and Peters, Griffin, Woodward.

The Tarrytown conference marked the first of seven nationwide management conferences the RAB will hold this year. Their main emphasis will be on case histories of 100 radio stations which have been successful in solving troublesome marketing and/or management problems.

New buying patterns envisioned by Rhodes

Armed with new research tools, the advertising agency media planner is going to make life more difficult for media salesmen in the future, Taylor Rhodes, vice president and executive media director, Erwin Wasey, Ruthrauff & Ryan, told the Southern California Broadcasters Association Thursday (Sept. 17).

"The media planner may well find it to his advantage to refrain from committing a substantial share of his client's budget at an early date," Mr. Rhodes said "yes, indeed, he will continue to sign up for the choice properties in which he places advertising. But for the rest, all media may find that more and more shopping around is going on. And to counteract this, media will think up



EW&R's Rhodes
There'll be some changes made

new ways of establishing rates and discounts. But, whatever, there is inherent in the computer age the possibility that the media market will become far more fluid than it is today."

The EW&R media director pointed out that all media are means of delivering a sales message to the consumer, that they comprise a relatively fluid market, where price is a factor in evaluating effectiveness, and that concepts of frequency and continuity must be considered in terms of the consumer, not the medium involved.

"For most consumer items," he asserted, "we are woefully unknowledgeable about optimum schedules needed. As a result, we attack the problem in a substantially more general fashion by conducting media weight tests involving entire markets. Such tests acknowledge the fact that good media planning requires facts about minimum, maximum, and hopefully optimum levels of consumer impressions."

But Mr. Rhodes expects that levels of knowledge and utilization of this knowledge rapidly will improve and then the media planning and buying function will be in for a change. The planner, he said, will work with two basic documents—a consumer impression guide, which will match the best prospects for a product with its distribution to show the number of impressions required for each group in each market, and a media effectiveness index, developed by preparing and researching the campaign for all media, which will be scored according to their effectiveness. "With

these two documents, the media planner would go to work to prepare the most efficient strategy possible," Mr. Rhodes stated, admitting that as yet these documents have no existence outside his crystal ball, but maintaining that they, or reasonable facsimiles, are sure to come.

Varied interests in audience estimates

Advertisers and agencies, networks and program producers are all interested in advance TV audience estimates, such as those compiled annually by N.W. Ayer & Son, Philadelphia. But the buyers and sellers of TV time and programs have quite different interests in those predictions, according to James H. Cornell, the agency's TV program analyst.

In a talk to the Hollywood Advertising Club last Monday (Sept. 14) Mr. Cornell said that networks and producers need the estimates "as a means of deciding which programs offer the best potential to produce, to broadcast and to schedule effectively. Agencies need them to decide which programs to recommend to clients, advertisers need them to decide which programs to buy in order to obtain maximum advertising exposure to potential buyers."

To the program producers and the TV networks, total audience information is the most important yardstick, as it shows them how many people are selecting their offerings in place of others available elsewhere at the same time. But to most advertisers, "data on total viewer exposure to a TV program is of secondary or even meaningless value," Mr. Cornell declared.

"Set-tuning, which is the standard home rating index provided by the ratings services, is of no value at all to an advertiser because TV sets don't buy products or services. It's people who do the buying and their exposure to advertising becomes the real focus of the advertiser's attention. And it is specific kinds of people on whom almost all advertisers should narrow their focus."

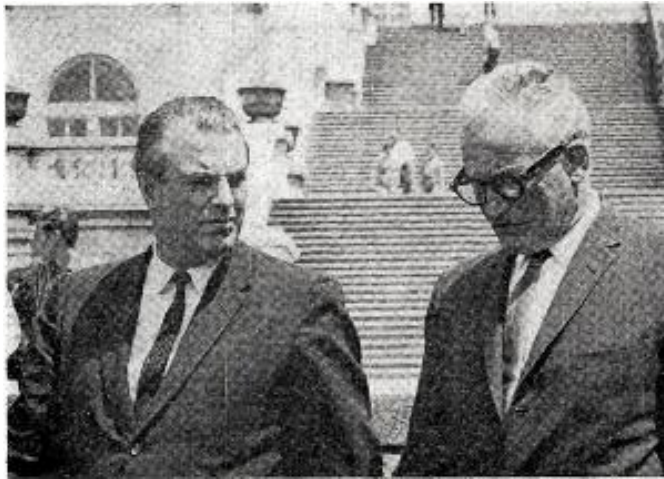
Big Family Target ■ The Ayer executive noted that most advertisers of consumer products have greater sales potentials in larger families ("a six-person family uses more soap than a two-person family"). Since the bigger families tend to be those with younger adults, he said, "it is clear that the younger adults, particularly the younger housewives, should be the primary advertising target for manufacturers of most soaps, foods and drugs. . . Yet, the indisputable fact is that the younger adults watch much less television, day or night, than do other adults."

This, Mr. Cornell noted, poses a diffi-



If it's newsworthy **JOSEPH McCaffrey** will comment on it

Joseph McCaffrey is one of the most widely-quoted, highly respected political reporters working the Hill. He is quoted frequently in "The Congressional Record," the official report on the proceedings of the U.S. Congress. On his 20th anniversary in broadcasting this year, Congressional leaders of both parties took time out to pay tribute to McCaffrey's outstanding contribution to the news media.

A key member of our 25-man staff of news and public affairs specialists. McCaffrey helps make WMAL-Radio and WMAL-TV the news authority in the Nation's capital.



News Authority in the Nation's Capital

 **wmal** radio and television 

McGavren-Guild Co. Inc.,

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

cult problem for advertisers and agencies. To use TV effectively for such accounts, "the TV buyer must do a lot of careful homework before he buys or else he may wind up with relatively few potential product buyers getting his sales message."

Mr. Cornell commented that for the best results, the TV commercials should be associated with programs selected by the person who buys the advertised product or service for his, or more likely her, family. "When the buyer is a passive viewer of a program picked by some other member of the family, very little brand switching takes place," he stated.

Compatibility between program and commercial is being made more difficult by the rising costs of TV which have caused a general disappearance of single-sponsorship in favor of participations by a number of advertisers in a single program and it's hard to find one program that will be the perfect vehicle for six or eight different products. These problems, already of concern to advertisers and agencies, are going to concern the producers and the networks as well, he said.

"Ultimately, the network's biggest problem may lie in attempting to develop programming of stronger interest to younger adults, primarily to younger women."

The annual Ayer TV forecast of the audiences of all prime-time network programs for the 1964-65 season has been published in the September 1964 issue of TELEVISION Magazine.

Rep. appointments . . .

- KVEG, Las Vegas: Grant Webb & Co., New York.
- WALK Patchogue and WRIV Riverhead, both New York: Mort Basset & Co., New York.
- WMBH Joplin, Mo.: Mid-West Time

Sales, Kansas City, Mo., as regional representative.

- WINF Hartford, Conn.: Harold H. Segal & Co., Boston, as regional representative.

Old Gold gets ride on pro playoff film

A 30-minute color film presenting the highlights of the playoffs for the 1963 National Football League title, originally produced for showing to civic organizations, is being carried by television stations. The twist is that the film of the Packer-Giant game, produced for P. Lorillard & Co., carries two one-minute commercials for Old Gold cigarettes. Stations carrying the film receive it free of charge but are not paid for the spots.

A spokesman for Grey said requests came from TV stations after the film was shown to community groups in their areas. Inquiries about the film, "Deadline to Glory," also came from station representatives at the behest of their clients, he said. The Grey official stated that the agency has not made a strong effort to place the film on stations and added that the agency has not made a general offering of the film on a widespread basis.

FDA to study effects of sugar substitutes

The U. S. Food and Drug Administration last week began a study of the "physiological effects" of artificial sweeteners—a move that could eventually touch the booming low-calorie soft drink industry and its heavy advertising schedules (BROADCASTING, June 15).

John L. Harvey, deputy FDA commissioner, cited the wide use of sugar

substitutes in carbonated drinks as having prompted the study. He predicted the project, a review of "recently submitted" data, would take about a month.

Saccharin and cyclamate are the chief sugar substitutes. No one has ever found them to do any harm (saccharin has been around for some 60 years), but their sudden popularity has created a demand in some quarters that they be proved harmless, already an established fact as far as the manufacturers are concerned.

Agency appointments . . .

- Paper Products Inc. Los Angeles, appoints MacManus, John & Adams, that city, as agency. The account moves from Wade Advertising, Los Angeles, Nov. 1, when Jerry Coleman, who handled Paper Products at Wade, joins MJ&A as senior account executive.
- Lyon Van & Storage Co., Los Angeles, has placed its advertising and that of its subsidiary, Lyon Van Lines, with Hixson & Jorgensen, Los Angeles, effective Nov. 1. John C. Hassett, account supervisor, will head the agency team assigned to the \$250,000 account. The Lyon advertising has been handled by the McCarty Co., Los Angeles.
- Shulton Inc., New York, has appointed Cadwell Davis, that city, to handle advertising for a number of the company's new products for men and women, planned for next spring.
- Dairy Division of the Southland Corp., Dallas, moves advertising account Jan. 11, 1965, from Aylin Advertising Agency, that city, to D'Arcy Advertising, New York. Aylin continues to handle Cabell's Dairy of Texas, division of Southland Corp.
- Needham, Louis and Brorby Inc., Chicago, has been named agency for Johnson Auto Wash and Wax Systems Inc., newly established Johnson Wax subsidiary. Johnson Auto Wash and Wax Systems plans a chain of 300 automatic car washing and waxing stations.
- The Citizens for Goldwater-Miller Committee has appointed Hixson & Jorgensen, Los Angeles, to handle its advertising in California. Kai Jorgensen, H&J president, will coordinate a \$500,000 campaign, utilizing radio-TV.

Chunky doubles buying

Chunky Candy Corp., New York, through J. W. Thompson, same city, it has doubled its current TV spot and network budget and will spend approximately \$1 million for the new season. The campaign will run from Oct. 4 through March 1965, with network participations in eight ABC-TV shows.

Detroit retail sales up despite paper strike

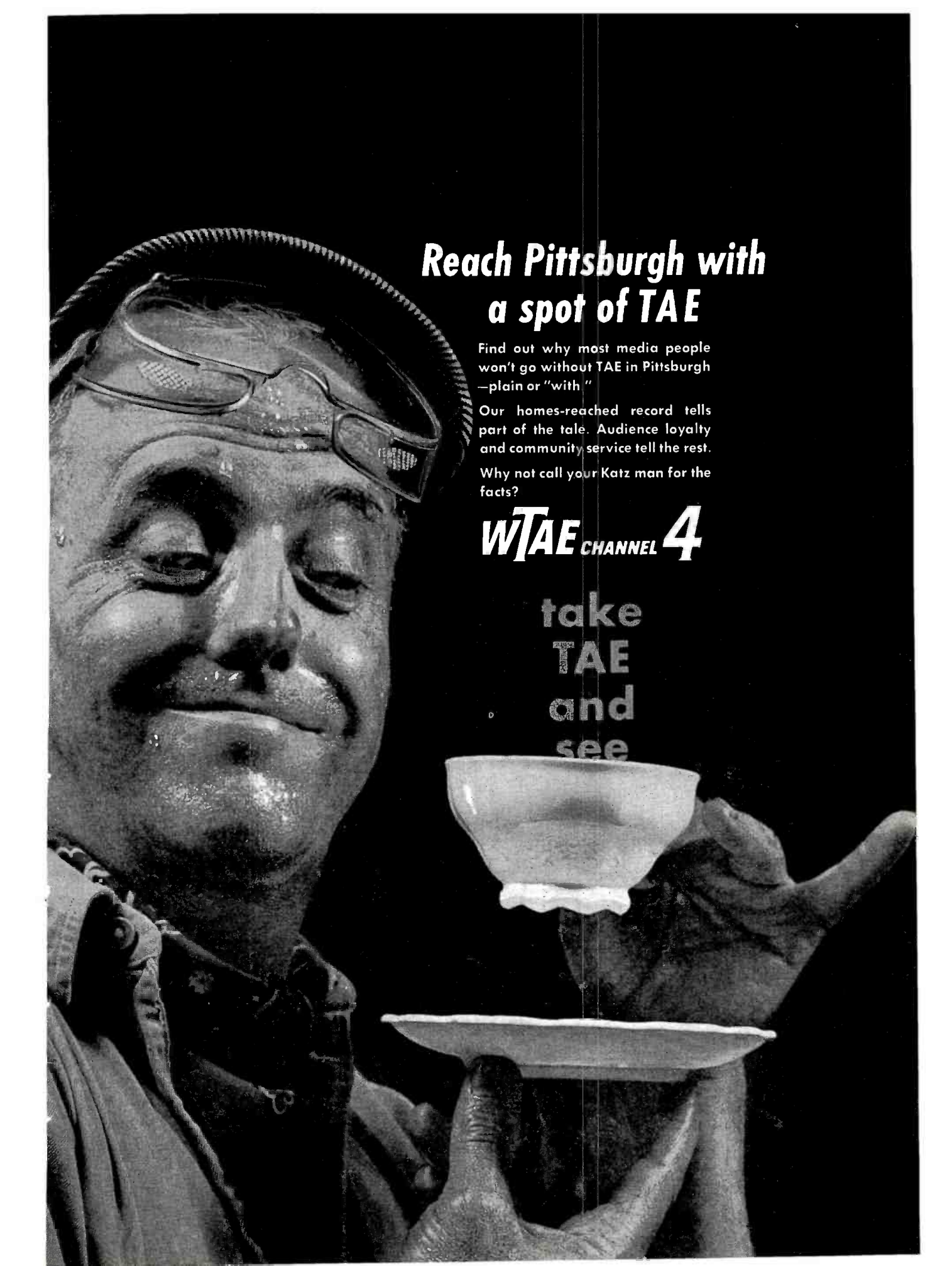
Retail sales in Detroit are running ahead of last year despite a newspaper strike, the Television Bureau of Advertising said last week. The TVB study was based on an analysis of Federal Reserve Board figures.

During eight weeks without normal daily newspaper service, Detroit's sales increases over last year have ranged from 7% to 25%.

Comparing the data for Detroit with the figures from the other cities in the seventh Federal Reserve Board district, TVB found that Detroit's increases for the weeks from July 18-

Sept. 2 were consistently higher than in Chicago, Indianapolis, Grand Rapids and Milwaukee.

Commenting on the sales increases, Howard Abrahams, TVB vice president for local sales, said that "many Detroit retailers must wonder if they have been allocating too much of their advertising budget to newspapers, and consequently they will be considering more promotion dollars in the medium of television to bring them sales from customers in the downtown area as well as from the growing suburbs."



Reach Pittsburgh with a spot of TAE

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

Our homes-reached record tells
part of the tale. Audience loyalty
and community service tell the rest.

Why not call your Katz man for the
facts?

WTAE CHANNEL **4**

take
TAE
and
see

Henry optimistic on 'curing' loud spots

FCC Chairman E. William Henry continues to demonstrate a dogged determination to find a solution to the problem of how to control "loud" commercials—a problem the commission has struggled with since December 1962.

The chairman, it was learned last week, visited CBS and Reeves Sound Studio, a large commercial recording studio, in New York, in his search for answers.

He said last week he didn't have the solution yet. But he indicated he was more encouraged than he had been that answers could be found. "While we may not be able to solve the problem 100%," he said, "we can take steps to cure it."

The chairman wanted to visit CBS because it has done a considerable amount of research on the question of loud commercials. Network officials, at his request, arranged for his tour of Reeves, which, besides recording commercials, produces finished tapes and films from audio and video materials supplied by advertising agencies for commercials and by producers of documentary programs.

Trip Helpful ■ The chairman felt the trip to Reeves was so worthwhile—in terms of familiarizing him with the processes involved in manufacturing finished commercials—that he hopes to arrange a visit by his fellow commissioners. Efforts are being made to schedule it in connection with the commission's attendance at the International Radio and Television Society luncheon in New York, Oct. 2. Chairman Henry will address the luncheon.

The chairman last week said that the solution to "loud" commercials lies in the recording of the message, not with the individual broadcaster. He made the same point in his speech at the National Association of Broadcasters con-

vention in Chicago last April (BROADCASTING, April 13). The chairman stressed, however, that Reeves assures that the audio quality it produces is "in accordance with sound procedures."

He said that there are a number of ways commercials can be made loud—by excess compression, for one. But "the problem," he said, "is in defining a standard which insures no excess of compression and yet permits enough compression to assure good audio quality—and this varies from tape to tape."

Another aspect of the problem, he said, is that "any material can be louder than material broadcast before or after and yet give no higher reading on the volume unit meter." Nothing is available to measure loudness as such.

The chairman squeezed in his New York trip during a four-day break from his vacation on Nantucket Island, off Massachusetts, to attend the Democratic National Convention.

ABC Radio increases participation rates

ABC Radio will announce today (Monday) rate increases for all 30-second participations in the network's programming and higher charges for its morning *Breakfast Club* show, both effective Jan. 1, 1965. Present clients of the network will be allowed a six-month protection period before becoming subject to the new rates.

Reportedly premium 30-second announcements, which presently carry a one-time price of \$840 would be lifted to \$930, and lowest-priced half-minutes now going for \$300 would be raised to \$330. Minutes in *Breakfast Club*, now ranging between \$1,000 and \$1,400 will move up between \$1,200 and \$1,600.

The network said it has made no rate increases since January 1963 when 8% to 35% jumps were effected. In ABC Radio's announcement of the new

increases, network President Robert Pauley said "ABC Radio has greatly improved its facilities, increased its clearances and, according to Sindlinger data, reaches larger audiences than in the past."

The network points out that since January 1963 it has added stations in Kansas City, Mo.; Asheville, N. C.; Flint, Mich.; Fort Lauderdale and Orlando, Fla., and Worcester, Mass., to its lineup.

Consolidated Cigars ups TV ad budget

The Consolidated Cigar Corp. will invest in a record \$12 million in 10 network television programs and for a spot TV effort in 1964-65, it was announced last week by Jack Mogulescu, vice president in charge of marketing.

The company disclosed earlier that it planned to spend about \$10 million in TV. In recent weeks Consolidated added to its schedule by buying into ABC-TV's *The Les Crane Show* and *Bob Young and the News*. Other nighttime programs in which Consolidated is an advertiser are ABC-TV's *Wendy & Me*, *Broadside*, *The Addams Family*, *Hollywood Palace* and *The Lawrence Welk Show*; NBC-TV's *Meet the Press*, and CBS-TV's *Pro Football Report*.

The agencies for Consolidated are Papert, Koenig, Lois (Dutch Masters cigars); Compton Advertising (El Producto cigars) and Lennen & Newell (Muriel cigars).

Also in advertising . . .

Address change ■ Carl Ally Inc., New York, is to move today (Monday) from 375 Park Avenue to 711 Third Avenue. New phone is 986-9380. Carl Ally, president of the advertising agency, said office space has tripled due to the agency's expansion in the last two years. Mr. Ally, formerly with Papert, Koenig, Lois, New York, reported that his agency, which started with the Volvo account, now handles 10 accounts with total billings estimated at \$6-7 million.

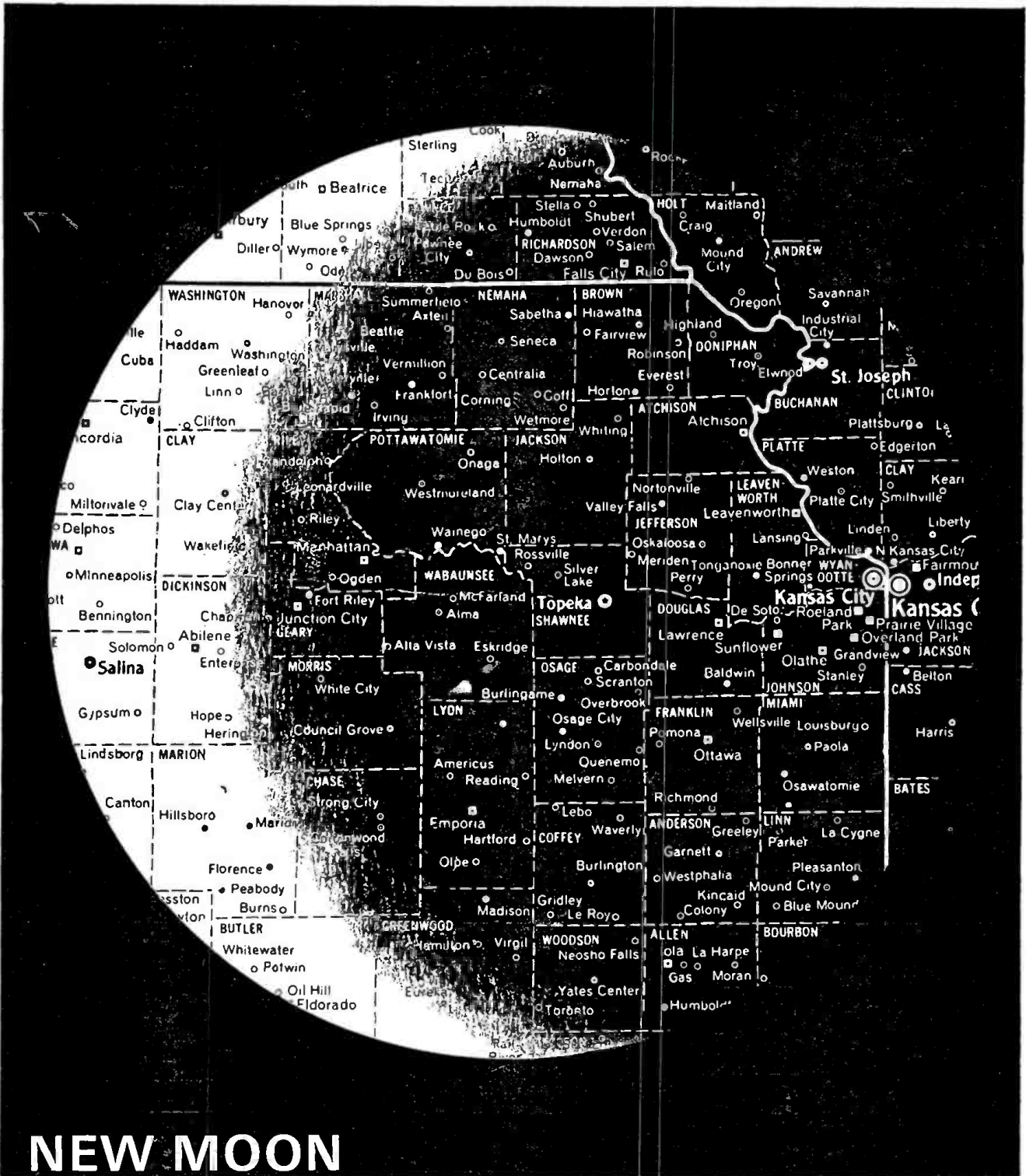
Spanish spending ■ The New York metropolitan area's 210,000 Spanish families spend almost \$6 million a week for food, do most of their shopping on Friday and Saturday, more often than not in supermarkets. Rice, a Latin staple, is found in practically all homes—and so are macaroni, spaghetti and tomato sauce. These are among the findings reported in a survey conducted for whom New York, a Spanish-language station, by The Pulse Inc.

Hidden camera useful tool to those who sell

When 250 dog and cat food industry executives gathered in Chicago Sept. 11 for the seventh annual convention of the Pet Food Institute they got a first-hand look at how consumers react to their products at the retail level, through a 30-minute news documentary, "Watching All the Girls Go Buy," produced by WGN-TV Chicago using a hidden camera technique in a major supermarket. The film was produced at the request of

PFI in cooperation with the Television Bureau of Advertising.

The concealed camera captured the responses and attitudes of buyers in the pet food section as they were engaged in conversation by a young lady from PFI who posed as a store worker. TVB plans to make the film available to the sales, and advertising personnel of the pet food manufacturers as well as their advertising agencies.



NEW MOON

over Kansas The new, moon-shaped area on the map is plus-coverage from WIBW's new tall tower 1614 feet above downtown Topeka—an effective gain of 522 feet. We've moved west 18 miles into the Kansas Flint Hills to create a new moon of coverage, that provides you with *50,000 more TV homes* at no extra cost. The new Topeka market reports will reflect this increased coverage.

The new tower and transmitter, with full power, (316,000 watts), is now in operation! Ask Avery-Knodel to show you the WIBW-TV bonus coverage today!



TELEVISION

RADIO • AM • FM

Topeka, Kansas

Broadcast Services of Stauffer Publications
Represented Nationally by Avery-Knodel.

Cutbacks in group ownership?

FCC staff proposals would base ownership limits on population served by licensee's interests, put limits on cities with AM and TV under one roof

Some members of the FCC have long complained about what they feel to be the inadequacy of the commission's multiple-ownership rules. Last week, the commission began trying to do something about them. But before the issue is resolved, it could generate one of the hottest controversies the FCC has faced in years.

On Wednesday, the commission issued its long-awaited joint notice of inquiry and proposed rulemaking dealing with mutual funds and other investment houses that technically violate the rules by owning 1% in more broadcast properties than the maximum allowed.

But the potentially explosive issue was scheduled for a closed-door meeting on Friday (Sept. 18) and involved a full-scale review of the various proposals that have been advanced for revising the multiple ownership rules which now permit licensees to own seven AM's, seven FM's and seven TV's, provided no more than five of the TV's are VHF stations.

Among the proposals is a staff recommendation to change the basis for ownership limits from number of stations to population served—not only by a licensee's stations but also by daily newspapers in which it owns interests.

The proposal, reportedly, would prohibit persons from having interests in AM, FM and TV stations and newspapers which, in combination, serve more than 25% of the U. S. population. It would also impose limits in some cases on the number of cities in which licensees could own AM and TV stations.

The prospect of early action on the reported staff recommendation or any other proposed change seemed remote, however. One commissioner, who is among those critical of the multiple-owner rules, said the agency was "10 years late" in seeking to change them. "The horse is already out of the barn," he said.

Workable Plan ■ The notice of inquiry and proposed rulemaking constitutes an appeal from the commission for suggestions on how it can make its 1% rule stick in a day when stock of licensee corporations is widely traded.

The proposed rule would enable the FCC to move against stockholders who are in violation. The commission asked for comments on a rule that would enable it to issue cease and desist orders against offending stockholders.

A major dilemma faced by the commission in enforcing the multiple ownership rules is that it can act only against licensees. Under the proposed rule, the commission would give a stockholder violating the 1% rule a "reasonable period of time" to comply volun-

tarily before instituting cease-and-desist proceedings.

The commission said it appears this procedure is necessary for effective enforcement of the rules.

The commission believes that 1% remains an appropriate "benchmark" in applying the multiple ownership rules in a manner to prevent "undue concentration of control" of broadcast stations. But in recent years, the commission said, it's become aware of mutual funds and other investment houses owning 1% or more of two or more group owners whose total broadcast holdings exceed commission-set maximums. Investment houses have also acquired interests in two stations in the same city, thus violating the commission's duopoly rule, the commission said.

Missing Link ■ A key question posed by the notice is the best way to secure full information concerning beneficial ownership of stock in widely held licensee corporations. The commission said that failure of licensees to provide complete ownership information is "the largest factor" in the commission's inability to enforce the rules.

The commission said, in this connection, it will consider whether stockholders of licensee corporations should be required to report their ownership at the time of acquisition.

The FCC also asked for help in deciding who should be classified as stock owners in cases where banks, trusts or brokerage houses hold stock for beneficial owners.

Other questions contained in the notice include: How many licensees are corporations with widely held stock?; How many stations do those licensees control?; What degree of cross ownership is involved?; What other interests have affiliation with those licensees?

Comments are due Nov. 23. The commission said it may either issue a further notice of proposed rulemaking, detailing various proposals, or adopt rules without further notice.

Same Plan ■ The commission said it would continue as an interim policy the practice it has been following for several months in cases where licensee corporations are in violation of the multiple ownership rules as a result of broadcast holdings by stockholders. Grants of new stations or of sales to those corporations will be conditioned on the agreement of the stockholders involved not to vote the stock that causes the violation in an attempt to influence the



Summer ends in D.C.

Now that its long vacation has ended the FCC is buckling down to business—and to the social duties that begin multiplying in Washington after Labor Day. FCC Chairman E. William Henry (at right in picture above) is shown at one of the receptions he attended last week, this one in honor of Kay Fisher (l), supervisor of traffic, continuity and operations at WMAL-TV Washington and newly installed president of the Washington chapter of the American Women in Radio and Television. Host at the party was Fred Houwink (c), vice president and general manager of the Evening Star Broadcasting Co. which owns WMAL-AM-FM-TV.

IN ROCHESTER, N.Y. ...

DON'T MISS THIS STRIP ACT!



TOP RATED NEWS STRIP MON-FRI, 7:25 PM

WOKR delivers 45,100 homes (daily average), leading every other news strip in the market (regardless of time), and virtually doubling the audience of the next highest early news strip!*

TOP RATED LATE MOVIE STRIP MON-FRI, 11:30 PM To Conclusion

WOKR consistently delivers over 15% more homes than the other late movie strip!*

TOP RATED EARLY MOVIE STRIP MON-FRI, 6-7:20 PM

WOKR continues to capture 45% of the total viewing homes throughout this entire time segment!*

TOP RATED WEATHER STRIP MON-FRI, 7:20 PM

WOKR has an average rating of 17 . . . 70% greater than next highest early weather strip!*

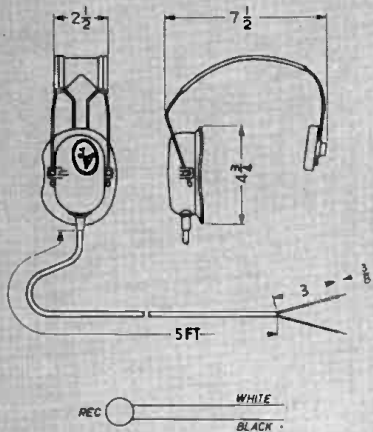
AFTER ONLY 18 MONTHS ON THE AIR—
WOKR WORKS... WONDERFULLY



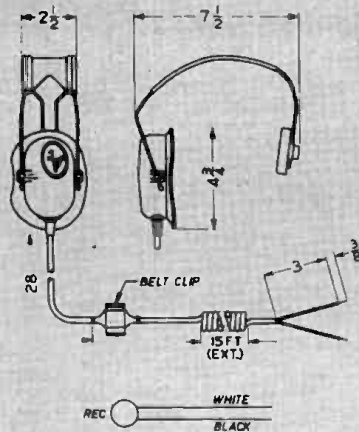
BLAIR TV, national representatives, RICHARD LANDSMAN, general manager, ALAN JOHNSTONE, sales manager.

*Estimates based on March, 1964, ARB and subject to statistical error.

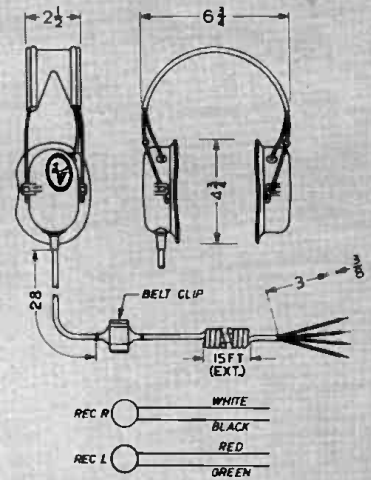
TV SPECIAL #106000 Boomman's Headset
List Price \$54.00



TV SPECIAL #106010 Boomman's Headset
List Price \$68.00

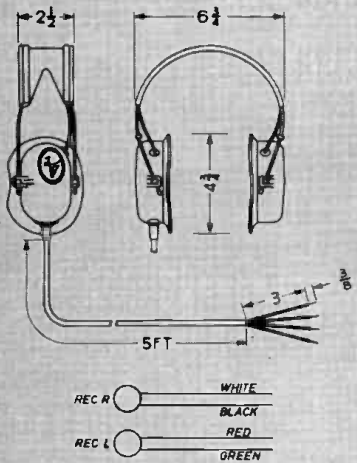


TV SPECIAL #106100 Boomman's Headset
List Price \$92.00

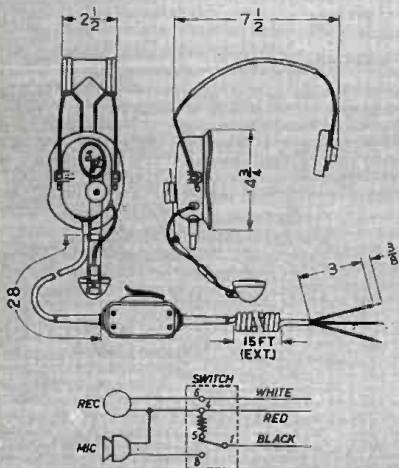


THE HEADSETS YOU SAW ON THE TV CONVENTION COVERAGE PROGRAMS

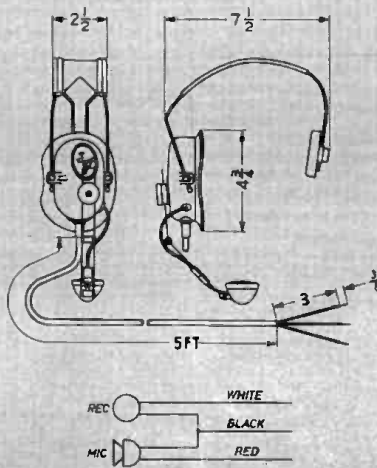
TV SPECIAL #106110 Boomman's Headset
List Price \$75.00



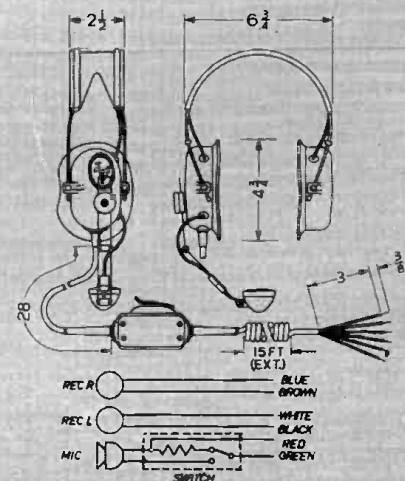
TV SPECIAL #106020 Cameraman's Headset
List Price \$105.00



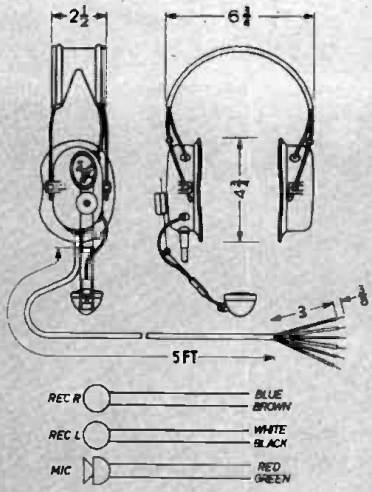
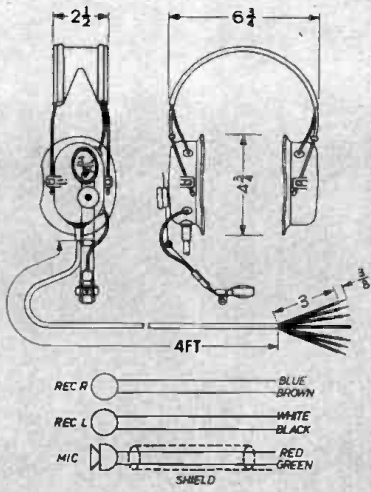
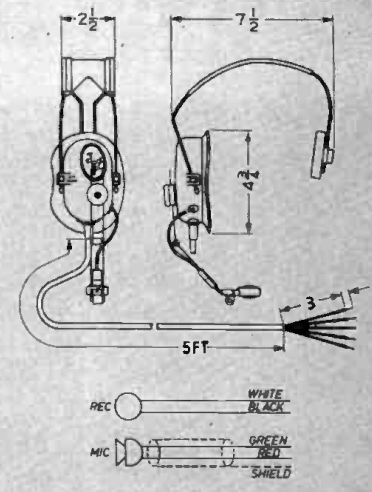
TV SPECIAL #106030 Cameraman's Headset
List Price \$75.00



TV SPECIAL #106060 Cameraman's Headset
List Price \$128.00



See them on display at Booth 64, SMPTE EXHIBITION, Commodore Hotel, NYC, Sept. 28th to Oct. 1st.

| | | |
|--|--|---|
| <p>TV SPECIAL #106080 Cameraman's Headset List Price \$103.00</p>  | <p>TV SPECIAL #106120 RF Cameraman's Headset with Noise-Canceling Dynamic Microphone (150 ohms) List Price \$143.00</p>  | <p>TV SPECIAL #106040 Commentator's Headset with Noise-Canceling Dynamic Microphone (150 ohms) List Price \$120.00</p>  |
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11 different TV SPECIALS - A model for every TV/Radio, studio/field use

Choose the headset that fits your specific studio needs. Previously obtainable only by custom order, these *TV Specials* are now readily available.

These headsets include advanced design characteristics found in the latest type military communication terminal equipment. PLUS these additional custom features:

- Comfortable increased headband tension. Greater mobility without slippage.
- Sliding friction adjustments fit all sizes and head shapes.
- Adjustable boom-mounted microphone. Cone bearing joints provide positive fitted positioning.
- Heavy-duty, neoprene cordage, shielded when necessary.
- Belt clip to support cordage.

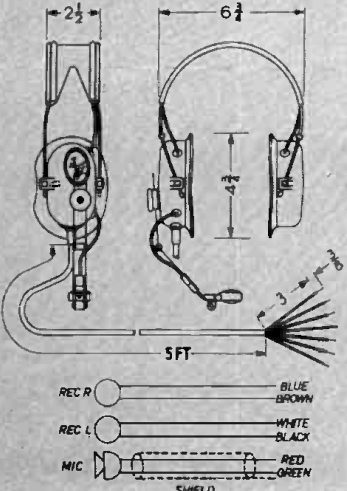
- Integral hand operated switch, 68 ohm dummy load resistor included.

- Momentary or lock-in two way conversation modes, leave both hands free.

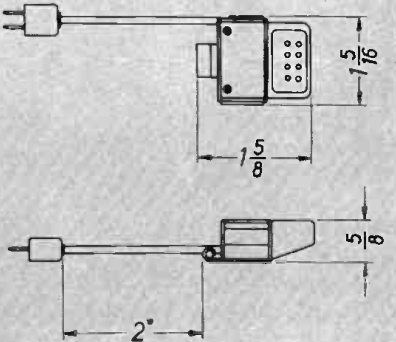
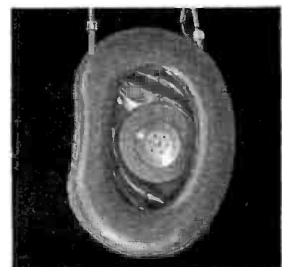
Important Component Specs

- Monaural or binaural earphones (magnetic), Part # 102040, 275 ohms impedance.
- Supplied with standard RN-1H carbon microphone, Part # 10258, 25 ohms impedance, except for headsets # 106120, # 106040, and # 106070, which use Dynamic Noise-Canceling Microphone, Part # 101760, 150 ohms impedance.
- To change standard carbon microphone to noise-canceling carbon type, use Modification Kit # 53760, 80 ohms impedance.

TV SPECIAL #106070 Commentator's Headset
with Noise-Canceling Dynamic Microphone
(150 ohms) List Price \$144.00



TV SPECIAL #53760 Noise-Canceling
Microphone Modification Kit
List Price \$19.00

NO FATIGUE

An outstanding feature—standard in every *TV Special*—is the circumaural ear cushion. A cavity designed rigid plastic ear cup attenuates ambient noise. Foam-padded cushions act as an acoustic seal gently distributing pressure around the ear. This combination of wearing comfort and noise exclusion reduces fatigue. Permits longer wearing.

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companies' policies.

The staff recommendation concerning multiple-rules change amendments reflects the view that number of stations alone is inadequate for determining whether concentration of control of mass media exists. It holds that population served and newspapers owned should also be considered. In this there are echoes of statements of Commissioner Lee Loevinger, a former head of the Justice Department's antitrust division, who has urged application of the rules to provide for more diversity of ownership.

In a dissent to the sale of WCBM-AM-FM Baltimore to Metromedia Inc., last December, he noted that the stations would give that corporation 19 broadcast stations. But of "more significance" than the numbers, he said, is that the stations are in large concentrations of population—a total of almost 30 million.

In the staff proposal, reportedly, different criteria would be used for licensees having interests within one state and for those having interests scattered throughout the country.

The Breakdown ■ In cases of national owners, according to the staff's recommendation, a licensee could own up to seven TV's (no more than five VHF's), seven AM's and seven FM's, if the outlets served less than 5% of the nation's population. Newspaper ownership would not be a factor.

In areas having a total of 5-10% of the nation's population, a licensee could own up to seven TV's (no more than four VHF's), six AM's and seven FM's. The recommendation prohibits ownership in more than two newspapers within the grade A contour of VHF stations.

In areas having a total of 10-25% of the nation's population, a licensee could own seven TV's (no more than three VHF's), five AM's and seven FM's. Newspaper ownership interest would be limited to one within the grade A contours of VHF stations.

Licensees, affected by these proposals would also be limited to the number of UHF's they could have in the top 25 markets (five) and to the number of FM's in the top 100 (five). Limitations would also be placed on the number of AM's that could be located within the grade A contour of the licensee's VHF stations. In cases where a total of 5-10% of the population is served, a licensee could have no more than two AM's within the grade A contours of his VHF stations. In the 10-25% category, no more than one AM would be allowed.

The recommendation would flatly prohibit persons from having interests in broadcast stations and newspapers that serve a total of more than 25% of the national population.

Where ownership is limited to indi-



Offspring of WJR

A new campus radio station of Northwood Institute, Midland, Mich., donated by WJR Detroit, was dedicated last Tuesday (Sept. 15) in ceremonies attended by Worth Kramer, senior vice president of corporate affairs of Capitol Cities Broadcasting and former president of Goodwill Stations Inc. Capitol Cities is the new owner of WJR. First voice heard on the campus station, WJRN, was recorded greetings from Lowell Thomas, CBS commentator and a founder and director of Capitol Cities. Mr. Kramer (l), shown with Mr. Thomas as latter recorded his message, is also chairman of the Northwood advertising committee.

vidual states newspaper ownership would not be considered, under the staff's proposal. Licensees could own up to seven TV's, provided no more than three are VHF's, four AM's and seven FM's, in areas were less than 25% of the state's population lives. In areas having 25-75% of the state's population, ownership would be limited to seven TV's (no more than 2 VHF's), three AM's and seven FM's. Where more than 75% of the state's population is involved, a licensee could own seven TV's (no more than 1 VHF), two AM's and seven FM's.

It was believed the staff recommendation provided for a grandfather clause, to protect existing licensees. The networks and other large group owners already exceed the limits the proposal would impose. The same is true of licensees having extensive newspaper holdings.

Carlisle defines NAB's opposition to CATV

Community antenna television is here to stay and the National Association of Broadcasters doesn't disapprove of its existence—but its "uncontrolled growth" is another matter.

That's the substance of a speech prepared for delivery Friday (Sept. 18) night before a meeting of the Maine Association of Broadcasters at Poland Springs by William Carlisle, NAB vice president for station services.

"We only 'oppose' CATV," Mr. Carlisle said, "when we see damage being done—or apparently about to be done—to the development of the nationwide advertiser-supported free television system. . . ." He asserted that "a burgeoning CATV complex, absent of any rules or regulations for its development, can do injury to the allocations plan and can inhibit the appearance of local live television stations." He said CATV fails to serve the public interest if it forces local TV stations out of business, "curtails the programing of local radio stations" or discourages the establishment of a new TV station. He also said the purpose of the all-channel receiver law would be defeated if UHF stations would be crippled by CATV.

Mr. Carlisle said there should be federal legislation empowering the FCC to "control situations wherein local signals are degraded, local stations are left off the cable, programs are duplicated, audiences are unduly fractionalized and harm is done to free local television with corresponding harm to the public. It should protect the public interest and prevent damage to the national allocations plan. I would place nonmicrowave-fed CATV's on the same basis, regulation-wise, as microwave-fed systems."

Columbia fellowships go to radio-TV newsmen

A television news writer and a radio public affairs director are among seven American reporters and editors who have been awarded fellowships in Columbia University's advanced international reporting program for the 1964-65 academic year.

The television writer is Donald Kirk of CBS, a former *New York Post* reporter, and the radio public affairs director is Paul Sanker, who works in New York for Radio Liberty.

The international reporting program, which is financed by a Ford Foundation grant, permits outstanding newsmen to spend an academic year at Columbia studying international affairs.

THE BIG NEWS IN BUFFALO



WBEN-TV DAILY NEWS COVERAGE

The complete news — accurately reported first — that's the aim of WBEN-TV and what its viewers expect.

Fourteen men deep, an experienced staff gets the news fresh, gives it the full treatment, digs below the headlines and films the action on the local scene.

WBEN-TV focuses on the news at 12 noon, 6:15 and 11 pm — complementing the CBS news periods at 10 am, 3:25 and 6:30 pm. And WBEN-TV is the only Buffalo television station with its own mobile unit — instantly available for extraordinary news events.

WBEN-TV is the source of reliable news reporting in the Buffalo area. This extensive, intensive news presentation makes WBEN-TV the Big Buy — whether it's participation in or availabilities around our six-a-day news programs.

Nationally represented by: Harrington, Righter & Parsons

WBEN-TV

affiliate of WBEN radio
The Buffalo Evening News Station



CH. **4**
CBS in Buffalo

STV must politick for its life

Pay and free TV parties start million-dollar races to persuade California public on Proposition 15

Defeat of Proposition 15 on the California ballot at the general election Nov. 3 has been given top priority by Subscription Television Inc. An appropriation of \$1 million to persuade Californians to reject the proposal has been authorized by the STV board, Sylvester L. (Pat) Weaver, president, disclosed Tuesday (Sept. 15).

The measure would repeal the 1963 amendment to the state constitution that permits closed-circuit pay TV to operate in California, so its passage would in effect outlaw STV.

"If Proposition 15 passes, we'll get out of the state," Mr. Weaver asserted, "but we'll go to court and when we've won in the courts we'll come back to California." He expressed confidence, however, that the voters will reject the proposition.

If they don't, it will not be the end of STV, Mr. Weaver said. He revealed that the company is discussing franchises for the institution of similar cable program services in other major markets and said should STV have to suspend operations in Los Angeles and San Francisco, where service was commenced during the summer, it would be a simple matter to bundle up its electronic gear and move.

Slow to Approve ■ The STV president bitterly blamed the cost of fighting for votes for the company's first major retrenchment, which led to the dismissal of 143 persons in Los Angeles and San Francisco the previous weekend. They were employees of Reuben H. Donnelley Corp., which owns 9.3% of STV stock and handles sales and billings for the pay-TV firm. Most of those discharged were engaged in selling STV's program service to homeowners in the areas in which STV operates. Mr. Weaver laid some of the responsibility for their dismissal at the door of the California Public Utilities Commission, which he charged with excessive delays in granting approval for STV's contracts for service from the telephone companies.

The contract with Pacific Telephone & Telegraph Co. for service in STV's Area One in Los Angeles was filed with the PUC in February but did not receive the commission's approval until after the primary election in June. The contract with General Telephone Co. of California for transmission facilities in Santa Monica, Calif., seashore suburb of Los Angeles, was filed in July and is still awaiting action by the PUC.

There have also been delays in instal-

lation of equipment to enable would-be subscribers to receive STV programs, some of which Mr. Weaver blamed on harassment by the opponents of pay TV. This charge was emphatically denied by William B. Ross, partner in the firm of Baus and Ross, which manages the campaign in support of the passage of Proposition 15. Mr. Ross said that his group, the Citizens Committee for Free TV, is attempting to raise \$1 million to get yes votes on the measure, but he commented that "passing the hat is a more difficult way of raising money than asking a board of directors for it." He predicted that "we'll raise nowhere near that amount."

A Reasonable Sum ■ In a debate over Proposition 15 at a luncheon meeting of the Town Hall of Los Angeles and during a preceding news conference, Mr. Weaver and Mr. Ross found only one point of agreement—that \$1 million is not an exorbitant sum to spend to persuade voters in a statewide election.

Mr. Weaver charged the citizens' com-

FCC gets in STV act

The FCC has asked three network-affiliated TV stations in San Francisco for their comments on the complaint of Subscription Television Inc. that they had refused to carry its advertising messages.

Sylvester L. (Pat) Weaver, president of STV, said KRON-TV (NBC-TV affiliate), KPX (CBS affiliate) and KGO-TV (ABC-owned station) had rejected commercials opposing a referendum issue that would outlaw pay television in California (BROADCASTING, Sept. 14).

Mr. Weaver, whose company inaugurated its closed-circuit pay-TV system in Los Angeles on July 16 and in San Francisco on Aug. 14, asked the commission for "protection." He made his plea in a letter to FCC Chairman E. William Henry.

Commission officials last week said the complaint is being handled in the normal manner—that is, it is being sent on to the stations involved with request that they express their views.

mittee with violating the spirit of free enterprise by trying to legislate competition out of business. Mr. Ross admitted that some of the committee's support came from theater operators, broadcasters, TV antenna companies and others with a financial stake in the matter. But he accused STV and its backers with rushing the permissive bill through the legislature last year without giving the opponents a chance to discuss it, adding, "free enterprise doesn't have to get a law passed to go into business."

Mr. Ross cited statements of the presidents of the TV networks and NAB that free TV and pay TV can't co-exist and that if pay TV succeeds the networks will go into that field. Mr. Weaver retorted that the heads of CBS and NBC had gone on record as saying that a public referendum was not the proper way to fight pay TV. He noted that no such statement had been made by the president of ABC, "which is natural because ABC is owned by the operator of 400 movie theaters."

But mostly they argued about programming. Mr. Ross claimed that once pay TV was big enough it would outbid the networks and advertisers for the rights to the World Series and other top audience attractions and "we'll wind up paying to watch what we now get for free." Mr. Weaver said that STV has no interest in the programs now on commercial television, that first-run movies (which he said can never go on television or it would destroy their boxoffice) and blacked-out home games and Broadway plays make up STV's mass-audience programming, augmented by cultural, informational and educational programs whose appeal is too limited for regular TV. Current movies are the most popular programs, with baseball next, but the combined audience of the specialized programs is only 25% beneath that for baseball, he said.

Several weeks ago, STV announced the halt of program production, to permit an analysis of audience reaction to STV's offerings to date before making further new programs. The results of that analysis have not been made public to date.

Reiterate Opposition ■ Dana Andrews and Ralph Bellamy, president and vice president of the Fair Trial for Pay TV Council, organization of guilds and unions representing over 70,000 artists and craftsmen in the entertainment industry, said last week that STV's retrenchment does not reduce the need to defeat Proposition 15. In a joint statement, they declared that "the proposed ballot proposition is unconstitutional and is a violation of our American free enterprise system. We are for all forms of pay TV, including theater pay TV,

LBJ asked to address 1965 NAB convention

President Johnson has been invited to speak at the convention of Broadcasters next year when it is held in Washington.

This was one of the decisions made by the NAB convention committee meeting last week in Washington to prepare for the annual meeting March 21-24, 1965.

Other items discussed: presentation of the NAB's Distinguished Service Award, an address by the FCC chairman, a panel program of the seven FCC commissioners; arrangements for a special exhibit sec-

tion for associate member film and transcription companies, returning to a procedure discontinued several years ago.

Other features: a special FM Day, March 21; separate management and engineering luncheons, March 22, 23 and 24; a special government reception, March 22; a general assembly March 21 and March 23; a joint radio-TV session March 21; separate radio and television sessions March 22 and 23. The NAB's broadcast engineering conference will be held simultaneously, with an exhibit of

broadcast equipment to run concurrently.

A special subcommittee, named to decide the recipient of the Distinguished Service Award, consists of John F. Dille Jr., Communicana Stations in Indiana, and Jack W. Lee, WPRO-AM-FM-TV Providence, R. I., both co-chairman of the convention committee; Grover C. Cobb, KVGB Great Bend, Kan.; Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla., and Ben Strouse, WWDC-AM-FM Washington. NAB members will forward nominations to the committee.



Members of the convention committee of the National Association of Broadcasters survey facilities for the annual convention to be held March 21-24, 1965 at both the Sheraton Park and the Shoreham hotels in Washington.

Looking over the Sheraton Park banquet hall are (l to r): Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla.; Cecil Woodland, WEJL Scranton, Pa.; Julian F. Haas, KAGH Crossett, Ark.; Loyd C. Sigmon, Golden West Broadcasters; John T. Murphy, Crosley Broadcasting Corp.; Everett

E. Revercomb, NAB secretary-treasurer (pointing); Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; John F. Dille Jr., Communicana Stations (Indiana); Everett L. Dillard, WASH(FM) Washington, and Vincent T. Wasilewski, NAB executive vice president.

Absent when the picture was made were Jack W. Lee, WPRO-AM-FM-TV Providence, R. I.; Joseph Baudino, Westinghouse Broadcasting Co.; Grover C. Cobb, KVGB Great Bend, Kan., and Ben Strouse, WWDC Washington.

but we are against all efforts to create a private monopoly by the dubious device of outlawing competition."

Public opinion in California seems to be veering in the other direction, according to a poll by the John B. Knight Co. The question was: "As of now, do you think you would vote yes on Proposition 15 to do away with pay TV or would you vote no and let pay TV stay

in business"

The answers were: Yes (do away with pay TV)—59.7%; no (let pay TV stay in business)—32.6%; don't know—undecided 7.7%.

Releasing these results, the citizens committee noted that they represent "a substantial gain in anti-pay TV sentiment" since May, when a Facts Consolidated poll showed Los Angeles coun-

ty respondents as 50% against pay TV, 28.6% in favor of it and 21.5% undecided.

The California State Chamber of Commerce last week went on record as opposing Proposition 15 and favoring pay TV.

The Mexican American Political Association of California took an opposite stand last week.

Whistle stops pay in Georgia

NAB-GAB tour adds 45 stations to membership in NAB's radio code

A week on the stump is worth many in the code office of the National Association of Broadcasters—at least this is a conclusion that might be drawn by Charles M. Stone, NAB radio code manager.

Mr. Stone and Jack Williams, executive secretary of the Georgia Association of Broadcasters, spent Sept. 8-12 scouring Georgia for new radio code subscribers. Their efforts paid off, with 45 stations signing up, 19 of which joined after an initial push by GAB. The remaining 26 were added by Messrs. Stone and Williams when they whistle-stopped 31 nonsubscribers.

The NAB considers the results of the crash program dramatic: Georgia moved from 48th to 19th in state ranking by the code. It now has 85 radio subscribers, 48.3% of the stations in the state. Formerly it had only 40, or 22.7%. Rankings are determined by the percentage of a state's radio stations, regular NAB members and otherwise, that embrace the code.

The tightly packed Stone-Williams itinerary was demanding, and Mr. Stone said that although most stations were ready and receptive for the visit, several times they had to run down their interviewees. One they found in a drug store and another they talked to in a station wagon. Mr. Stone played down his own role in the canvass. "All I did was open and close the doors," he said, crediting Mr. Williams with the major selling effort. And, he related, Mr. Williams has vowed that Georgia will pass the 50% subscriber mark by the end of this month.

The NAB code office has long maintained that nonsubscribers often do not subscribe because they misunderstand the code. Asked how much of this problem he encountered during his trip through Georgia, Mr. Stone said the primary distortions of thought that he found were on the code's charges and time standards.

The code is promoted as charging a maximum of \$18 a month, he said, and many stations seem to think they will be assessed this rate, when in fact the average station pays only \$2.5. And some station owners thought that the code, which bans advertising in excess of 18 minutes an hour, limited commercial time to 18 spots an hour. Some

people, Mr. Stone related, also falsely thought they would have to count 15-minute sponsored news programs picked up from networks as 15 minutes of commercial time, when in fact, he pointed out, only the advertising during the show would have to be counted.

Mr. Stone said that many stations, especially the smaller ones, did not subscribe simply because they were too busy to take the time out to familiarize themselves with and evaluate the code. "The success of this effort," he said, "can be attributed to the importance of visiting a broadcaster in his own town and personally clarifying for him the provisions of the code that are the most pertinent to his operation."

The NAB since April has been campaigning hard for more code subscribers, and Howard H. Bell, code authority director, was pleased by the success of the GAB-code authority venture in Georgia. He noted that it contributes significantly to the NAB push to bring total radio code subscription to 50%. It now stands at 41.5%, up from April's 37.2%.

Messrs. Bell and Stone are both anxious for other state broadcasting groups to decide on campaigns similar to the one in Georgia.

The code authority's drive for new radio members, which the NAB thinks would be substantially aided by concerted efforts by state groups, has been progressing well, Mr. Stone reported. Although the Georgia campaign was the



Donald O. McDougald, president and general manager of WWNS Statesboro, Ga., is shown in his office signing with the NAB's radio code. Looking on are Jack Williams (l), executive secretary of the Georgia Association of Broadcasters, and Charles M. Stone, NAB radio code manager, both of whom stumped the state to enlist code subscribers.

first of its kind, subscribers have been added at a record rate. These are the comparative figures for radio subscribers, the compilation of which was completed last week, for the 25 weeks from April 2 to Sept. 17:

| | 1963 | 1964 | % gain |
|------------------|-------|-------|--------|
| New stations | 168 | 337 | 100 |
| Stations deleted | 126 | 84 | |
| Net gain | 42 | 253 | 502 |
| Total members | 1,817 | 2,147 | 18 |

Mr. Stone pointed out that the period saw the code gaining twice as many subscribers in 1964 as last year. The 337 stations added in 25 weeks represent approximately the number of outlets the code picks up in most entire years, he said.

FCC upheld by court on economic issue

A broadcaster seeking to bar the sale of a competing station on the grounds the area could not economically support two stations was turned down by the U. S. court of appeals last week.

KIVA(TV) Yuma, Ariz., on channel 11, asked the FCC last year to deny an application to sell channel 13 (KBLU-TV). KIVA said the area could not economically support two TV stations, and asked for a hearing. The FCC denied the request and granted the transfer of ownership. The FCC said that an economic protest was only valid at the time of the original grant, not on a transfer application. It also stated that the opposition did not contain sufficient facts to require a hearing.

The court, in an unsigned opinion Sept. 17, said it was "in full agreement" with the commission on its first point, and was not required, therefore, to rule on the second.

In a comment on protests on economic grounds, the court added: "If the commission had to consider such a collateral attack upon its original grant every time a licensee came before it, its processes would suffer seriously in both orderliness and expedition."

Last May, KIVA lost out, also in the appeals court, in a similar economic protest against the grant of channel 9 in El Centro, Calif. There the court upheld the FCC denial of the opposition on the ground it should have been filed before the grant, not afterward. It also found, similarly, that the allegations of economic injury were not sufficient to recall the grant for a hearing (BROADCASTING, May 25).

Last week's court comprised Chief Judge David L. Bazelon, who concurred, and Circuit Judges J. Skelly Wright and Carl McGowan.

[Media Section continues on page 75]

**A
FEAST
FOR
THE
EYES!**

Television's finest season lights up...

The great stars return...



And new pleasures begin...



Once again the nation's screens are aglow with the images of the CBS Television Network's new schedule. Collectively it adds up to the strongest program line-up ever presented at the opening of a new season.

For the nation's viewers it offers an incomparable feast of entertainment and information. For the Network's advertisers it is the most massive open-house invitation in America—a latch key into the homes of the nation's largest audiences.* For the Network's affiliated television stations across the country it is the assurance of local audience and advertising loyalty in each of their respective communities.

As in past seasons, the strength of the Network's program schedule is based on the principle of continuing invention and experiment: introducing new ideas, re-invigorating old favorites, even replacing a proven success if new programs come along that look more promising. Essentially, it is a principle entailing substantial risks for the Network but one that frequently results in even greater rewards to audiences, advertisers and affiliated stations alike.

This principle can be seen in operation this season in various areas of the Network's program schedule. A group of new situation comedies will present some of the most refreshing personalities in the entertainment world. They will join the most brilliant cluster of comedians in television. A new, exciting concept in variety entertainment will bring to the screen a permanent repertory company of top stars.

In still another area, viewers will encounter unforgettable moments of suspense and emotion in a new trio of powerful dramas depicting the adventures of an incorruptible legislator, a dynamic newspaper reporter, and a suave public relations expert. The prize sports package of television—94 NFL Professional Football games—will again be broadcast exclusively by the CBS Television Network—but this year with rich dividends: a double-header on five Sunday afternoons. And through its regular daily news broadcasts, documentaries and coverage of special events CBS News will continue to provide the most informed reports and analysis of world events that are available to viewers. The full spectrum of the Network's schedule is shown on the following pages.

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



MONDAY



7:30 TO TELL THE TRUTH (new series starts September 21) If host Bud Collyer can help it, a lot more mysterious guests will attempt to conceal their true identities from such astute panelists as Kitty Carlisle and Tom Poston. It will take a lot of doing, but from time to time they will succeed.

8:00 I'VE GOT A SECRET (new series starts September 21) A shining new face and versatile personality takes over as host this season. It belongs to Steve Allen, who will add his special brand of nonsense to the effervescent spirits of Bill Cullen, Henry Morgan, Bess Myerson and Betsy Palmer.

8:30 THE ANDY GRIFFITH SHOW (new time, new series starts September 21) This season Mayberry is certain to be buzzing over some romantic situations as Sheriff Andy becomes involved with a girl. It follows, naturally, that a great deal of this buzzing will be stimulated by deputy sheriff Don Knotts. (Gomer won't be around this season to add confusion. He has his own show—see Friday.)

9:00 THE LUCY SHOW (new time, new series starts September 21) The 20th Century counterpart to the Greek Goddess of Comedy is a redhead named Lucille Ball. Lucy and Vivian Vance will be back with high-octane guests like Danny Kaye and Ann Sothern.

9:30 NEW COMEDY



9:30 **MANY HAPPY RETURNS** (premiere, September 21) This new rollicking comedy brings to television for the first time on a regular weekly basis one of the most polished character actors in the world of entertainment. As head of the complaint bureau of Krockmeyer's Department Store, John McGiver has to keep sales ahead of returns. He does the best he can in spite of being constantly thwarted by a quartet of hilariously incompetent assistants.

10:00 NEW DRAMA!



10:00 **SLATTERY'S PEOPLE** (premiere, September 21) Richard Crenna has already demonstrated his notable talents for comedy. He now reaches new heights of dramatic power as a state legislator dedicated to the interests of his constituents. The action moves from the charged atmosphere of the legislative chamber into the highways and byways of the sprawling district which Slattery represents. You can look forward to a novel, compelling hour of adventure.



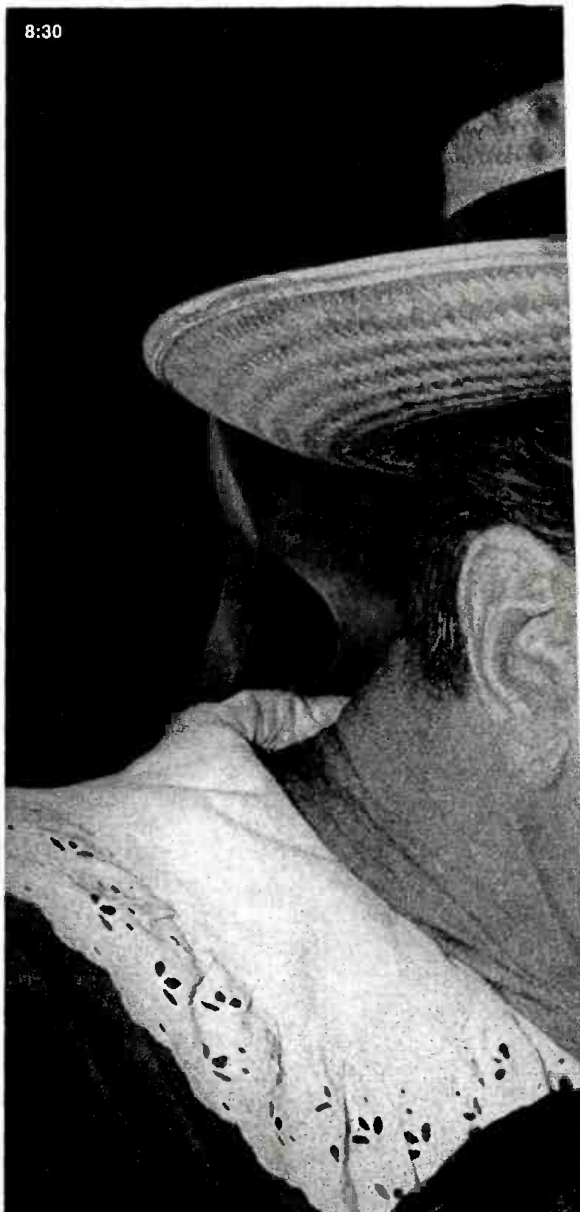
TUESDAY

8:00 NEW DOCUMENTARY!



8:00 WORLD WAR I (premiere, September 22) What is certain to be one of the most fascinating television documentaries ever presented will be seen each week in this notable pictorial series on World War I. It contains film footage never previously seen, assembled from remote and unexpected sources throughout Western Europe and the United States (e.g., the basement of an American veteran living in Ohio). It will bring to life for a new generation the drama and significance of a war that literally changed the world. For the generation that took part in this war, it will offer the stark reality of distant memories.

8:30



8:30 THE RED SKELTON HOUR (new time, new series starts September 22) Once again the man who is probably the greatest self-propelled clown in history will demonstrate his remarkable talents for sending audiences into spasms of laughter. Over the years the wizardry of this great pantomime artist who can change in a split second from slapstick to pathos has proven irresistible. Any way you look at him, he's a delight.



9:30



10:00

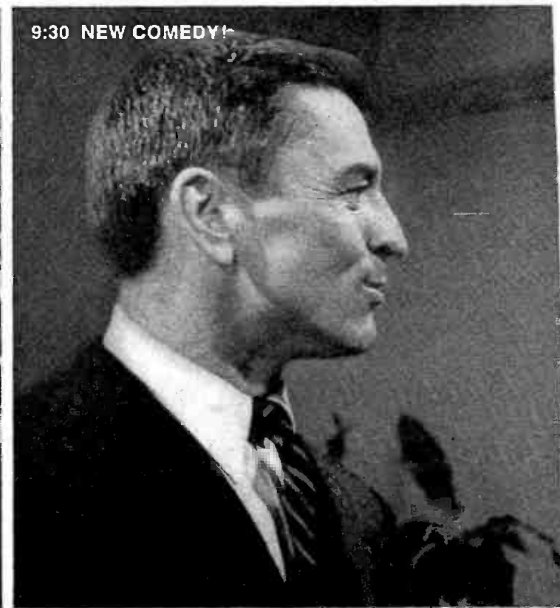


9:30 PETTICOAT JUNCTION (new time, new series starts September 22) Bearing only the slightest resemblance to life as it is normally lived, this hilarious comedy proved to be last season's most popular new program. Bea Benaderet and her three beautifully endowed daughters are conspicuously the perfect answer to how to run a railroad (as well as a rustic hotel) with Edgar Buchanan, Smiley Burnett and Rufe Davis.

10:00 THE DOCTORS AND THE NURSES (new night, new series starts September 22) This season things will be altogether different at Alden General Hospital as two new stars—Joseph Campanella and Michael Tolan—play romantic and exciting roles in the lives of America's favorite nurses, Shirl Conway and Zina Bethune. Herbert Brodtkin is executive producer of this popular series.



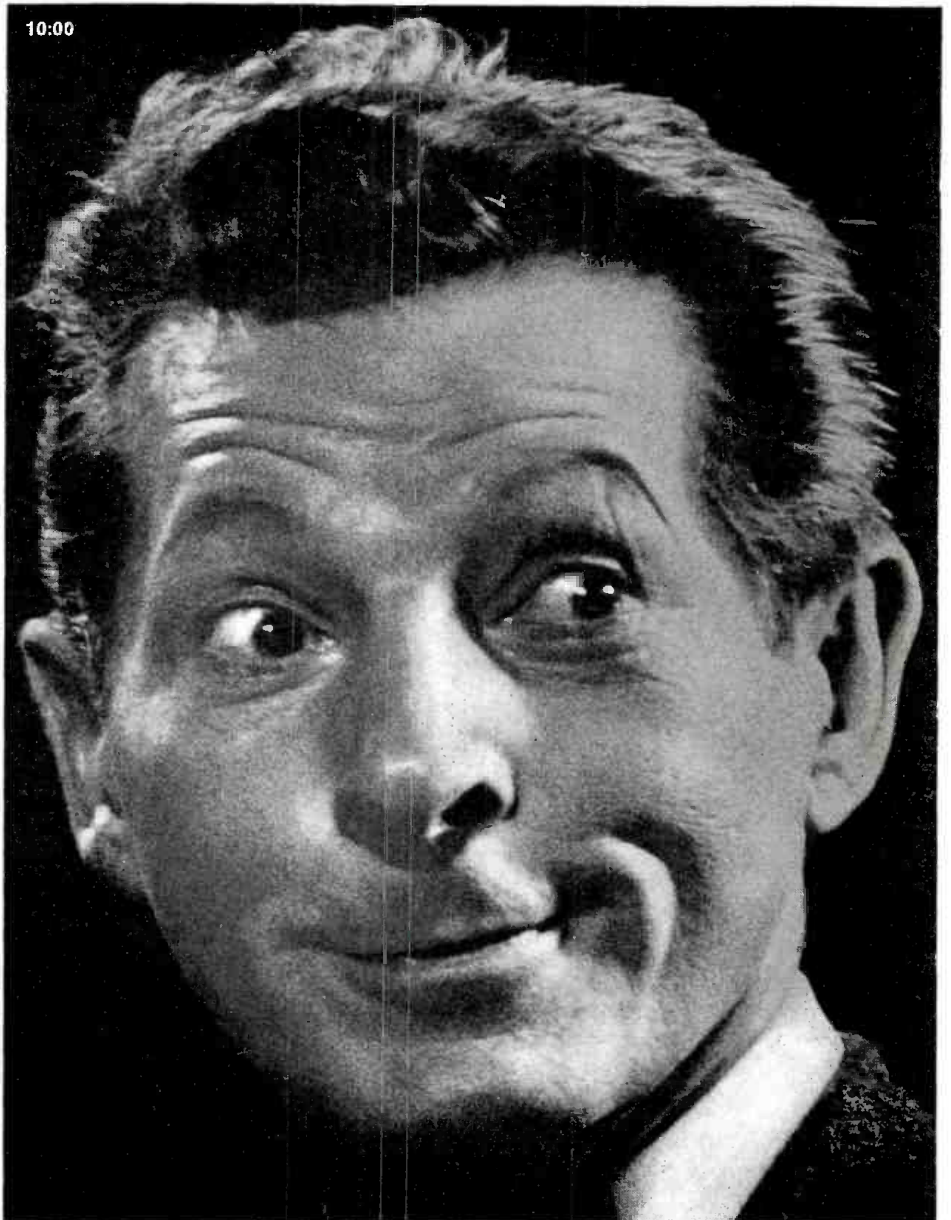
WEDNESDAY



7:30 CBS REPORTS (new series starts October 7) This season the perceptive and penetrating cameras of television's most distinguished documentary series throw new light on America's foreign relations and domestic affairs. Included is a unique and provocative study of the two Chinas and a challenging report on the so-called "neon wilderness"—the depredation of the national landscape.

8:30 THE BEVERLY HILLBILLIES (new time, new series starts September 23) Television's wildest and wackiest family of mountaineers tears the place apart a half hour earlier this season, giving millions of curfew-bound youngsters a chance to enjoy some of the most incredible antics ever to come to light. They will all be back in harness—Buddy Ebsen, Irene Ryan, Donna Douglas, Max Baer, Jr.

9:00 THE DICK VAN DYKE SHOW (new time, new series starts September 23) As one of television's most talented comedians Dick Van Dyke more than lives up to his role of professional comedy writer. He keeps merrily complicating his marital life, reducing his wife to tears and his viewers to fits of uncontrollable laughter. To be sure, he gets enormous help from Mary Tyler Moore, Rose Marie and Morey Amsterdam. Collectively, they're an unbeatable combination as millions of new viewers keep discovering.



10:00

9:30 THE CARA WILLIAMS SHOW (premiere, September 23) The possible shambles a husband and wife get into when they work for the same company but conceal the fact they are married, have only to be stated to be imagined. But there is no need to imagine. They are clearly spelled out with uproarious consequences in this new comedy in which Cara Williams stars as the wife and Frank Aletter as the husband.

10:00 THE DANNY KAYE SHOW (new series starts September 23) The noted critic, Brooks Atkinson, said it just about as well as it can be said, "His program is the funniest weekly variety show that television emits . . . There are several entertaining weekly shows. But none of them equals 'The Danny Kaye Show' in grace, lightness, taste and good humor . . . From week to week the talent always remains unimpaired. For Mr. Kaye is an extraordinarily gifted performer . . . He is a complete entertainer."



THURSDAY



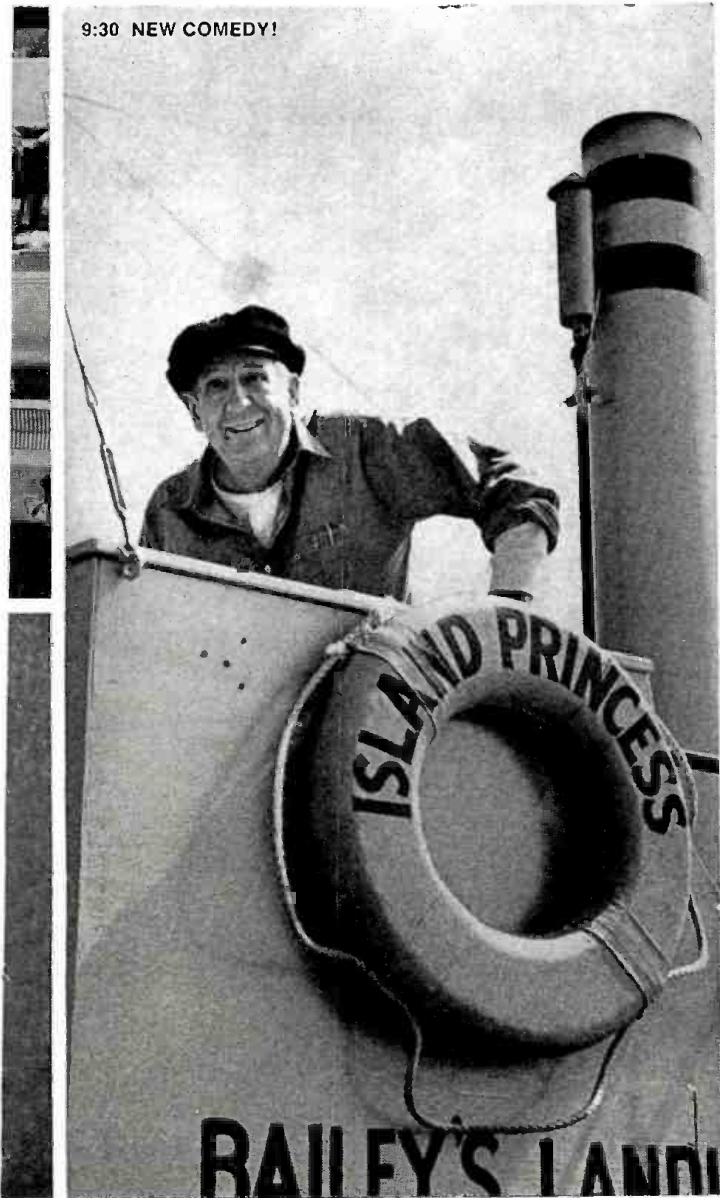
7:30 **THE MUNSTERS** (premiere, September 24)
It becomes immediately clear to the viewer that this new comedy series is not about a typical American family since all but one of its members spend their time concocting poisons, dropping through trap doors and reading each other to sleep with horror stories. Nevertheless, they regard themselves as perfectly normal, and everybody else as weird. The fact is, they are quite devoted to each other in their own peculiar way. The result is some shrieking laughter with Fred Gwynne, Yvonne De Carlo and Al Lewis.



8:00 **PERRY MASON** (new time, new series starts September 24) This season the astute tracking down of crime and the defense of the innocent will now and then take the celebrated attorney-detective, Raymond Burr, far afield—to Europe and Japan.

9:00 **PASSWORD** (new time, new series starts September 24) Sitting next to stars like Lucille Ball and Peter Lawford produces enough excitement for contestants, without having to guess the secret word Allen Ludden has in mind. But some do it.

9:30 NEW COMEDY!



9:30 **THE BAILEYS OF BALBOA** (premiere, September 24) Paul Ford's memorable comic gifts (he was Sgt. Bilko's colonel) find a wonderful outlet in this delightful new comedy concerning the adventures of a salty, down-to-earth widower. He operates a fishing boat in the midst of a wealthy yachting community where, along with his first mate, Sterling Holloway, he keeps locking horns with such fancy neighbors as Commodore John Dehner.

10:00



10:00 **THE DEFENDERS** (new night, new time, new series starts September 24) Television's most widely honored dramatic program, created by Reginald Rose, has been recognized year after year for its fearless confrontation of serious themes. This season E. G. Marshall and Robert Reed continue to address their sharp intelligence to questions that involve individual rights and liberties, as executive producer Herbert Brodtkin introduces a variety of new and compelling concepts and characterizations.



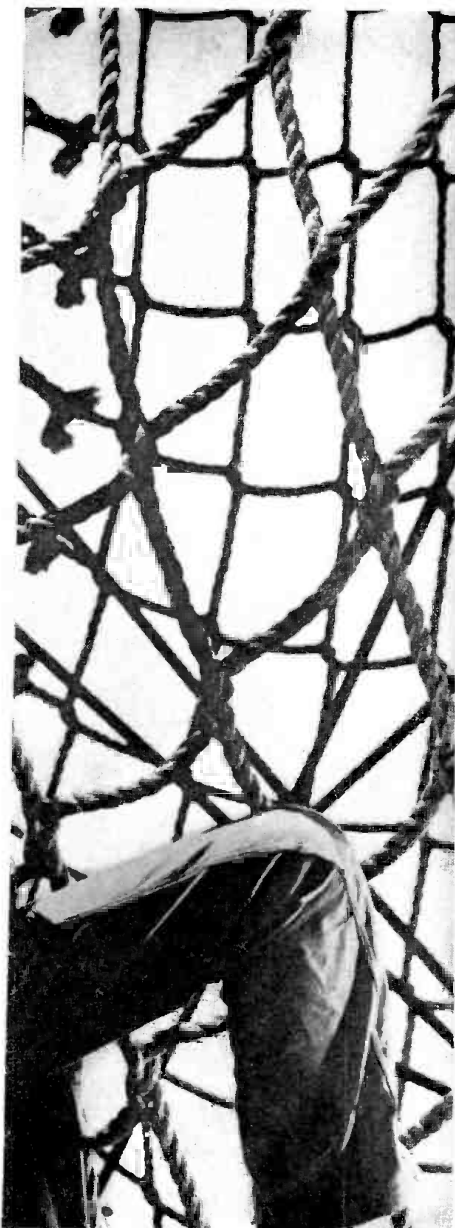
FRIDAY



7:30 RAWHIDE (new night, new time, new series starts September 25) This season leading stars including Rita Hayworth join Eric Fleming and Clint Eastwood in a series of special dramas. The scenic splendor of the cattle range gives way to the rough-and-tumble towns of the old West where emotions easily explode.

8:30 THE ENTERTAINERS (premiere, September 25) A new star-studded hour brings to television its first "repertory company" of brilliant variety entertainment, headlined by Carol Burnett and Bob Newhart, and including such outstanding personalities as Caterina Valente, Tessie O'Shea and Art Buchwald, one of the nation's most humorous newspaper columnists. These and other fine performers will rotate from week to week in a series of novel and diverting sketches.

9:30 GOMER PYLE—USMC (premiere, September 25) Devotees of the Andy Griffith Show—and they number in the millions—will find this new half-hour comedy series an occasion for rejoicing as their old friend Gomer (Jim Nabors) stumbles and bumbles his way through a Marine boot camp. If anyone can wreck the Corps, our Gomer can do it as he puts one left foot in front of another, harassing the hierarchy from top-kick Frank Sutton to four-star generals.



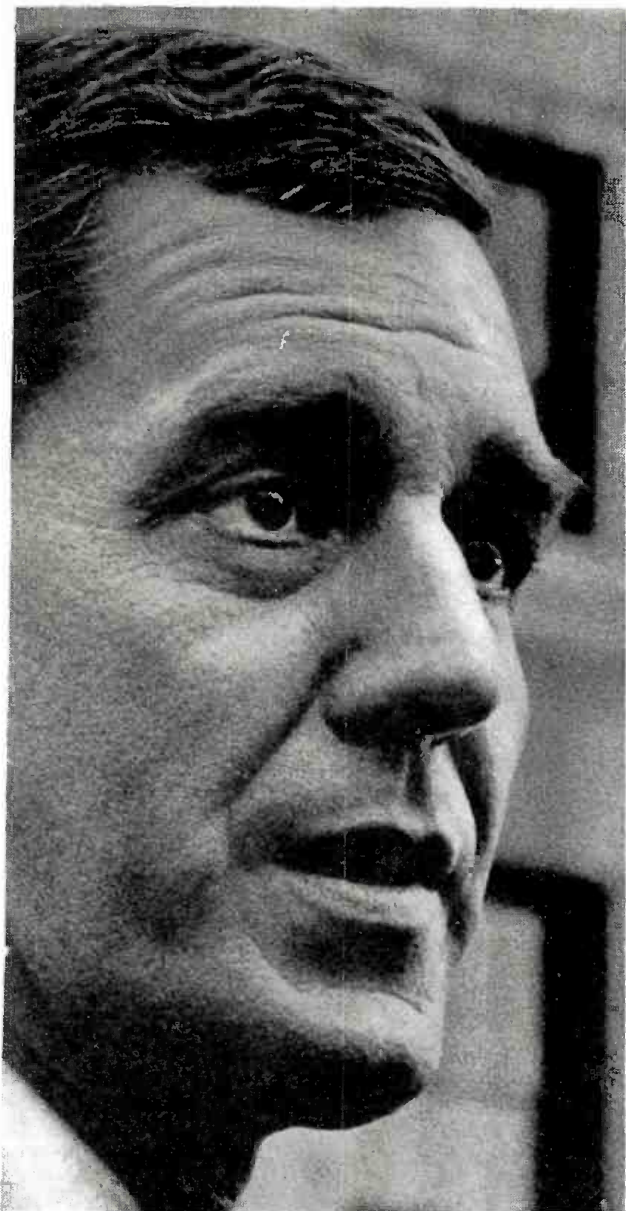
10:00 **THE REPORTER** (premiere, September 25) Pulitzer prize-winning playwright Jerome Weidman has put together a new hour-long dramatic series revolving around one of the most exciting occupations in the world. It describes the life and times of a hard-driving newspaper reporter whose single-minded purpose is to get the story. The central role is performed by the distinguished actor, Harry Guardino, ably assisted by Gary Merrill. As Weidman describes his reporter, "... I plan to have him live on the most glamorous pages of the paper and move into the lives of endlessly varied people. He is ... up to his armpits in the facts."

SATURDAY



7:30 JACKIE GLEASON'S AMERICAN SCENE MAGAZINE (new series starts September 26)
This season the Great One has been given the keys to Miami Beach and will present his dazzling Saturday night extravaganza each week from the Municipal Auditorium. He will again have with him Frank Fontaine, the June Taylor dancers, and outstanding stars.

8:30 GILLIGAN'S ISLAND (premiere, September 26) A toothsome secretary, a glamorous actress (Tina Louise), a bewildered millionaire (Jim Backus) and his wife (Natalie Schafer), and a high school science teacher comprise the somewhat implausible group who are marooned on a desert island after running aground in a fishing boat ineptly manned by Bob Denver and Alan Hale, Jr. Their strange efforts to be rescued are the elements that produce an uproarious modern version of the famous Robinson Crusoe theme.



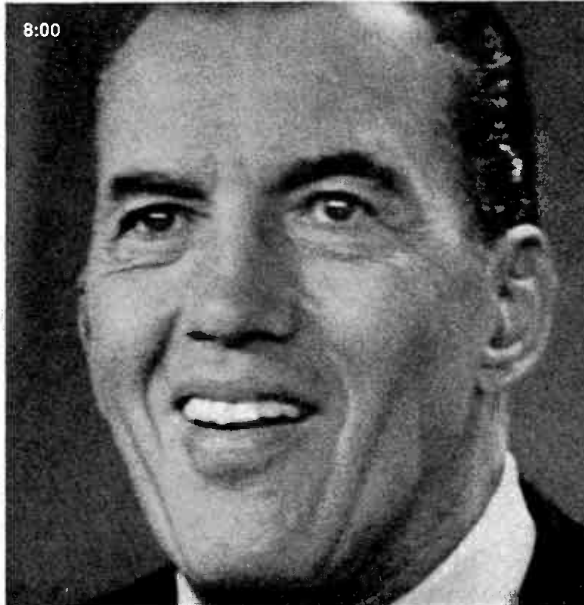
9:00 MR. BROADWAY (premiere, September 26)
The suspense and tension of the world of public relations is vividly conveyed in this exciting new drama-adventure series starring Craig Stevens. In the role of a sophisticated, high-powered image-builder, Stevens moves in a glittering world of business, political rivalries and private emotional crises. He keeps only the clients he likes—but goes all out for them. This series is created, written and occasionally directed by noted Broadway playwright Garson Kanin.



10:00 GUNSMOKE (new series starts September 26)
Critic Cleveland Amory recently wrote: "It is still our unfiltered belief that this show represents TV serial characterization at its best. Over a long haul no show has ever kept more interesting characters entirely in character . . . They are, in short, superb." All but one of these characters will be back again for their tenth season—James Arness, Milburn Stone, Amanda Blake and Burt Reynolds. Chester's shoes will be amply filled by the increasingly appealing comic figure of Festus Haggen, brilliantly portrayed by Ken Curtis.



SUNDAY



6:30 MISTER ED (new series starts September 27) As the owner of America's most gabby horse, Alan Young has been trying to get a word in edgewise for the past three years, but the horse keeps talking his ears off. And it's all pretty funny talk, too.

7:00 LASSIE (new series starts September 27) This season America's most beloved Collie will put her sterling qualities to work for the government when she acquires a U.S. Forest Ranger for a master and embarks on many new adventures.

7:30 MY FAVORITE MARTIAN (new series starts September 27) For laughter that is way out of this world watch Ray Walston, the man from Mars, team up with his earthly pal, Bill Bixby. The program is one of the biggest hits in television.

8:00 THE ED SULLIVAN SHOW (new series starts September 27) The particular genius of television's most imaginative showman enables him to mix stand-up comedians with concert pianists for fresh and exciting variety 52 weeks a year.



9:00 MY LIVING DOLL (premiere, September 27) Psychiatrist Bob Cummings is in charge of a beautiful, battery-powered robot (Julie Newmar) who is programmed like a computer to obey his slightest whim. This gives him a tremendous advantage over various strangers who try to win her affections, but who don't have the right digits. And you can be sure he makes the most of it in one of the brightest comedy situations to come along this season. Keep your eye on Cummings and Newmar—it's a pleasure.



9:30 NEW COMEDY!



10:00

9:30 THE JOEY BISHOP SHOW (premiere, September 27) Self-effacement is the secret weapon of this great comic star who has been standing them in the aisles for nearly two decades. This year he joins the No. 1 Network in a situation comedy in which he plays host of a television program. The problems of showbusiness keep spilling over into his private life and are further complicated by his writer as well as by his pretty wife Abby Dalton.



10:30

10:00 CANDID CAMERA (new series starts September 27) With their famous hidden eye Allen Funt and Durward Kirby reveal the hilarious actions of people unaware they are being seen.

10:30 WHAT'S MY LINE? (new series starts September 27) No trio has such a knack for guessing implausible jobs as Arlene Francis, Bennett Cerf and Dorothy Kilgallen. John Daly is host.



NEWS



THE HARD NEWS The daily broadcasts of CBS News' outstanding correspondents have set some of the highest standards in television for crisp reporting and clarifying insight. The two daily half-hour broadcasts, the CBS Morning News with Mike Wallace and the CBS Evening News with Walter Cronkite, place the day's news events into clear perspective. On Sunday night Harry Reasoner in the East and Bill Stout in the Far West recap the weekend news.



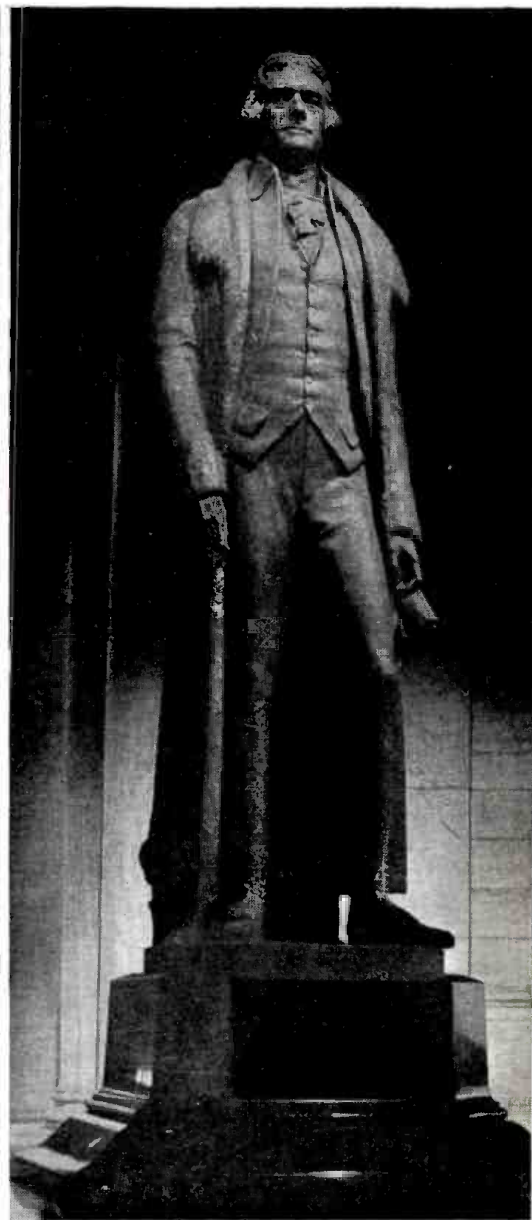
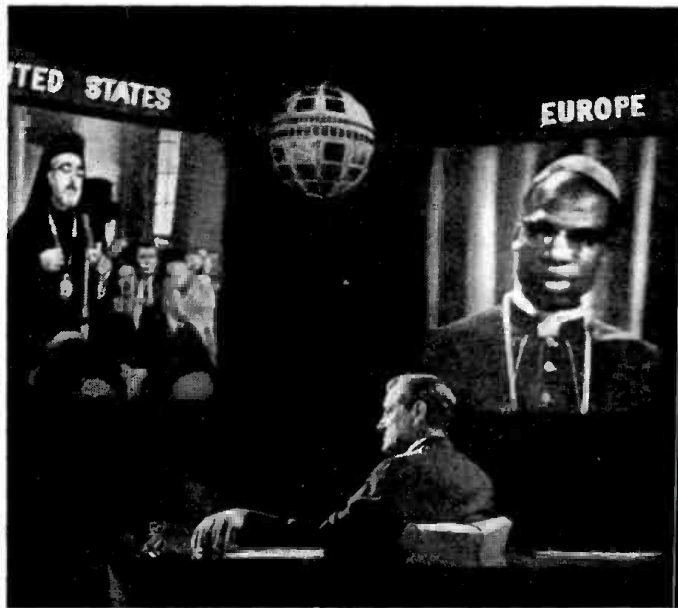
PRESIDENTIAL ELECTION On Election Night CBS News will broadcast the swiftest coverage of the returns in its history, using for the first time in a major election its unique Vote Profile Analysis disclosing far in advance of the total vote the definitive trend. Walter Cronkite, Eric Sevareid, Harry Reasoner, Robert Trout, Roger Mudd and others will provide reports and analysis at CBS News Headquarters.



WORLD WAR I The first major documentary series on the 1914-1918 war to be shown on American television will examine the tragic events and consequences of a conflict that altered the world's shape and character.

THE TWENTIETH CENTURY This widely acclaimed chronicle of our times begins its eighth season with fascinating reports of great world events and personalities. Narrated by CBS News' Walter Cronkite.



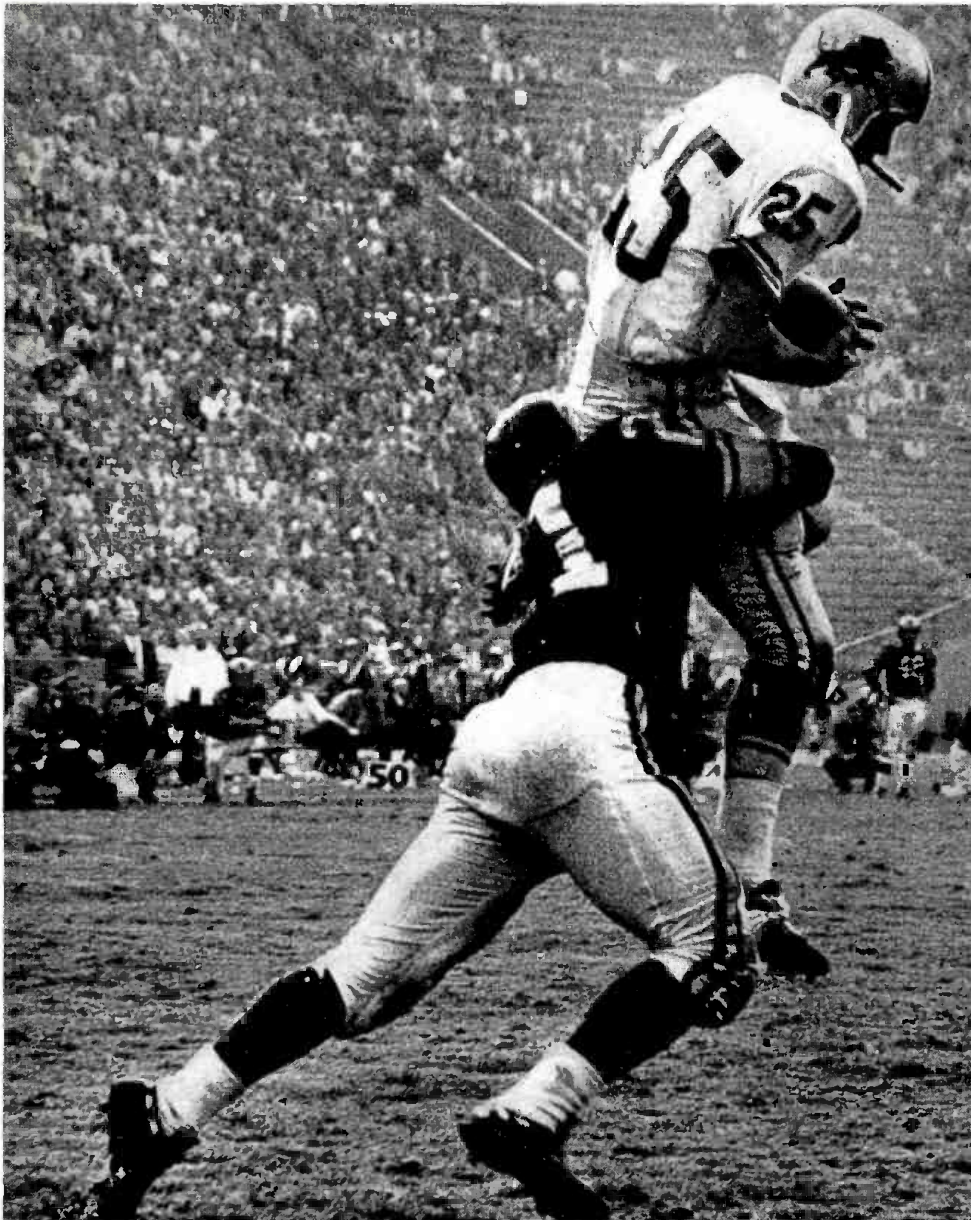


TOWN MEETING OF THE WORLD This season CBS News will continue to present its pioneering series of intercontinental satellite broadcasts visible simultaneously to audiences on both sides of the Atlantic. The broadcasts bring world leaders into face-to-face discussions, moderated by Eric Sevareid.

CBS REPORTS As part of its continuing and revealing study of domestic and foreign affairs, this series will look into a variety of provocative issues including the double standard of justice for rich and poor, the changing face of Eastern Europe, and the ravishment of our national landscape.

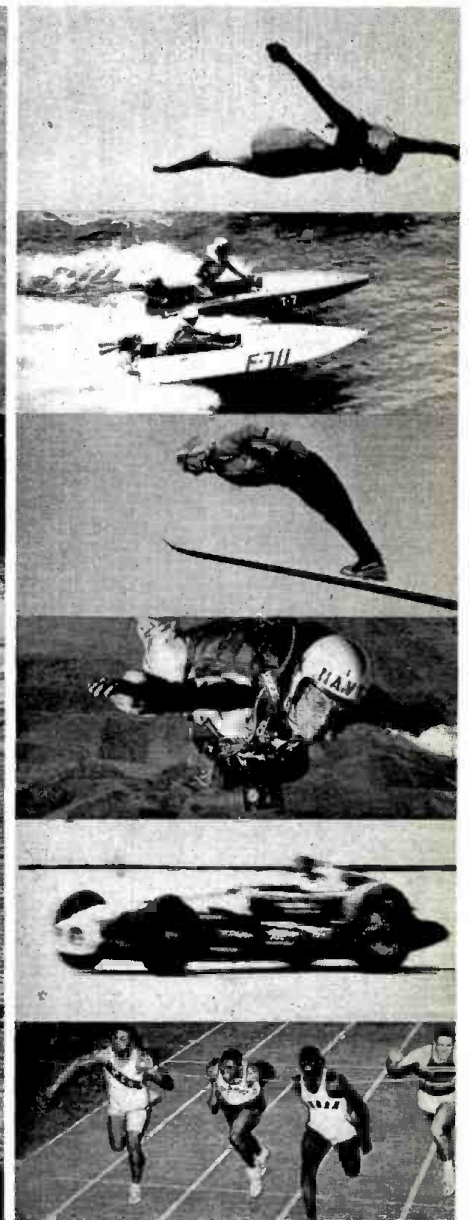
CBS NEWS SPECIAL REPORTS The first of a new series that reflects America's cultural traditions will present dramatic readings about the Presidency, starring Fredric March as narrator, and special guest stars Sidney Blackmer, Macdonald Carey, James Daly, E. G. Marshall, Herbert Marshall, Gary Merrill, Dan O'Herlihy and Robert Ryan. Taking its title from Jefferson's phrase, "A Splendid Misery" will be seen on September 23. Future broadcasts will present Pablo Casals and other noted artists.

SPORTS



NFL FOOTBALL, which grows more popular every year, will provide even greater excitement this season than ever, as the Network presents these exclusive Sunday afternoon broadcasts for the third consecutive year. For the first time viewers will be able to see a "double-header" on many Sunday afternoons late in the season—or approximately five consecutive hours of the most thrilling football in the world. In addition there will be the regular pre-game and post-game broadcasts each Sunday afternoon. A new Saturday feature this season will be an hour-long broadcast, NFL-Countdown to Kickoff, in which coaches and players of various teams analyze their prospects for the next day's contest. As a final dividend at the close of the season, the Network will present the NFL Championship game with its half-hour pre-game and post-game broadcasts, and the NFL Playoff game. The collegiate Cotton Bowl game will round out the most thrilling football season ever presented by a single network on television.

THE TRIPLE CROWN presents the classic races for 3-year-olds, the Kentucky Derby, the Preakness and the Belmont Stakes. They will return to the Network in May and June with their principal announcers Chris Schenkel and Jack Drees who will provide the background and color of the three great events, including the pre-race interviews and Winners' Circle ceremonies.



BASEBALL GAME OF THE WEEK

The eleventh consecutive year of major league baseball on the CBS Television Network will broadcast 46 American and National League contests on 25 Saturday and 21 Sunday afternoons in non-major league cities. And back again with all the stirring action and colorful commentary will be sportscasters Dizzy Dean and Pee Wee Reese.

CHAMPIONSHIP GOLF

will also bring many extra hours of delight to the army of weekend followers of the sport. Four of the greatest tournaments of the game will be broadcast by the Network. Starting in midwinter, they will begin with the CBS Match Play Classic to be followed in Spring and Summer by the Masters, the PGA and the Carling World Golf Championship.

CBS SPORTS SPECTACULAR

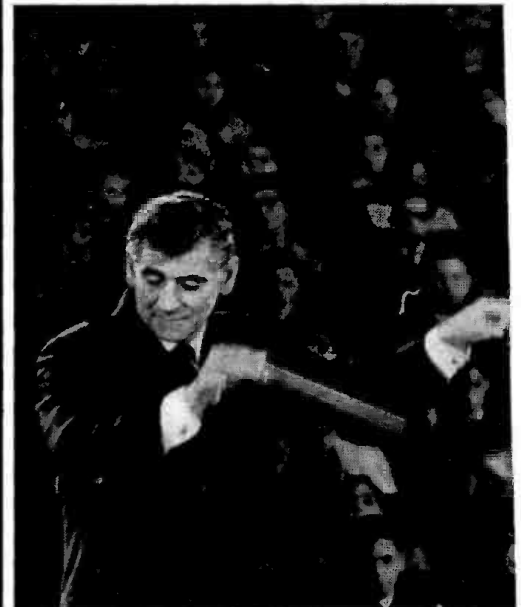
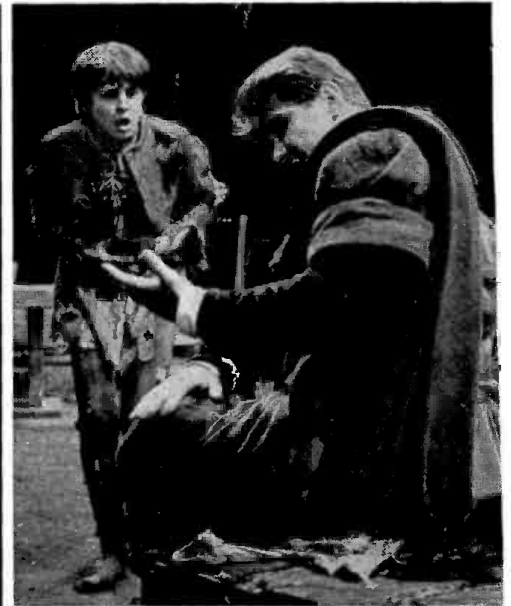
January will mark the start of the sparkling series of broadcasts showing many of the world's greatest athletes in a kaleidoscope of competitive events. These include sky-diving, sports car racing, track meets, basketball, and bowling. Among new features are the World Aerobatic Championship held in Spain and the European trip of the Florida State University circus troupe.



SPECIALS

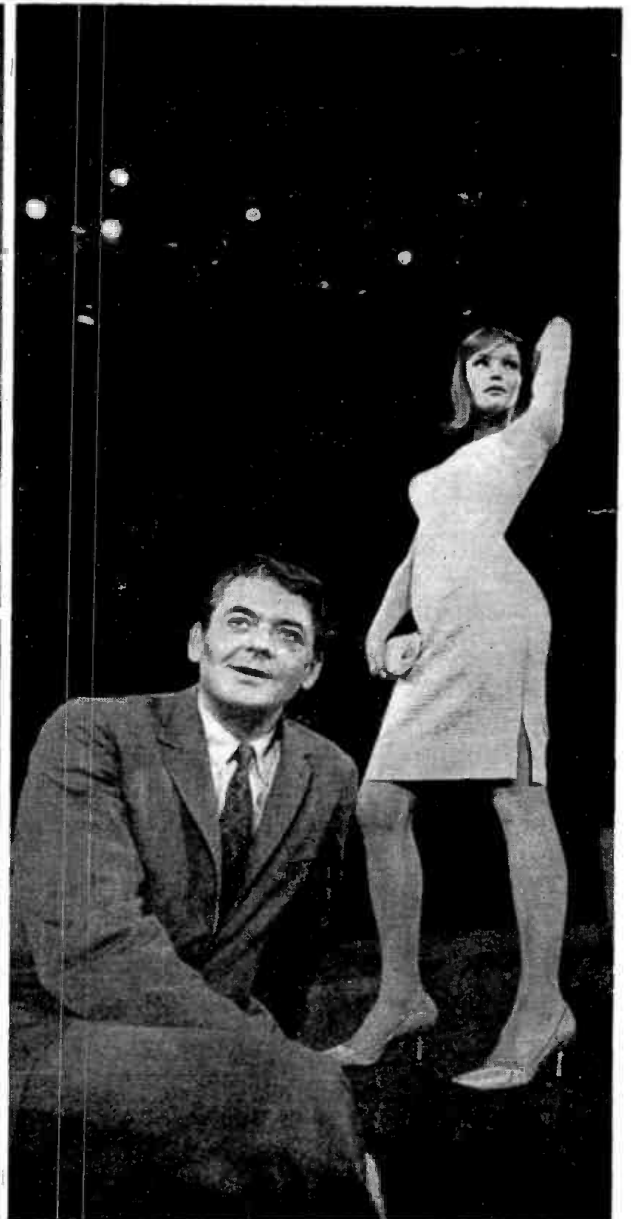


BARBRA STREISAND, one of the most remarkable entertainment personalities to emerge in recent years, has her very own show in the outstanding roster of special attractions scheduled for the new season. The hour-long broadcast will give the star of the current Broadway smash hit, "Funny Girl," ample opportunity to delight her innumerable fans with a display of the unique artistry that can take a song like "Happy Days Are Here Again" and turn the little jingle into an overwhelming comment on an entire generation.



MARTIN'S LIE, the long-awaited new opera by Gian-Carlo Menotti, commissioned by the CBS Television Network, is set in an orphanage in medieval Europe. It tells the poignant story of a twelve-year-old boy and the urgent necessities of truth and love.

THE YOUNG PEOPLE'S CONCERTS with Leonard Bernstein and the New York Philharmonic symphony orchestra have become a tradition on the Network.



CINDERELLA, Richard Rodgers' setting of the enchanting fairy tale of the little scullery girl and Prince Charming proved to be one of the most popular single attractions ever presented on television in its first performance several years ago. It will be seen this season in a new version in color with an entirely new cast.

AN HOUR WITH ROBERT GOULET spotlights the exciting performer who made an overnight sensation in "Camelot" and went on to become one of the country's leading concert and recording artists. Joining Mr. Goulet in the musical extravaganza is the brilliant French motion picture actress and dancer, Leslie Caron.

LINCOLN CENTER DAY, the first of a series of programs of exceptional distinction that will highlight the upcoming season, was broadcast on Sunday night, September 20. Featuring several dramatic excerpts from three distinguished plays produced by the new Lincoln Center Repertory Company, it was the second of five commemorative broadcasts undertaken by the Network to report on the yearly progress of one of the world's major cultural enterprises.



During the daytime a vast range of entertainment and information opens up new horizons for the nation's viewers...

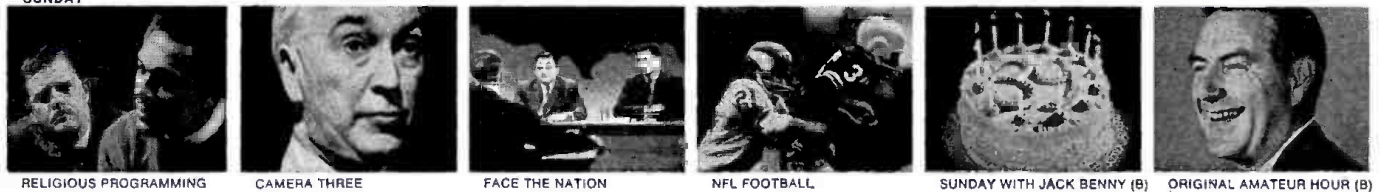
MONDAY-FRIDAY



SATURDAY



SUNDAY



(A) New Program, October 5
 (B) Begins September 27

All times shown herein EDT.



How TAME would regulate CATV

Antenna makers' draft bill would give FCC same authority that it has over radio-TV

The FCC would have the same kind of licensing and regulatory authority over community antenna television systems that it has over radio and television stations if nine companies that make home television antennas had their way.

The companies, which have banded together into the Television Accessory Manufacturers Institute (TAME) to fight the spread of cable companies, submitted their proposals in the form of a draft bill to the FCC this week. Copies of the proposals were also sent to the Senate and House Commerce Committees.

The TAME bill goes further than anything yet proposed for CATV regulation. And while it's not likely, for that reason, to be enacted in anything like its present form, the commission will consider it in formulating the draft

bill it will submit to Congress next year. The FCC has been seeking CATV legislation since 1960.

The commission also will consider the proposals of the two other trade organizations directly concerned—the National Association of Broadcasters and the National Community Television Association. These groups, which wield more influence on Capitol Hill than the recently organized TAME, are attempting to reach agreement on a bill they can support before Congress. The vigorous opposition of either could probably kill any CATV bill.

FCC Licensing ■ The TAME proposal would prohibit cable systems from operating unless the FCC, after making a "public interest, convenience and necessity" finding, granted a license for "retransmission" authority. The licenses would be for no more than five years,

and would be subjected to the same renewal procedures as are broadcast authorizations.

The draft would authorize the FCC to classify CATV systems and to prescribe the nature of the service to be rendered by and the location of classes of systems and individual systems. This would give the commission some means of fitting CATV's into the overall TV allocations table.

The draft would also enable the commission to adopt rules requiring CATV's to obtain the consent of originating stations for retransmission of their programs, to prohibit duplication of programs of a local TV station, and to forbid direct origination of programs and the sale of advertising time.

The proposed bill would provide for FCC regulation of CATV systems' dealings with customers. It would authorize the commission to adopt rules prohibiting CATV's from violating agreements with subscribers and establishing minimum technical standards to insure against degraded picture quality.

Equal-Time Law ■ CATV's would also be required to observe the equal-time requirements of the Communica-

Nobody knew it was there but the people

It isn't often that a radio station moves into a town that is just beginning to be developed, and only a few years ago was virtually nonexistent. But that's exactly what an FM station did early this month.

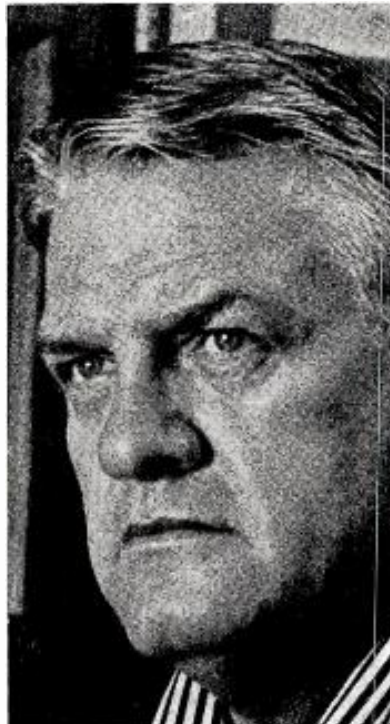
The station is KMSC(FM) which, as KAJC(FM), was founded in 1961 in Alvin, Tex. Early this month the FCC approved the move of the station, now owned by realtor E. B. Taylor, Dickinson, Tex., to Clear Lake City, Tex.

It took a bit of doing, because the FCC couldn't find Clear Lake City on the map or in the U. S. Postal Guide. But, Mr. Taylor convinced the commission that there is, indeed, such a community, and that in short order it'll be as well known as—say the Manned Spacecraft Center in Houston. That's exactly where it is, just north of the burgeoning NASA installation 20 miles southeast of downtown Houston.

There are about 350 people in Crystal City today; in 15 years a complete city of 35,000 or more is expected. The \$500 million project is being developed by Humble Oil Co. and Del E. Webb Co., famous for developing retirement cities in

Florida, Arizona and California.

The whole project began in December 1962, and one wrinkle spells



Mr. Taylor

almost certain success for KMSC: many homes are equipped with intercom systems, including FM radios.

Mr. Taylor, born in Florida, went to Texas in 1947. Besides being a successful real estate man, he's a noted collector of early Texas momentos; the walls of his office are lined with framed originals of documents treating with Texas history under Mexican rule and as a republic before joining the union. He also collects firearms of the period.

Mr. Taylor is also a 25% principal in Harbor Broadcasting Co., which is buying KGBC Galveston, Tex. This application is still awaiting FCC approval. He bought KMSC last year for \$48,000.

When the FCC approved the KMSC move it also approved a power increase from 3.2 kw to 100 kw, and a boost in antenna height from 210 feet to 255 feet above average terrain. With the move, a new studio to be located at Nassau Bay (another development in the area), increased facilities and remote control, Mr. Taylor expects to spend \$150,000 for the channel 271 station (102.1 mc). General manager is Bill Shupert, formerly of KXYZ Houston.

tions Act. CATV's could not—either by direct origination or by retransmission—present the programs of one candidate for an office unless it offered to present the programs of the other candidates in that race. CATV's would also be required to present all sides of controversial issues.

And there wouldn't be any extra money in originating political broadcasts. CATV's wouldn't be allowed to collect charges from a candidate or anyone else over those it normally collects from subscribers.

In urging adoption of the TAME proposal, Morton Leslie, acting chairman of the group and sales manager of JFD Electronics, Brooklyn, N. Y., said the rapid growth of CATV systems calls for federal attention. "The indiscriminate franchising of these systems by city councils, usually on the basis of inadequate information on the many complicated technical, legal and public policy problems involved, threatens to transform American television from a window on the world to a knot-hole on the world," he said.

He noted that more than 1,300 CATV systems serve some 1.5 million homes, with a total investment of \$55 million.

Who's to fill Thurmond's seat?

Now that Senator Strom Thurmond of South Carolina is a Republican, he and his Senate colleagues are faced with knotty questions about where he belongs.

Which side of the Senate aisle is settled. At his own request his desk was moved to the Republican section last Thursday (Sept. 17).

But his committee assignments remain a puzzle, and broadcasters may feel they have a stake here. As third-ranking Democrat on the Senate Communications Subcommittee, Senator Thurmond often sided with broadcasters, particularly in their assaults on increased FCC authority.

Things may not be settled until the new Congress convenes in January. However, last week the senator was known to have asked that his eight years of Senate service be considered by Republicans for seniority purposes.

Although he's a self-declared Republican, Senator Thurmond remained officially a Democrat in the Senate at the end of last week. The Republican and Democratic policy committees make the strategic decisions on who goes to what legislative committee, but the Senate alone, acting as a body, has the

Barry's critics

One of the founders of CBS placed full-page advertisements in "all of the big" college newspapers last week criticizing Senator Barry Goldwater and exhorting students to participate in public affairs. Attorney Isaac D. Levy said he is paying for the ads himself, and would use radio and television too if he could afford it. He said he is "doing it for my grandchildren."

Mr. Levy and his brother, Dr. Leon Levy, owned WCAU (now WCAU - AM - FM - TV) Philadelphia from 1924 to 1946. In 1927 they were instrumental in the organization of CBS, and Isaac Levy was a director and the second largest stockholder until he sold out 12 years ago. He now has various business interests in the Philadelphia area and "practices law for a hobby."

authority to make such assignments official. And it had not yet made any change in the senator's assignments.

Fourth-ranking Democrat on the full commerce committee, Senator Thurmond could have difficulty getting a Republican assignment to the committee even after he becomes an "official" Republican. Much depends on the fall elections, for the number of committee slots allotted to each party depends generally—but there have been major exceptions from time to time—on the ratio of a party's membership in the Senate.

This week there are 66 Democrats and 34 Republicans, and if Senator Thurmond were not considered a Democrat, there would be 11 on commerce with five Republicans. Strict adherence to party ratio would mean a Republican perhaps two, would have to leave, to make room for the South Carolinian.

Several key Republicans, notably allies of Senator Goldwater, have indicated they'd be willing to permit Senator Thurmond to come over and retain his seniority. (He also has an important post on the Armed Services Committee, one that he is certain to want to keep.)

Senator Thruston B. Morton (R-Ky.), now second ranking Republican on the full commerce panel, said last week he'd step aside for Senator Thurmond. Next, however, is Senator Hugh Scott (R-Pa.), a liberal Republican who has not embraced Senator Goldwater's leadership and who, according to some sources, is unlikely to want to give way to the new Republican.

Membership of the communications

subcommittee before the Thurmond switch: John O. Pastore (D-R.I.), chairman; Senator A. S. Mike Monroney (D-Okla.), Senator Thurmond, Gale W. McGee (D-Wyo.), Vance Hartke (D-Ind.), Ralph W. Yarborough (D-Tex.), Norris Cotton (R-N.H.), Senator Scott, Winston L. Prouty (R-Vt.) and Senator Morton.

CATV comment deadlines extended

The FCC last week granted another month for the filing of reply comments on its rulemaking to govern grants in the private and common carrier microwave services if facilities are provided to community antenna television systems. The deadline, scheduled for last Friday (Sept. 18), has been extended to Oct. 19.

The commission also extended to Oct. 19 the deadline for initial comments on its inquiry into CATV ownership by television licensees (BROADCASTING, April 20). Filings in this proceeding had also been due Sept. 18.

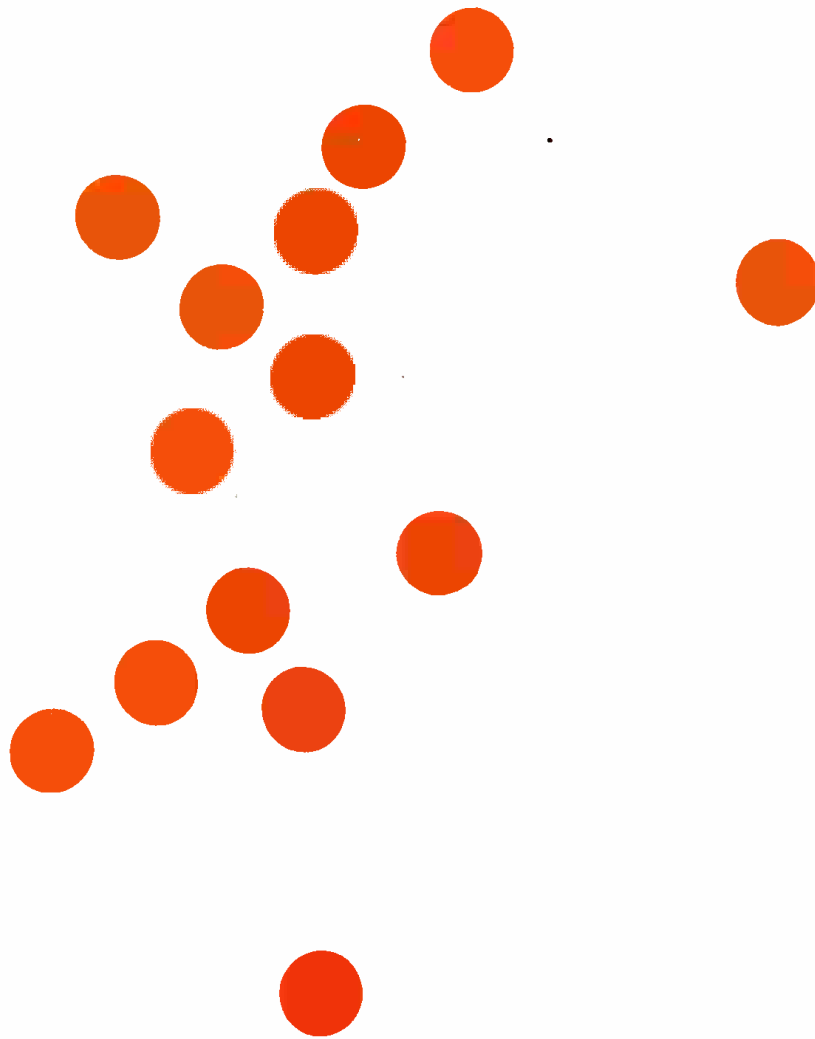
The National Association of Broadcasters requested the additional time for reply comments on the microwave rulemakings. The NAB said that it needed more time to complete an extensive economic study presently under way (BROADCASTING, Sept. 14).

The microwave rulemakings would condition grants in these services by requiring that the CATV system not duplicate for 15 days, before and after, the programing of local TV stations. The CATV would also be required to carry the local TV station without "material degradation."

Buying power of Negro is theme of seminar

The second annual Bernard Howard Negro Radio and Marketing Seminar will be held Tuesday and Wednesday (Sept. 22-23) at the Americana hotel, New York. Michael J. Donovan, vice president and manager of the media department, and Wilbur Dantzig, media supervisor, BBDO, New York, will head the list of participants. Also taking part will be 33 representatives of 24 Negro-appeal radio stations and groups as well as Negro marketing and media experts.

This year's seminar theme is "The Negro Market '64—Buying Power in Ferment." The chief topic will be the current revolution in Negro thinking and its effects on mass marketing. Other subjects will concern programing, research and marketing. In addition, presentations will be made by The Pulse Inc., New York, and the Radio Advertising Bureau.



Special this month on red spots.

As a matter of fact, all our color spots are "special" on WFGA-TV. Because we don't charge extra for color. WFGA-TV was built in 1957 as an all-color station, and we televise everything possible in color... news, station breaks, feature programs, movies, even promos. This is an excellent place to test your color commercials, by the way; we've had over six year's

experience. Now don't fret if your present commercials are black and white...we'll be happy to air them for you. But next time around, remember that it doesn't cost you a cent extra to be in color in Jacksonville; and we'll use film, tape, slides...whatever you send. See your Peters, Griffin, Woodward "Colonel" about WFGA-TV, the Southeast's most colorful station.



WFGA-TV/JACKSONVILLE



AN AFFILIATE OF WOMETCO ENTERPRISES, INC.

Broadcast Bureau and WBC agree

Both support FCC decision in Philadelphia channel 3 case, stripping NBC of the 'fruits of its conduct'

The FCC's Broadcast Bureau provided legal buttressing last week for the commission's decision to transfer NBC's Philadelphia stations to Westinghouse Broadcasting Co.—which hadn't applied for them.

The bureau's views were expressed in a pleading opposing the petitions filed by RKO General Inc., Philco Broadcasting Co. and NBC asking for reconsideration of the decision in the Philadelphia channel 3 case.

Westinghouse, in its first public comment on the decision of which it is the beneficiary, gave unqualified support to the commission's solution. The WBC comment was in rebuttal to RKO and Philco's pleadings for reconsideration. RKO General Inc., NBC and Philco also filed a cross-fire pleadings, with NBC and RKO attacking Philco's position and Philco in turn urging dismissal of NBC's argument for reconsideration. Philco previously had opposed RKO's plea for reconsideration (BROADCASTING, Sept. 14).

The commission on July 30 granted renewal of NBC's Philadelphia stations WRCV-AM-TV, on the condition that the network swap them back to Westinghouse for its Cleveland properties, KYW-AM-FM-TV. The commission also dismissed as moot applications for a swap of the Philadelphia stations for RKO General's Boston outlets, WNAC-AM-TV and WRKO-FM, and rejected an application by Philco for a new station on channel 3 in Philadelphia (BROADCASTING, Aug. 3).

Basis For Decision. The commission concluded that NBC had coerced Westinghouse into making the Philadelphia-Cleveland swap in 1956 and said, as a result, NBC should be stripped of "the fruits of its conduct." WBC, in its filing, seconded this conclusion.

A major argument by RKO and Philco was that the commission had ignored a statutory prohibition against considering the disposal of a license to anyone other than the proposed assignee or transferee. NBC had merely said its con-

duct in the 1956 swap was "proper."

The bureau said that the RKO and Philco argument would have merit only if the commission had found that the public interest would be served by a grant of the network's renewal applications. "However, this finding was not made," the bureau noted. "On the contrary, the commission found that because of NBC's 'improper' conduct a restoration of the status quo ante . . . would serve the public interest. . . ."

The bureau argued that in proceedings involving both renewal and assignment applications, a license must be renewed before it can be assigned. And since the commission did not grant NBC regularly authorized licenses for its Philadelphia stations, "NBC had nothing to assign," the bureau said.

Authority Cited ■ The bureau went on to say that provisions of the Communications Act give the FCC authority to take actions "necessary in the execution of its functions," to conduct proceedings in a manner that will "best conduce . . . to the ends of justice," and to "prescribe conditions."

Consequently, the bureau said, while NBC had nothing to assign to RKO, "the imposition of the condition . . . was based on the finding that the public interest would be served by 'restoration of the status quo. . . ."

The Broadcast Bureau also disputed RKO and Philco arguments that they had been deprived of a hearing on the issues. Both parties participated in the hearing preceding the commission's decision and "enjoyed full hearing rights," the bureau said.

Philco's application, the bureau said, was denied on the grounds that the commission could not find that a grant would serve the public interest. And RKO, the bureau added, has no grounds for saying its interests had been ignored.

RKO has said it stands to lose more than \$2 million as a result of its 1960 swap agreement with NBC if that trade is not effected. "We observe," the bureau said, "that (1) RKO erroneously equates its private interest with the public interest standards"; (2) RKO knew the facts when it entered into the exchange in 1960, at a time when the renewal of the NBC licenses was in doubt and (3) the NBC-RKO contract . . . recognized that the exchange was dependent upon the renewal of the FCC."

Westinghouse, in answer to RKO and Philco, told the commission that the federal agency's determination of the channel 3 case strips NBC of the "fruits" it gained when it coerced Westinghouse to exchange its Philadelphia stations for the network's outlets in Cleveland. The Group W licensee added that it would have been too stringent a punishment to deprive NBC of any station, but that to allow the network to move to Boston

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would have been no sanction.

RKO's claim that the commission's decision did injury to its private interests drew from Westinghouse the comment that "... if RKO has suffered losses it can blame no party other than itself." RKO, Westinghouse continued, made a "voluntary business decision" in terminating WNAC-TV's CBS affiliation, done in anticipation of the Boston-Philadelphia exchange with NBC.

Westinghouse sees no validity to Philco's claim that if Westinghouse is given channel 3 in Philadelphia it will create an illegal overlap situation with Group W's WJZ-TV Baltimore. RKO also argued against a Philadelphia-Baltimore overlap. Westinghouse pointed out that "... the large majority of receiving sets are equipped with directional antennas fixed so as to receive signals either from Baltimore or Philadelphia but not both cities." The group owner concluded that directionalized reception would rule out the reality of any overlap.

Conn. educators asked to push hard for ETV

Connecticut school boards last week were urged to begin immediate action to bring educational television into every school in the state. In a speech before the Connecticut Association of Boards of Education on Sept. 18, Dr. Howard J. Wetstone, past president of CABE, said "no community in the state should deprive its school children of this comprehensive, dynamic teaching aid."

Connecticut's only ETV station is WEDH-TV (ch. 24) Hartford, which was viewed by 35,000 students in the 1963-64 academic year, Dr. Wetstone added.

The station plans to install a booster at New Haven during this year which will give ETV service to only one-third of the state until additional channels are activated in other sections of the state. According to channel 24 officials, the booster and two additional stations would cost \$800,000 with \$300,000 available from the Department of Health, Education and Welfare.

Record attendance expected

CBS Radio said last week it expected attendance to be record breaking for the annual CBS Radio Affiliates Association convention in New York, Sept. 23-24. Advance registration reached 269 people on Sept. 16.

Among the highlights of the convention: speeches by Dr. Frank Stanton, CBS Inc. president, and John Crichton, president of the American Association of Advertising Agencies. Arthur Hull Hayes, CBS Radio president, will report to the affiliates at the opening session (BROADCASTING, Sept. 7).

Festival to push TV as teaching aid

A four-day television festival to advance the use of television as an aid in teaching will be co-sponsored by the Television Information Office and the National Council of Teachers of English. It will be held at the council's 54th annual convention Nov. 25-28 in Cleveland.

Willard E. Walbridge of KTRK-TV Houston, chairman of the National Association of Broadcasters' Television Information Committee, announced the festival plans after the committee's semi-annual meeting in New York last Thursday (Sept. 17).

The committee also approved plans for a new survey by Elmo Roper & Associates on viewing behavior and viewer attitudes during the 1964 political conventions and presidential election campaigns.

Production of three new sound-on-film announcements dramatizing the diversity of television programming and designed for local on-air use by stations also was authorized. Two similar announcements were distributed to TIO sponsors (members) in June and are

being given "enthusiastic" use, officials reported.

Roy Danish, TIO director, announced the addition of WDAU-TV Scranton, Pa., WVEC-TV Hampton, Va., and WWLP (TV) Springfield, Mass., to the TIO list of sponsors.

Mr. Walbridge said that in connection with the Cleveland festival the committee had approved plans for publication of a book of essays by English scholars dealing with specific TV programs and their place in elementary, high school and college curricula.

"The purpose of the festival," he said, "is to encourage greater interest in the use of commercial television programs as adjuncts to conventional teaching methods, and we are very pleased to have this opportunity to encourage teachers to make full use of the literature of television."

Mr. Danish reported that almost 10,000 copies of TIO's annotated bibliography, "Television in Government and Politics," had been requested by broadcasters and the public since its publication during this summer's national political conventions. These, he said, are in addition to an initial distribution to a nationwide list of opinion leaders in government, politics and business.

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tion Committee, in addition to Chairman Walbridge, are Henry B. Clay, KTHV(TV) Little Rock, Ark.; John P. Cowden, CBS-TV Network; Sydney H. Eiges, NBC; Michael J. Foster, ABC; Gordon Gray, WKTU(TV) Utica, N. Y.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Joseph E. Sinclair, WJAR-TV Providence, R. I., and Robert F. Wright, WTKO-TV Meridian, Miss.

Fire destroys WEEL; back on air in 17 hours

Fire destroyed the building housing the studios of WEEL Fairfax, Va., early in the morning of Sept. 14. Heat from the conflagration melted the station's new 5 kw transmitter. The record library and all other equipment except the towers themselves were a total loss.

Damage, estimated in excess of \$50,000 for WEEL, is reported adequately covered by insurance, and no station personnel were injured in the blaze which occurred after sign-off at 1 a.m. Arthur Kellar, president and general manager, is more impressed with the help he received and the "high morale" of his staff than with the extent of the disaster itself.

Before the embers had cooled, RCA had an emergency transmitter on the way from New Jersey; Ben Strouse, president of WWDC-AM-FM Washington (a competitor) provided his station's remote unit to serve as a temporary studio; the FCC granted authorization by telegram to broadcast with reduced power through the emergency transmitter. WEEL was back in operation at 1:55 p.m., Sept. 15, having lost only 17 hours of actual air time. Station personnel reported being amazed by "offers of assistance from all over."

Three days before the fire, WEEL had increased power from 1 kw-day, 500 w-night to 5 kw-day, 500 w-night. A pre-power-boost publicity campaign promised "Big things are coming to WEEL," but, remarked an announcer, "this wasn't quite what we had in mind."

ETV financing study planned

Educational Television Stations, a division of the National Association of Educational Broadcasters, has received a grant from the U. S. Office of Education for a study on long-range financing of ETV stations, NAEB President William G. Harley announced last week.

The study is to be inaugurated by a Dec. 7-8 conference in Washington, with more than 90 ETV stations represented.

C. Scott Fletcher, ETS president, named Dr. Frederick Breitenfeld Jr. to direct the seven-month project.

Daytimers form new organization

Daytime broadcasters have formed a new organization that they hope will hasten FCC action to abolish pre-sunrise restrictions on daytime-only stations. The action sought by the organization, the Committee for Equal Facilities, would affect only those stations established after January 1962, the CEF said.

At present daytimers are allowed to broadcast before dawn if no complaints of interference are received from full-time stations. In June the commission rejected a draft rule that would have nullified such complaints by fulltimers. The commission said further engineering data is needed to make a decision (BROADCASTING, July 6).

Thomas C. Durfey, CEF's acting chairman, said in an open letter that the group was formed solely to achieve the abolition of pre-sunrise restrictions and not to duplicate or replace the activities of the Daytime Broadcasters Association or any other group.

Connecticut CATV hearings open

The Connecticut Public Utilities Commission last week opened hearings on 21 applications to operate community antenna television systems in the state.

The Connecticut PUC is the only agency in any state granted authority to regulate CATV systems (BROADCASTING, July 20). It will grant exclusive CATV franchises, and will have the power to regulate rates.

The hearings, which opened Monday (Sept. 14), are expected to last as long as six months, according to lawyers representing some of the applicants.

Arguments over procedure marked the first session of the hearings. A spokesman for WHNB-TV New Britain argued that the hearings should be organized on the basis of the area to be served by a CATV system, rather than on the order in which applications were filed. This argument developed after the commission decided to hear first the application of Community Television Systems Inc. of New Haven—a decision also protested by other companies seeking to serve the same area.

The next day's session dealt with the relation of the Jerrold Corp., Philadelphia electronics firm and a CATV pioneer, to the second applicant for a CATV license, Waterbury Community Antenna Inc. The commission ruled that an exact statement of Jerrold's fi-

nancial interest in the Waterbury firm could be deferred until later in the hearings.

The hearings are scheduled to resume today (Sept. 21).

Meanwhile, two Connecticut television stations are expected to ask PUC protection from CATV systems that would carry the same programs as they do.

WHNB-TV, an NBC affiliate, reportedly wants an assurance that NBC programs will not be carried on CATV in its service area. WATR-TV, an ABC-TV affiliate in Waterbury, also wants protection of this kind.

Florida systems get ETV funds

The Florida Educational Television Commission granted two Tampa educational stations a total of \$173,000.

WEDU(TV), described as "by far the major producing station of the Florida network," received \$93,000, and the University of South Florida got \$80,000 to enable it to qualify for \$270,000 in federal funds to establish its channel 16 facility.

WJCT(TV) Jacksonville, also an educational outlet, was denied its \$75,000 request on the grounds that at the time it had no contracts with Florida school systems.

ABA plans code study

Lawyer dealings with newsmen and their pre-trial public discussion of cases will be among topics up for study soon by a committee of the American Bar Association. The ABA last week named Edward L. Wright of Little Rock, Ark., to head a special group which will make the first complete review of the lawyers' code of ethics since its adoption more than 50 years ago. ABA's Code of Judicial Ethics which contains Canon 35 barring radio-TV courtroom coverage is not involved.

Media reports . . .

Joins CBS ■ WFIG Sumter, S. C., will join the CBS Radio network on Oct. 25. WFIG operates on 1290 kc with 1 kw.

Stereo list ■ The FCC has begun publishing a list of FM stations that say they are conducting stereophonic operations. An initial list was released Sept. 11 and contained 279 stations. The commission plans to publish supplemental lists as notifications are received. It has been queried in the past on the number and identities of FM stations making stereophonic broadcasts.

—EQUIP. & ENGRING.—

RCA to expand tube plants

\$8 million project to enlarge color-TV tube plant and engineering laboratory

RCA announced last week that it will spend \$8 million on the construction of two buildings at its Lancaster, Pa., plant as a first step in the expanded production of color-TV picture tubes.

Pennsylvania Governor William Scranton joined RCA officials to disclose details about the two new buildings that will add 135,000 square feet to the company's electronic complex. Color-TV picture tubes have been manufactured at the Lancaster plant since 1953.

W. Walter Watts, RCA group executive vice president, said that the expansion program is designed to parallel the expected increase in sales of color television sets. He predicted that color-TV set sales would probably double during the next five years.

Construction will start immediately on a 90,000 square foot building to be used for manufacturing color tubes, and a 45,000 square foot engineering building. The manufacturing building is expected to be completed in July 1965, and the engineering building is scheduled for completion in October 1965.

According to Mr. Watts, RCA has spent more than \$13 million since 1962 on new facilities at its color tube plants at Lancaster and Marion, Ind. Both plants are operating at maximum capacity.

RCA announced in March that it will produce about 1.3 million color tubes this year. Most of these tubes will be the standard 21-inch round model.

The new engineering building will contain laboratories for color tube design and application, and facilities for chemical and physical engineering. Work will be conducted there on a new 19-inch, 90-degree rectangular color tube. The tube, designed to meet new size and styling requirements, will be introduced in 1965. The building will also be the center for experiments on color tubes of various sizes, including a 16-inch model.

More Light Output - Douglas Y. Smith, vice president, RCA electronic components and devices, said the new engineering laboratories will contain

BROADCASTING, September 21, 1964

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WHYN dedicates emergency broadcast center

Charles N. DeRose, general manager of WHYN Springfield, Mass. (1), talks into a mobile battery-operated transceiver, part of the facilities incorporated in the \$9,000 WHYN underground emergency broadcast center, one of the first of many to be built at stations throughout the country. Looking on are Robert J. Bouley, director, civil defense area 4 (c), and Bud Stone, WHYN disk jockey. The center was dedicated Aug. 25, with the cost being divided between the federal government and the station. The money contributed through the fallout shelter program of the civil defense office (BROADCASTING,

Aug. 17), went for the shelter and modification of the emergency power generator and fuel storage.

Because Congress appropriated only \$3.5 million for the radio shelter program in 1965 fiscal year (instead of the \$5.5 million requested), about 150 stations will be brought into the shelter program this year. In addition 69 stations approved previously for the program, administered by the Army's Corp of Engineers, will also be "hardened" during the year. The new group of stations will be based on a list of Emergency Broadcast Service stations being compiled by State Industry Advisory Committees.

equipment and testing facilities that will aid in the development of color tubes with a higher light output. Rare earth phosphors that can provide improved brightness on color television screens will be studied, he said.

The new buildings will provide space for projects involving the new RCA 25-inch, 90-degree rectangular color tube. RCA announced last week that it will begin shipping the first 25-inch color receivers to distributors within the next three weeks. The new line of receivers, which will have optional retail prices ranging from approximately \$800 to \$1,300, will be available in limited quantities through the end of this year.

The Lancaster plant is now completing a \$10 million expansion project for the production of various types of conversion tubes. Conversion tubes are

widely used in television broadcasting, space satellites and astronomy. A 154,000 square foot building that will be used to manufacture image converters, display storage tubes, phototubes and photomultipliers, will be completed early next year.

The Lancaster plant consists of approximately 1.3 million square feet of manufacturing, engineering, office and warehouse space. About half the area is devoted to color television activities.

The Marion, Ind., plant began manufacturing color television tubes in 1962.

Technical topics . . .

Deliveries underway ■ Sylvania Electric Products, New York, last week started sample-quantity deliveries of its new

25-inch, 90-degree rectangular color TV tube and announced production quantities would be available in the first quarter of 1965. Sylvania reports that a color shift from red to orange, which often occurs under very bright conditions, is eliminated with the new tube.

Automatic camera ■ General Precision's GPL Division will introduce its new 12-pound, self-contained transistorized closed-circuit "Precision 700" TV camera during the Instrument Society of America convention, Oct. 12-15 at the New York Coliseum. The basic camera system will sell for \$1,575. According to GPL, an automatic light compensation feature enables the camera to operate "around-the-clock" automatically.

Panel-size oscilloscope ■ A new rack-mount DC oscilloscope is now available from the Data Instruments Division of Industrial Electronic Hardware Corp., Pennsauken, N. J. Manufacturer's specifications of the 10 mc instrument include 9 position frequency compensated attenuator; accuracy of plus or minus 5%; 18 calibrated sweep speeds; automatic triggering for repetitive signals up to 1 mc and a built-in calibrator.

Switch in line ■ The Oak Manufacturing Co. division of Oak Electro/Netics Corp., Crystal Lake, Ill., has introduced its new line of moduline rotary switches with two million variations.

Common carriers oppose Comsat on ground station

Common carriers last week opposed limiting eligibility for ownership of ground terminal stations in the U. S. Their comments were filed in opposition to a request from the Communications Satellite Corp. for temporary authority to construct and operate terminal stations (BROADCASTING, Aug. 17).

AT&T, ITT, RCA, the American Communications Association and the U. S. Independent Telephone Association all claimed that it would violate congressional intent in passing the Communications Satellite Act.

The independent telephone association representing 2,600 companies, said ". . . any blanket policy determinations which would preclude communications common carriers from constructing and operating satellite terminal stations . . ." would be outside of FCC authority. Open participation, RCA said, by common carriers in the operation of terminal stations would assure technological progress.

AT&T pointed out that the Communications Satellite Act expressly authorizes the FCC to approve common carriers as well as Comsat to operate ground stations.

Parents should teach children that eating the right foods can also be an enjoyable experience

AMERICAN FOOD STORES and restaurants offer a much greater variety of good foods than were ever available to the mightiest rulers in ages past. All this food is available, too, at a reasonable cost, for today the average American family spends a smaller percentage of its after-taxes income for food than ever before.

Even though the food industry has made it possible for Americans to forget about the seasons and to have readily available many thousands of different foods, there are still many people who have not learned how to select foods properly to provide for themselves a well balanced diet. And there are many people who find eating a chore rather than an enjoyable experience.

Since many lifetime eating habits appear to be formed in the early years of life, at the family dining table, parents who want to help their children develop good habits should certainly set as a goal teaching children sensible patterns and reasons for food selection, as well as trying to make each meal an enjoyable family event.

ATMOSPHERE FOR EATING IS IMPORTANT

If mealtime is an occasion for pleasant family discussions, rather than for bitter arguments or talk about unpleasant subjects, it is likely that it will be easier to teach good eating habits. The atmosphere in which food is consumed is important to most of us. Families which avoid or hurry through breakfast, for example, seldom get off to as good a daily start as those who take the time to gather together, when possible, to eat a meal that really breaks the fast of the night.

Parents should try to understand why several food groups are recommended in the Daily Food Guide which nutritionists have devised. By following this Guide in family meal planning, parents can set an example for their children and point out why it is important to good performance today and good health today and tomorrow to eat foods that provide enough of the right nutrients. Children may not be too interested in the future, as compared with today, and it may be difficult for them to understand how what they eat today affects their performance and development, but wise parents will try as many approaches as they can to impress this story on their children. But, most important, wise parents will set a good example of sensible eating patterns.

DAILY FOOD GUIDE IS A GOOD PATTERN

There is nothing complicated about establishing a family meal pattern if the Daily Food Guide is followed. The Guide suggests four major food groupings to provide a foundation for a balanced diet. The foods are grouped on the basis of the kinds of nutrients they supply. The groups are: (1) Milk and Other Dairy Foods; (2) Meats, Fish, Poultry, Eggs, Dried Peas and Beans, Nuts; (3) Fruits and Vegetables; (4) Cereals and Breads. Foods not included in

these four groups may be selected to round out the diet and to provide adequate calorie intake.

We'll send you a complete copy of the Daily Food Guide, (see instructions below), but here is an example of how the Guide works:

Milk and Other Dairy Foods: 3-4 glasses of milk daily for children and teen-agers; at least 2 glasses daily for adults (or equivalent amounts of milk in other dairy foods such as cheese and ice cream). Milk is a very versatile food and can be used in many ways. For those family members who insist they do not like the taste of plain milk, it is easy to incorporate milk into cooking, or milk's flavor may quickly be changed by adding any of a wide variety of flavorings.

Here is why milk and other dairy foods are suggested as one of the four major food groupings in the Daily Food Guide: two 8-ounce glasses of milk each day provide for the moderately active adult man about 25% of his daily recommended protein allowances (high quality protein, too, with the amino acids needed for repairing and building body tissue); more than 70% of his calcium (calcium is recommended for the adult diet as well as for that of growing children); about 45% of his riboflavin (which is vital in the body's metabolism); about 15% of his vitamin A (which helps prevent night blindness and is involved in skin health); and 10-15% of his calories.

For an adult woman, the percentages of these nutrients are slightly higher because nutrient allowances for women tend to be slightly lower than those for men. The 4 glasses of milk recommended for teen-agers provide substantially higher percentages of all these important nutrients. We call milk's calories "armored calories" because milk does provide so many essential nutrients at a comparatively low cost in calories.

The Daily Food Guide makes it possible to enjoy America's abundance of good food because wide choices in food selection are possible. If some family members don't like one kind of fruit or vegetable, for example, many other varieties are available and should be tried until the family tastes are satisfied.

If meals are pleasant occasions for all members of the family, it is perhaps possible that there may be fewer problems about whether the food does taste good or bad. Oftentimes the situation in which the food is consumed does have a direct bearing on how the food tastes and is digested.

For more information on the Daily Food Guide, write: Daily Food Guide, American Dairy Association, 20 N. Wacker Drive, Chicago, Ill. 60606.



a message from dairy farmer members of

american dairy association

MPATI, NAEB not really so far apart

A major conflict in the FCC's efforts to foster the use of UHF has been the National Association of Educational Broadcasters' opposition to a proposal that would permanently allocate six UHF channels for an airborne ETV operation over the Midwest. A further comment, filed last week by the Midwest Program on Airborne Television Instruction, sponsor of the airborne ETV rulemaking, reveals that the conflict between NAEB's proposed UHF allocations table and the MPATI program can be resolved.

MPATI told the FCC that two studies sponsored by it in cooperation with the NAEB, indicate that the conflicts seen in earlier comments "were more apparent than real." The studies are the work of the consulting engineers for both MPATI and the NAEB, utilizing the computer program and associated data of the educational association.

The NAEB feared that if MPATI were allocated the six channels (channels 72, 74, 76, 78, 80 and 82) as many as 50 channels might be deleted from NAEB's proposed table of assignments

of 2,600 channels (BROADCASTING, April 13). The association added that at least 46 of these lost channels could not be replaced by revised engineering.

By Two Standards ■ The MPATI studies presented to the commission last week based on two standards of engineering. Study A employed MPATI's suggested mileage separation of airborne and ground station channel assignments, while study B used the FCC's separation standards, which MPATI feels are unnecessary.

MPATI said study A removed all conflicts with the NAEB allocations table. MPATI based the study on the NAEB table removing assignments to communities of less than 50,000 population if there were no educational reservation. The research was limited to a 400-mile radius of Montpelier, Ind.

MPATI's study A assumed a co-channel separation of 290 miles, as opposed to the FCC's 200-mile standard in study B. Both standards were then fed to a computer programed to indicate the channel assignments, on the basis of either separation standard, in conflict with the airborne proposal.

The computer printed a list of 50 channels, 46 in the U. S. and 4 in Canada. The next step, in study A, was to replace these conflicting assignments with lower channels in the light of four

priorities outlined by MPATI. ETV assignments were the first to be replaced; the second priority was commercial assignments in the NAEB table; the third priority replaced allocations that were deemed unnecessary under the standards of the second priority, fourth priority returned unreserved and the channels in cities of 50,000 or less.

Seven Short ■ Study B, MPATI said, revealed that all but seven of the channel conflicts could be resolved. MPATI said the FCC believes a 200-mile separation of airborne and ground stations is necessary to protect ground stations from image interference. Under this standard, MPATI said, no assignments above channel 56 could be made within a 200-mile radius, with the exception of channels 69 and 70, which have no co-channel, adjacent channel or image channel relationship with the assignments requested by the MPATI program.

For study B the computer again printed a list of conflicts, finding 76 such assignments of which 72 were in the U. S. The approach to replacing the conflicting channels differed from study A. The first emphasis was on regaining "needed" commercial assignments and all ETV reservations. The second step utilized a graphic method of comparing possible arrangements of allocations by cities to study the chance

PROGRAMING

Stations lose copyright decision

Judge rules against three Washington outlets, fines them \$60,000 and questions constitutionality of state law prohibiting ASCAP-type licensing

Three Washington state radio stations which have waged a decade-long fight to force the American Society of Composers, Authors & Publishers to issue "per piece" licenses for their music, lost what may be the first round last week.

A Seattle federal judge found that KGMI Bellingham, KPQ Wenatchee and KIXI Seattle had infringed on the copyrights held by music writers Irving Berlin, Cole Porter, various music publishing firms and others.

He denied a defense contention that state law prohibited stations from taking either blanket or per-program licenses from ASCAP, and also the defendants' counter-claim against ASCAP, charging conspiracy and monopoly.

\$75,000 Bill ■ He fined the stations a total of almost \$60,000, plus assigning

plaintiffs' attorney fees of \$15,000 against them. Included is a \$25,000 assessment personally against Rogan Jones, principal owner of KGMI and KPQ, who was also a defendant. KIXI is principally owned by J. Elroy McCaw, who was not a defendant.

These were minimum fines, \$250 for each infringement against KIXI; \$350 against KGMI, KPQ and Mr. Jones. The federal copyright laws provide penalties as high as \$5,000 for each violation.

Ronald Murphy, Seattle, attorney for the defendants, said last week that he and his clients are considering an appeal.

ASCAP officials regard the decision as a particularly propitious victory because there had been reports, never confirmed, that some broadcasters were considering having bills similar to the

Washington state law introduced in their legislatures as a weapon against the licensing organization. Currently underway are negotiations between ASCAP and an all-industry radio music committee for new licensing fees.

Forbids Pooling ■ The Washington law, originally passed in 1937, essentially prohibits a pooling by copyright owners for the purpose of collecting fees under a blanket license unless the group also offers a "per-piece" fee. Other provisions require registration and the yearly submission of its repertory of music.

A group of Washington state broadcasters some years ago sought "per piece" licenses from ASCAP. It was claimed, during the trial, that ASCAP refused to agree to payment for use on an individual title basis, but offered instead its per-program license. The broadcasters contended that the state law forbade this, since it was, in their view, a blanket license in that it permits unrestricted use of all ASCAP titles.

Under the blanket or a per-program license, ASCAP permits a station to use

of increasing assignments through their rearrangement. The next step attempted to replace channels removed before the preceding "manipulations" were made. An effort was made to use the channels originally planned in the NAEB allocation proposal, seeking alternates in cases in which this failed.

In summary, the engineering report cautioned that "It should be appreciated that these results do not necessarily represent the optimum solution in either case. Further application of the techniques . . . would probably produce some additional assignments."

IEEE sells N.Y. buildings

The Institute of Electrical and Electronic Engineers Inc. has announced the sale of its three buildings in New York located at 1 East 79th Street, 5 East 79th Street, and 984 Fifth Avenue. Transfer of the property title will take place during 1965. The members of the IEEE staff now located at 1 East 79th Street will be relocated on the 15th and 16th floors of the United Engineering Center at 345 East 47th Street.

The IEEE headquarters is in the United Engineering Center. IEEE will occupy four-and-a-half floors of the center.

all music in its repertory. A station with a blanket license pays a percentage of its total revenues, minus certain deductions. A station with a per-program license pays for each program in which ASCAP music appears.

As far back as 1938, ASCAP attempted to overturn the Washington statute. Dismissed in the lower court for lack of jurisdiction, ASCAP appealed to the U. S. Supreme Court which in 1939 returned the case to the lower court. It was never fully prosecuted, however, and ASCAP finally dropped the suit.

The copyright infringement suit, filed in 1962, named seven of the state's radio stations. Four settled before the trial, however, leaving the three defendants to continue the court fight.

Favors ASCAP ■ In his opinion, U. S. District Judge Gus Solomon said that ASCAP has complied with and has not violated the state laws. He also termed without merit the defendants' contention that they refused to take licenses from ASCAP because they feared state prosecution. He added:

"I find that they failed to take licenses only because they wanted to avoid paying license fees on the same basis charged other broadcasting companies." And, he continued, "I further find that the defendants made no at-



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tempt to contact plaintiffs individually for the purpose of obtaining licenses to play plaintiffs' songs on a per piece or any other basis."

Judge Solomon said that the defendants admitted that it would be virtually impossible to deal with the composers on an individual basis for rights to perform their compositions. There are over a million titles in the ASCAP repertory, he said. He added: "Their contentions as to what the law requires would not only make it impossible to police the use of copyrighted songs, but would also greatly increase the cost of administration. The enforcement of the Washington statute, as construed by the defendants, would not only jeopardize the efficient licensing and policing of performances for profit, which can only be done by licensing organizations such as ASCAP, BMI or SESAC, but it would also deprive plaintiffs and all other copyright owners of the privilege of profiting from their federally granted copyright monopoly."

If the defendants construction of the Washington law is correct, Judge Solomon said, so as to make ASCAP's acts, or even the composers' and publishers' acts, unlawful, it would raise "grave questions" of the constitutionality of the Washington statute.

Clean as Hound's Tooth ■ Neither the plaintiffs nor ASCAP have conspired among themselves or with each other nor are they guilty of violating the antitrust laws, the judge stated. And anyway, he added, even if there is a violation of the Washington law or the federal copyright or antitrust laws, their violations are so minimal and the violations of the defendants so unconscionable that plaintiffs should not be deprived of the right to maintain these actions for the deprivation of their property."

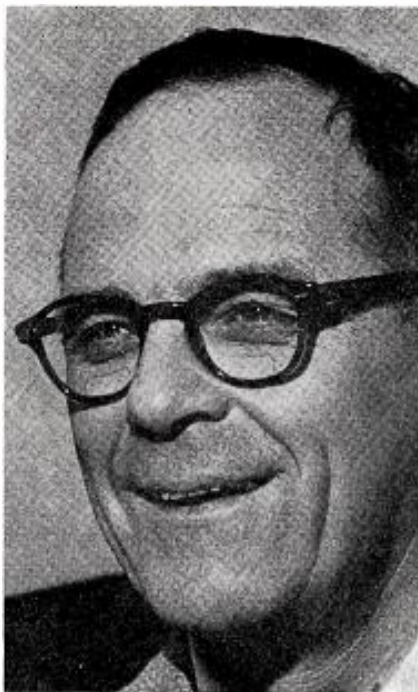
In addition to the damages awarded the copyright holders, Judge Solomon said the plaintiffs were entitled to an injunction restraining the defendants from future infringement."

The final decision will be issued after counsel for plaintiffs prepare findings, conclusions of law, and a judgment in accordance with the memorandum opinion.

Final Decision, Unless ■ The decision, unless appealed and overturned, would seem to eliminate the last such pocket of legal uncertainty. Music licensing sources said they knew of no other state with an unclarified law comparable to the one in Washington.

Similar laws have been attempted or actually passed by various states over the years, but all by now have been overturned, modified or rescinded.

The damages were assessed as follows: against KGM1, \$47,950, of which



Mr. Jones

Mr. Jones is personally liable for \$25,000; against KX1, \$1,000, and against KPQ, \$10,500. The \$15,000 attorney fees which the defendants have to pay are to be pro-rated among the defendants in relation to their fines.

KHJ-TV explains movie policy to viewers

In introducing a new series of movies to its viewers, KHJ-TV (ch. 9) Los Angeles, an independent station, had a spokesman explain to viewers the rationale behind the selection of the films, which were described as "adult theme motion pictures designed for the mature and selective viewer."

Mal Klein, vice president and general manager, said that of the many criticisms of television "perhaps the most justifiable of all . . . is that television has not provided enough programming material for the discriminating, selective, mature viewer." And, he said, "along with this criticism go the many forces that would actually prevent television from satisfying this complaint. Because television goes into the home, they say, it should provide nothing that would provoke or stimulate the mature mind for fear that this material would offend and unduly influence the immature."

Despite these efforts to restrict it, Mr. Klein said, television has matured. He asserted, however, that TV cannot reach full maturity unless viewers become more selective. As they do, he maintained, "so will broadcasters respond by providing more programming

for the selective viewer."

The new series, *Cinema IX*, has been aired Saturdays at 10 p.m. starting Sept. 12. It is designed, Mr. Klein said, "to bring to television an important wealth of programming that has in the past been too limited." The first film was "Two Women," which won an Academy Award for its star, Sophia Loren. Other movies will include Arthur Miller's "A View from the Bridge," Anouilh's "Waltz of the Toreadors," "Divorce—Italian Style," "Gervaise," "The Mark" and "David and Lisa."

Doctored spots cited by fair play committee

Republican use of a doctored TV tape recording of a presidential news conference during the 1963 Kentucky gubernatorial campaign was cited last week as a demonstration of "the degree to which communication techniques have outstripped consideration by politicians, press and public of the ethical and moral problems these very techniques raise."

The Fair Campaign Practices Committee Inc., New York, a nonpartisan organization, pointed to the Kentucky case in a postscript to *Study of Smear: 1962*, its fourth biennial report on campaign practices, which was released last week.

"Its sophisticated use of the tape recording of the President's [Kennedy] news conference is an audio forgery," the report said. "Convincing and seemingly real, this blatant distortion shows the deceit that is possible with contemporary technology. This sort of misrepresentation poses a genuine challenge of adjustment and innovation for lawmakers and enforcement agencies."

The incident, one of 40 fair play "violations" in 22 states counted by the committee, was the only one the report cited that involved broadcast media, but the report urged further exploration of questions raised by the doctored tape incident.

It came up in the final week of the gubernatorial campaign and the FCC ruled on a query from the Kentucky Broadcasters Association that the spots in question appeared to violate commission rules against distorting news (BROADCASTING, Nov. 4, 1963). The GOP spots were pulled off the air, but not before many stations had carried them.

The spots portrayed the late President as seeming to advocate race mixing. They featured a Sept. 12, 1963, news conference that, according to the fair play committee report, "omitted 22 pages of text between the 'Good afternoon, ladies and gentlemen' and the quotation," which itself was the last

three lines of a 15-line comment on civil rights.

The portion of the spot that used the Kennedy tape began with his customary, "Good afternoon, ladies and gentlemen," and cut immediately and without apparent pause to: "I would say that over the long run we are going to have a mix. This will be true racially, socially, ethnically, geographically. That's really the best way."

Film sales . . .

Superman (Wolper TV Sales): WSIX-TV Nashville; KFDX-TV Wichita Falls, Tex.; KGLO-TV Mason City, Iowa; KOAM-TV, Pittsburg, Kan., and WSFA-TV Montgomery, Ala.

Olympiad 1964 (Wolper TV Sales): KHJ-TV Los Angeles, KCPX-TV Salt Lake City, Utah, and KVOS-TV Bellingham, Wash.

Men in Crisis (Wolper TV Sales): KOAT-TV Albuquerque, N. M.; KRON-TV San Francisco, KHSL-TV Chico, KERO-TV Bakersfield, KIEM-TV Eureka, KSBY-TV San Luis Obispo, KJEO(TV) Fresno and KSBW-TV Salinas, all California. Now in 76 markets.

Ray Milland Show (MCA-TV): KVII(TV) Amarillo, Texas.

Tales of Wells Fargo (MCA-TV): KRCG(TV) Jefferson City, Mo.

Checkmate (MCA-TV): WBT(TV) Charlotte, N. C.

Rifeman (Four Star): WHEC-TV Rochester, N. Y.; WJRT(TV) Flint, Mich.; WISN-TV Milwaukee; KRCG(TV) Jefferson City, Mo.; WNAC-TV Boston, and KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa.

Dick Powell Theatre (Four Star): WISN-TV Milwaukee; WANE-TV Fort Wayne, Ind., and WNYS(TV) Syracuse, N. Y.

Zane Grey Theatre (Four Star): KGMB-TV Honolulu; WPTV(TV) West Palm Beach, Fla., and KXLF-TV Butte, Mont.

The Detectives (Four Star): KGGM-TV Albuquerque, N. M.; WMAZ-TV Macon, Ga.; KSWO-TV Lawton, Okla.; KMVT(TV) Twin Falls, Idaho; WFMY-TV Greensboro, N. C.; KKT(TV) Colorado Springs-Pueblo, Colo.; WLBT(TV) Jackson, Miss.; WNYS(TV) Syracuse, N. Y., and WLBW-TV Miami.

Target: The Corruptors (Four Star): KSWO-TV Lawton, Okla.

Stagecoach West (Four Star): KOLN-TV Lincoln, Neb.

The Law and Mr. Jones (Four Star): WTVW(TV) Evansville, Ind.; KGMB-TV Honolulu, and KIFI-TV Idaho Falls.

Ensign O'Toole (Four Star): WZZM-

A guide to WAVE watchers- native "birds" of the Louisville area



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Green-backed Autopickers turned a lot of nest eggs into new cars last year—22,870 in Jefferson County alone! That drove Louisville into 38th place in U. S. Metro Area Passenger Cars. Smart as owls, with eagles' eyes for value, these birds have a lark with their 283,500 autos (1.2 cars for each of the Louisville metro area households). A market on the move? You bet. And WAVE-TV covers it best! (Figures from Kentucky Auto Dealers' Association and SRDS.)

You can reach more Green-backed Autopickers on WAVE-TV because:

- WAVE-TV 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-TV means TV leadership in the Louisville market—first on the air, first to carry network color, and only station that transmits local, live color—altogether an average of 50 hours a week of local and network color viewing.

* Source: ARB Market Coverage Information.

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TV Grand Rapids, Mich.; KMVT(TV) Twin Falls, Idaho; WESH-TV Daytona Beach-Orlando, Fla. and KRON-TV San Francisco.

Richard Diamond (Four Star): KGGM-TV Albuquerque, N. M.; WNAC-TV Boston; KTUV(TV) Oakland-San Francisco; WTEV(TV) New Bedford, Mass.; WROC-TV Rochester, N. Y.; KHVH-TV Honolulu; WAVY-TV Portsmouth-Norfolk, Va.; WBOC-TV Salisbury, Md.; WSM-TV Nashville, and KATC(TV) Lafayette, La.

The Titan and Over There-documentaries (Four Star): WNYS(TV) Syracuse, N. Y.; WXEX-TV Petersburg-Richmond, Va.; KSHO-TV Las Vegas; WCCO-TV Minneapolis-St. Paul, and WFLA-TV Tampa, Fla.

Best of Groucho (NBC Films): WKOW-TV Madison, Wis.

Laramie and Californians (NBC Films): KWTX-TV Waco, Texas.

Science in Action (NBC Films): KEYT(TV) Santa Barbara, Calif.

Medic (NBC Films): KPLR-TV St. Louis.

Blockbusters Group B (Jayark): WXYZ-TV Detroit; WLTV(TV) Bowling Green, Ky.; WINK-TV Fort Myers, Fla.; KPRTV(TV) Portland, Ore.; WCIX(TV)

South Miami, Fla.; WEHT(TV) Evansville, Ind.; KMBC-TV Kansas City, Mo., and WTVK(TV) Knoxville, Tenn.

Colorama Features Group C (Jayark): WSOC-TV Charlotte, N. C.; KIVA(TV) Yuma, Ariz.; WCPO-TV Cincinnati; WINK-TV Fort Myers, Fla.; WAFB-TV Baton Rouge; WEHT(TV) Evansville, Ind.; WBZ-TV Boston; WHEC-TV Rochester, N. Y.; KDAL-TV Duluth, Minn., and WJTV(TV) Jackson, Miss.

The Four Aces Feature Pictures (Jayark): WFMJ-TV Youngstown, Ohio; WPRO-TV Providence, R. I.; WHTN-TV Huntington, W. Va.; WVEC-TV Hampton-Norfolk, Va., and WCAX-TV Burlington, Vt.

Bozo the Clown (Jayark): WWJ-TV Detroit; WDSM-TV Superior, Wis.; WABI-TV Bangor and WAGM-TV Presque Isle, both Maine; WKBT(TV) LaCrosse, Wis.; WKTU(TV) Utica, N. Y.; WLOS-TV Asheville, N. C., and WCIX-TV South Miami, Fla.

Century I and Century II (20th Century-Fox): KTUL-TV Tulsa Okla.; KSL-TV Salt Lake City; KPRC-TV Houston; WKRG-TV Mobile, Ala., and KETV(TV) Omaha.

Biography 65 (Official Films): WILX-TV Lansing, Mich.; WJTV(TV) Jackson,

Miss.; WGAN-TV Portland, Me.; WHBF-TV Rock Island, Ill.; KVIQ-TV Eureka, Calif., and KHAS-TV Hastings, Neb.

Planet Patrol (M and A Alexander): CKLW-TV Windsor, Ont.-Detroit.

Christie Comedies (M and A Alexander): WHBQ-TV Memphis, WLBW-TV Miami.

Science Fiction Package (M and A Alexander): WQAD-TV Moline, Ill., WRVA-TV Richmond, Va.

Special Features (Seven Arts): CBYT(TV) Corner Brook, Nfld.; CBHT-TV Halifax, N.S.; CBOT-TV Ottawa; CKCK-TV Regina, Sask.; CBLT(TV) Toronto; CBUT(TV) Vancouver, B.C., and CBWT(TV) Winnipeg, Man.

Jaffe to syndicate daily one-hour show

In its first move as a producer of syndicated programs, Henry Jaffe Enterprises, Hollywood and New York, plans to offer TV stations a one-hour, five-day-a-week filmed and tape show intended for daytime presentation and providing for local station identification.




Barry Wood, Jaffe vice president and executive producer, said in New York last week that the concept had been discussed with about a dozen station operators and the reaction was generally satisfactory.

The Jaffe approach is that each one-hour segment consists of 48 minutes of programming and 12 minutes of commercials. The program portion would consist of 30 minutes from the producer and would include 5-10 minute taped and filmed episodes on such subjects as fashion, Broadway and Hollywood news, general commentary, sports, women-interest features, recording stars and teen-age features. The entire program would be presented by a well-known local station personality so that the show would be billed as the "John Smith Show" in a particular market. The station would be responsible for supplying the remaining 18 minutes of the program, for which Jaffe will suggest ideas.

"In other words, the program would have local identity, combined with segments presenting well-known specialists in particular fields," Mr. Wood commented.

Jaffe hopes to have the program ready by the fall of 1965. Mr.

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translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1965 **BROADCASTING YEARBOOK**, packed with more data about the broadcast media than ever before, will be delivered to subscribers in mid-December. Your message gets a big bonus of attention and long life at regular **BROADCASTING** rates. Today's the day to reserve a good spot for it.

Deadlines? Sept. 21 if proofs are needed; Oct. 1, no proofs.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Wood indicated that the company either will produce the shows in Hollywood or New York, or enter into an agreement with interested stations with tape and film facilities. He estimated that production would cost about \$40,000 per week.

"We feel there is a dearth of quality syndicated programs, especially for daytime," Mr. Wood said, "and we think our concept will find acceptance at many stations."

The Jaffe organization has been concentrating on the production of prime-time network shows, including the *Dinah Shore Show* and the *Bell Telephone Hour*.

Both parties quiet on network offers

Neither President Johnson nor GOP candidate Barry Goldwater has as yet accepted a network offer to appear on TV during the campaign, either in a "debate" or in any other format.

They have been invited by all three TV networks to appear on regularly scheduled news programs (*Face the Nation* on CBS-TV, *Issues and Answers* on

ABC-TV and *Meet the Press* on NBC-TV).

The vice presidential candidates—Democratic Senator Hubert Humphrey and Republican Congressman William E. Miller—already have either appeared on the programs or have agreed to appear (BROADCASTING, Sept. 14).

President Johnson, through a White House aide, informed CBS-TV he was sorry that he would not be able to appear on *Face the Nation* and Senator Goldwater (R-Ariz.), through his news secretary, said in effect he "doesn't want to do that type of thing on TV," according to a CBS News spokesman.

ABC News indicated no firm turnaround had yet been received. Leonard B. Goldenson, president of American Broadcasting-Paramount Theaters, parent company of ABC, had invited the President and also Senator Goldwater to appear on *Issues and Answers* on two Wednesdays, Oct. 14 and 21. A half-hour program, it is usually slotted on Sunday, 1:30-2 p.m. EDT. As in the CBS and NBC offers, the ABC invitation to one candidate is conditional on the acceptance of the other.

NBC's *Meet the Press* offer is at a standoff. President Johnson hasn't made his position known, but Senator Goldwater has indicated that he would con-

sent to be interviewed on the news panel show if he had a hand in picking the interviewers.

NBC has declined to permit this procedure.

AMA seeks equal time from NBC-TV's 'Today'

The American Medical Association reported Thursday (Sept. 17) that its executive vice president, Dr. F. J. L. Blasingame, had wired William R. McAndrew, NBC executive vice president in charge of news, requesting "equal time" to answer a "scurrilous attack" that morning on the NBC-TV *Today* show by Senator Clinton Anderson (D-N. M.).

The AMA claimed that the senator made false statements about the medical group and its former president, Dr. Edward R. Annis. The AMA also charged that some statements made by NBC's Sander Vanocur, who questioned Senator Anderson, also were untrue. Earlier the AMA charged the TV networks with "censorship" for refusing to accept an "educational" spot campaign about health care for the aged (BROADCASTING, Sept. 14).

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CBS News retunes for election coverage

It sets up desks to cover all important races and restores Walter Cronkite to the center post

CBS News last week announced major changes in its method of reporting election-night news. The changes return veteran commentator Walter Cronkite to a central position in the network's election coverage.

CBS News President Fred W. Friendly outlined a new "horizontal" editorial structure in which presidential, congressional and gubernatorial races will be assigned to correspondents for separate treatment. Also announced was the assignment of a "national editor"—Mr. Cronkite—to pull together the over-all picture of election night proceedings. Mr. Cronkite was moved out of his

anchorman position during the Democratic National Convention after CBS had drawn comparatively low ratings during the Republican convention the month before. The change did nothing to affect CBS's competitive position. It rated second, behind NBC, in Democratic convention coverage.

In past election coverage CBS News has divided the country into four sections, and correspondents for each area have given a state-by-state rundown of Senate, House and gubernatorial races within their sections.

Under the new system five main desks will be established: a presidential desk

headed by Harry Reasoner and Roger Mudd; a congressional desk to handle Senate and House contests, with Robert Trout in charge; a gubernatorial desk headed by Mike Wallace; a national analysis desk with Eric Sevareid the commentator, and Mr. Cronkite at the national desk giving a running commentary and coordinating remote coverage by correspondents stationed throughout the country.

Outposts ■ Other assignments include White House correspondent Dan Rather to President Johnson, Robert Pierpoint to Senator Goldwater, Martin Agronsky and Paul Niven to vice presidential candidates Hubert Humphrey and William Miller.

Robert Kennedy will be covered by Charles Von Fremd, and his opponent in the New York senatorial race, Republican Senator Kenneth Keating, by Charles Kuralt. Correspondents Hughes Rudd and Bill Stout will be in Washington covering, respectively, Republican and Democratic national headquarters.

CBS News said the former system of reporting returns has become outmoded for a number of reasons, among them the fast voting reports now available

Barry plans to pack lots of blue shirts

Senator Barry Goldwater's use of television in his presidential campaign was shifted into high gear last week and he'll keep it that way until election day, Nov. 3.

The first of 10 planned half-hours was presented to a national TV audience last Friday (Sept. 18, 9:30 p.m. EDT-CBS-TV), but earlier in the week the senator had been featured on live statewide simulcasts in Alabama, Louisiana and West Virginia plus a special 10-state hook-up originating in South Carolina. Other telecasts are scheduled this week in North Carolina, Texas and New England.

Another half-hour is scheduled on NBC-TV Tuesday (Sept. 22, 9:30 p.m. EDT) and features a conversation with former President Eisenhower that the senator and Mr. Eisenhower recorded in Gettysburg, Pa., over the weekend. As of last Thursday (Sept. 17), 146 stations had been cleared and the cost was \$90,000 plus pre-emption charges. The CBS broadcast, which preempted *Twilight Zone* last Friday, cost \$167,000 for 189 stations.

This is the heavy use of television that Republican campaign strategists

have spoken of so often since Senator Goldwater won the California primary (BROADCASTING, June 8).

The Republican National Committee is scheduling the national broadcasts, but individual Republican state committees are organizing and, to varying degrees, financing the state-wide programs.

The pattern is pretty much the same in each state: Senator Goldwater arrives in a major population center, goes to a large hall or stadium and then delivers a prepared speech that is carried live on as many state TV and radio stations as can be obtained.

"We figure it's easier to move the people into a central rally than to have him run all over the state," said Edward Nellor, the national committee's radio-TV director. "This is what we are trying to do in every instance," Mr. Nellor said.

Practical Use ■ One example is Senator Strom Thurmond's (R-S. C.) dramatic announcement Wednesday (Sept. 16) on a 33-station TV network that he was leaving the Democratic party. Wis-tv Columbia, S. C., taped the 15-minute broadcast that morning and fed it to TV stations in

10 southern states.

Bradley, Graham and Hambly, Columbia advertising agency, was given the order Saturday by the Thurmond speech committee, which paid \$5,800. In addition to putting the 10-state network together on short notice, the agency was ordered to set up an hour TV program that was taped at wis-tv Greenville, S. C., where Senator Thurmond welcomed Senator Goldwater to the state. This was on 11 stations Thursday and cost \$5,500.

Advance Fanfare ■ Radio and TV spots are used to build up the candidate's arrival and program segments and spots are used in the area after he's left. The Republican National Committee has an extensive film and tape library of virtually everything the senator has done since California, and excerpts are made available to local party organizations for various uses: films for public gatherings, TV and radio spots and news clips.

Representative William Miller, the senator's vice presidential running mate, will appear in the national half-hours, Mr. Nellor said, but since the GOP candidates generally

in this, the first year of the Network Election Service (NES), the pool organization of the networks and wire services for gathering election data.

According to CBS, the state-by-state method can no longer provide a comprehensive nationwide picture of how the country is voting and at the same time keep up with the news as it comes in and with the advance projections supplied by CBS's computerized Vote Profile Analysis (VPA) system.

CBS said affiliated stations will be allotted two seven-minute periods each hour for reports on local and regional races and will be furnished the latest information from VPA and NES to supplement their local reports.

The new CBS Studio 41 on West 57th Street in New York will be the origination point for the network's election night coverage. This will be the first use of the new studio, which is now being equipped with 100 digital display panels.

Two "7010" IBM computers have already been installed there and are being programmed with past voting information for the 2,000 VPA precincts. These will be the backbone of the VPA data processing system. Two "1440"



CBS Newsman Walter Cronkite
He'll be 'national editor' on election night

computers will be used to check out information being called in from the reporting precincts.

CBS said it will employ two men in each of the VPA precincts, aside from those assigned to the NES pool, to phone reports to the central processing

point in New York.

Campaign Reporters ■ CBS News last week also announced the selection of permanent news teams to report on the campaigns of both parties' presidential and vice-presidential candidates.

The teams consist of two correspondents, a field producer, and camera crews.

The teams: for President Johnson (Don Richardson, field producer) White House correspondents George Herman and Dan Rather; for Senator Goldwater (Philip Scheffler, field producer) correspondents Roger Mudd and Robert Pierpoint; for Senator Humphrey (Stanhope Gould, field producer) correspondents Martin Agronsky and Dave Dugan; for Representative Miller (Murray Fromson, field producer) correspondents Paul Niven and Charles von Fremd.

Request for waiver draws political fire

The Socialist Labor Party last week protested an "implication" by CBS that the party has never taken advantage of nonpolitical appearances of the President to demand equal time for itself.

The complaint came as an aftermath of the three television networks refusals to carry a message by President Johnson in behalf of the United Fund and Community Chest campaigns on the grounds it would leave them open to requests for equal time by other presidential candidates.

In a declaratory ruling, requested by the United Fund group and awaited by the networks before their decisions on the matter, the FCC refused equal time exemption for the fund drive message (BROADCASTING, Sept. 7). The networks

travel separately, Representative Miller is not participating in the regional broadcasts.

Most of the paid broadcasts, both national and regional, are being scheduled in prime evening time, but, Mr. Nellor said, two of the national half-hours are planned for women's audiences, one in an afternoon and another in the morning.

Last week Senator Goldwater spent six hours at CBS News' Washington studios taping his Friday night program and spots ranging from 10 to 60 seconds in length. Five 5-minute programs and 10 of the spots were completed. Some material features the candidate speaking Spanish.

The GOP is having trouble obtaining network clearance for spots and program time, especially for some spots aimed at President Johnson. CBS, as an example, hasn't yet cleared material dealing with Bobby Baker and Billie Sol Estes, Mr. Nellor said. These probably will be "re-done or abandoned," he added.

Better Able to Handle ■ The national committee tried its hand at setting up the statewide broadcasts but has turned the job over to the state committees. "We found it's better to do it at home base," he said.

This is the TV schedule Senator Goldwater has followed since his initial telecast throughout Washington from Seattle on Sept. 9 and what is in store for the next few weeks: Sept. 16, Montgomery, Ala.; 17, New Orleans; 18, Charleston, W. Va.; 21, Charlotte, N. C.; 22, El Paso, Tex.; 24, Boston. He is scheduled to appear in the Midwest and the West Coast after that, but as of last week no TV plans had been firmed up.

However, the senator does have recording dates in Phoenix Oct. 11-12 and in Washington Oct. 18-19.

A television tape recorder, installed on the elaborately equipped Boeing jet that Senator Goldwater has leased for newsmen and himself during the campaign, has not been functioning satisfactorily so far, Mr. Nellor said. It is hoped that it may be used to record fresh news clips to be given to television and radio stations in each town as the senator arrives.

The communications setup that the Republicans are using permits the candidate to remain in almost constant touch with the party's national headquarters in Washington (BROADCASTING, Sept. 7).

then stated they would definitely not carry the message which had been scheduled for Sept. 11 (10 p.m. EDT).

However, on the same day CBS sent telegrams to possible minority party candidates asking them to waive their rights under Section 315 in this case in order that the message might still be aired.

The Socialist Labor Party said the telegram from CBS had been delayed due to insufficient address, was not received until Sept. 15, and was answered on that day.

The party, in its reply by Arnold Peterson, national secretary, said it rejected "the implication that demands for equal time that might be made by legally qualified candidates on the basis of the President's appeal would place any excessive burden on CBS or any other network."

Mr. Peterson also said the party represented the request "in view of the obvious efforts of CBS to avoid its legitimate obligations to all minor parties under both Section 315 and the 'fairness doctrine'."

In spite of its protest, the party agreed to waive its possible right to equal time in connection with the Community Chest and United Fund messages.

The CBS legal department said the telegrams asking for waivers in no way conceded that their recipients were entitled to equal time and did not pass on the authority of these people within the parties with which they are believed to be affiliated.

CBS's Countdown ■ In response to 10 telegrams CBS said it received waivers from seven parties, no replies from two, and a refusal to waive equal time rights from one. The refusal was from Henry Krajewski, who was queried as a possible representative of the Poor Man's Party.

CBS said it had sent two types of telegrams, one to those it considered more likely to be considered bona fide applicants for equal time and another to those who it felt less likely to be qualified.

Those who received the former—in addition to Eric Hass of the Socialist Labor Party—were Earl H. Munn (Prohibition Party) Joseph Lightburn (Constitution Party) and Clifton DeBerry (Socialist Workers). All of these waived any rights they might have as a result of a presidential Community Chest message.

Others who were asked for waivers were Bishop Homer Tomlinson (National Theocratic Party), Lewis E. Jaekel (thought to represent the American Party), Daniel X. B. Schwartz, (National Tax Savers Party), John Kaster (National States Rights Party), Mrs.

Yetta Bronstein (affiliation uncertain) and Mr. Krajewski.

The network said it had no replies from Mr. Kaster or Mrs. Bronstein.

"Based on these results," a member of the CBS legal staff said he felt "there is sufficient doubt that the FCC might find one of these candidates qualified for equal time to prevent the network from airing the welfare message. However, as of last week CBS had announced no alteration of its decision not to broadcast the presidential message.

NAB puts pilot project on road

Program clinic offering proven ideas that pay off in its four-city tour

Several years ago, WFBM Indianapolis, bought a transcription series titled *Sound of the City*, a musical potpourri. To give the half-hour show a special local fillip, WFBM told its newsman Jim Gerard to go out into the city and come back with real sounds of the city, vignettes of Indianapolis.

These vignettes, lifelike, humorous, poignant became a staple on the station. Fifteen interviews are aired weekly. They run for 2½-3 minutes each and they are on 70 times a week, rotated throughout each weekday from 8 a.m.-midnight.

This was one of the program ideas submitted via tape to program managers and others meeting at the first radio program clinic sponsored by the



Mr. Hoberman



Mr. Ellis

National Association of Broadcasters last Friday (Sept. 19) in Palo Alto, Calif.

The program, which jumps to Memphis today, to Omaha on Wednesday, and to Tarrytown, N. Y., on Friday, is a pilot project to determine whether the NAB should establish program clinics as a regular part of its activities. Its theme is that good programming is available and can be sold.

Last week's clinic set the pattern for

the others. The Indianapolis story was part of a tape of excerpts of program ideas contributed by seven stations. Among them: WHO Dayton, Ohio, using the conference call technique to have local people talk to nationally and internationally famous people on *Conversation Piece*; WILK Wilkes-Barre, Pa., and its two-three hour program blocks, complete operettas, contemporary musical comedies, name bands and singers; WVMC Mount Carmel, Ill., and its 15-30-minute radio documentaries; KVGB Great Bend, Kan., and its football contest.

Among other highlights of the first meeting:

Sporty Bank ■ How the Bank of California, for 90 years wedded to dignified, genteel advertising customary for banks, took over the sponsorship of an evening KSFO San Francisco sports-cast to sell its story as "the bank for action," was related by Alfred E. Smith, vice president, Honig-Cooper & Harrington, San Francisco.

The Bank of California took over the *Lon Simmons Show* (5:45-6 p.m., Monday-Saturday when Shell Oil dropped all broadcasting for newspaper advertising only. The program is a fast-talking, wrapup of the day's sports, including behind the scenes interviews and reporting in depth.

In 1954, the Bank of California began to branch out, and this year, its 100th anniversary, it is two-and-one-half times as big as 10 years ago, it has 46 offices up from five 10 years ago, and it has offices in California, Oregon and Washington.

Until it bought the *Lon Simmons Show*, Mr. Smith said, it had to start from scratch everytime it opened a new office; today it's known, thanks to its radio show, heard by an estimated 90,000 people daily.

The show is an "umbrella" covering the central core of its market at the lowest cost per thousand. It covers the geography, the type of listener and provides the continuity the bank wants.

"The selection of a bank is a thoughtful process," Mr. Smith said, "and it takes a good deal of backgrounding. So we want a platform from which we can speak quietly, continuously and, we hope, convincingly." On each program, Mr. Smith said, the bank delivers two minutes of advertising. And it is flexible; within 30 minutes the bank can change its message "and we often do," Mr. Smith stated.

Comparative Value ■ In a breakdown of costs, related to three of the communities in the KSFO market, Mr. Smith said that for the \$377 a week spent in San Francisco he would be able to buy one, three-column, 7-inch ad in the *San Francisco Chronicle*, or about 20 outdoor boards for one week, or 30

seconds on TV in Class A time. Palo Alto's \$27 per week is good for 100 lines (two-column, 7-inches) in the *Palo Alto Times*, or two or three spots on a good music station, or, if outdoor was available, two posters for one week. No local TV is available. Danville's \$2 per week (Mr. Smith added, "This is ridiculous.") Would buy a little less than 1 column by 2-inches of advertising in the weekly *Danville Pioneer*.

The bank operates a year's schedule with about 200 different spots and they are delivered live and integrated into the show; there is no lead-in. Some are 80 seconds and some are 40, but most are 60 seconds.

On joint sponsorship, Mr. Smith was blunt:

"You can no more own half a show than you can be half pregnant."

Names Make News ■ Broadcast news can be bright, variegated, informative, and at times it can get things done. Elmo Ellis, WSB Atlanta, told how WSB does it day in and day out, with a set of news principles that his staff must follow: news is people, news is events. News is not reading wire copy into a microphone, he stressed.

Aside from the generally accepted impression of radio news as "news summaries"—on the hour, on the half-hour, or five minutes before the hour—there are, Mr. Ellis said, "great uncultivated fields . . . waiting for the plough, the seed and the cultivation of imaginative news minds":

■ Special editions—breakfast edition, housewives' edition, business edition, sports edition, commuters' edition, show time edition, bedtime edition.

■ News in depth on the "big question" in the community.

■ Spotlight on trouble-spots in the community. WSB has reported violations of the housing code, illegal nursing homes, slow construction work on an expressway project.

After playing tapes of some WSB news programs, Mr. Ellis concluded by calling for radio news to be "broader, more comprehensive, more professional and more satisfying."

If an editorial happens to be controversial, then it would probably be good programming, as well as fair and impartial action, to seek a responsible spokesman for the opposite view before the editorial is aired, according to Richard Dudley, WSAU Wausau, Wis.

And, Mr. Dudley added, in addition to the heavy responsibility entailed in editorializing, there is the responsibility "to respect certain basic American principles. The right to be considered innocent until proven guilty, the right to a fair trial, the right of privacy, the right of protection against becoming branded by association. . . ."

A commentary on how station per-



DELIVERED BY **WREX-TV Channel 13**

NEW DEVELOPMENT

- New Chrysler assembly plant
— 6000 new jobs in 1964
- New \$8 million hospital.
- New Gates Rubber Plant,
Freeport, Ill. — 500 new jobs.

THE MARKET

- 58th in U. S. in E.B.I. per capita
- 78th in U. S. in E.B.I. per household
- \$1,480,547,000 market.

WREX-TV COVERAGE

- 54 of the top 57 shows
- Noon to 4 p.m. — 79% of audience
- 6:30 p.m. to 10:00 p.m. — 56% of audience.

Remarkable
ROCKFORD, ILL.



*As verified by A.R.B. Oct. 27 — Nov. 19, 1963 audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.

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Levy's book hits stalls

'The Chameleons' tells story of a Senate investigation of TV

A novel dealing with a Senate investigation of television, written by a man who has been through one, is being published today (Monday). It is *The Chameleons*, by David Levy, former vice president for network TV programs and talent at NBC and before that with Young & Rubicam.

The 471-page novel, published by Dodd, Mead & Co., New York, is considered certain to attract wide interest in broadcasting and broadcast advertising because of Mr. Levy's background in those businesses. A Dodd, Mead representative said last week that pre-publication demands had almost exhausted the supply of advance copies available for reviewers.

Mr. Levy testified in 1961 before the Senate Juvenile Delinquency Subcommittee at the outset of its still unfinished investigation of alleged sex and violence in television. NBC subsequently terminated his contract after an independent producer testified that Mr. Levy and other NBC executives had demanded more sex and violence in a program he was producing.

Cloud Remover ■ Mr. Levy appeared later before the subcommittee—the so-called Dodd committee, headed by Senator Thomas Dodd (D-Conn.)—to remove the "cloud" he felt earlier testimony had placed over his reputation as



Former NBC program executive turned author, David Levy, is shown as he appeared before the Dodd subcommittee in January 1962 to remove the

'cloud' he felt earlier testimony before the congressional group had placed over his reputation as a television executive.

a television executive. He said that documents on file at NBC demonstrate that he had always opposed sex and violence on television programs—"a fact which NBC and this committee have acknowledged" (BROADCASTING, Jan. 29, 1962).

Mr. Levy, who is currently producing *The Addams Family* series that was to open on ABC-TV last Friday night,

dedicates his book to "my many friends in the television industry who devote themselves tirelessly to the pursuit of excellence in the medium. And especially to my wife, Lucile, for her patience, enthusiasm and constant encouragement." It advises readers that "the characters, places, incidents and situations in this book are imaginary and have no relation to any person, place

sonalities are fitted into a station's all-talk format was given by Ben Hoberman KABC Los Angeles. Mr. Hoberman played sample tapes of KABC conversation figures and discussed how they are woven into 20 hours of programing a day.

"There are two compatible elements," he said, "news in depth and conversational programing, leaving no need for music."

Music Time ■ Most people's attitude toward contemporary music is based on prejudice, William Kaland, Westinghouse Broadcasting Co., asserted. But, he emphasized, popular music is a reflection of the times. There's an audience of older folk to rock 'n' roll, Mr. Kaland averred; they're a means for older people to be contemporary with their children.

Music historically, he added, is an idiom of the times. Music, he said, is

continually in a flux, changing. Stations should be chary, he said, of attempting to "freeze" the musical style of the day. Before long, he observed, it will be a "museum piece."

Involve your station with the cultural and artistic life of the community and you'll have an audience. That's what the classical music station must do, Dave MacNeill, program director of WCRB-FM Boston, said, but he added: "Mind the three P's."

These are, he emphasized: personality, production and promotion. Even the long-hair music listener doesn't want to listen to a phonograph, he wants a docent, Mr. MacNeill said, shelling out some of the program ideas used at WCRB-FM—*Boston Pops*, *Evening at the Symphony*, *The World of Adventure in Music*, a completely prepackaged and scripted one-hour concert with a theme for each broadcast. Theme music for

each of the offerings is effective, Mr. MacNeill noted.

Promotion is available; many newspapers list FM station selection separately in radio pages. On the air promotion is standard. But most effective is actual performance—either live or on tape, particularly in stereo. WCRB-FM sponsors performances at Symphony Hall, and invites guests (the blind, foreign students), all of which receive newspaper coverage.

WGN-TV gets 'Gloria'

Triangle Program Sales has announced the sale of 260 half-hour color films of its newest syndicated property, *Exercise with Gloria*, to WGN-TV Chicago. Show is an exercise program, starring Gloria Roeder and her six daughters.

or actual happening."

The book's dust jacket reports that "two worlds—the world of big-time network television and the world of the United States Senate—collide in this penetrating novel. The reader learns of the behind-the-scenes machinations of the top brass of a fictitious fourth network, and he is baffled by the devious politics behind a Senate committee's actions."

An All-Star Cast ■ Who are the *Chameleons*? The dust jacket says they include the following characters and describes them in this way:

"Henry H. Hillman, the pious but headline-hunting amoral U. S. senator who launches an investigation into the morality of the mass media . . .

"Joseph Gratton the inscrutable, hard-drinking president of the giant network [Federal Broadcasting Co.], who manipulates and crushes other men as part of his daily routine . . .

"Sandra Markham, the Hollywood star who surrenders herself to another woman's husband . . .

"Max Geller, the company counsel whose loyalties and honor are twisted by his fears and desires . . .

"Evelyn Winters, the great star of yesteryear who performs for the one audience she cares for—herself . . .

"Solomon Weiner, the head of a large talent agency, whose courage ends at the touch of his wallet . . .

"Admiral James Hornwell Otis, chairman of the board, who wields the power of life or death when he chooses to do so . . .

"Pandro Heflin, the cunning head of the West Coast office . . .

"And above all, Steven Lane, the executive forced to choose between becoming a sacrificial goat and a chameleon."

The book is priced at \$6.50.

Universal makes films available to STV

Universal Pictures Co. has agreed to provide feature theatrical motion pictures to Subscription Television Inc. for use in Los Angeles and San Francisco, it is announced by Sylvester L. (Pat) Weaver, STV president, and H. H. Martin, vice president and general manager of Universal. STV on Oct. 5 will put the first Universal picture, probably "To Kill a Mockingbird," on one of its Los Angeles program circuits. "The Ugly American," "The Thrill of it All" and upwards of 10 other titles are included in Universal's STV package. Universal is the fifth major studio to agree to provide feature films to STV (Also see STV story page 48).

BROADCASTING, September 21, 1964

FCC calls off probe of WNUS Chicago

Action overrides staff recommendation for revocation proceeding

The FCC has decided to drop any further inquiry into the change in programming that occurred at WNUS Chicago (then WYNR) shortly after the station was acquired by the McLendon Corp. in August 1962.

The commission had conducted an unusual inquiry, involving the taking of testimony by a hearing examiner, to determine whether a formal license-revocation hearing should be conducted.

At issue was whether McLendon had been candid in the programming proposals it made to the commission. The station's format was changed from 80% Negro to all-Negro shortly after McLendon acquired the station. The corporation in applying for the station had indicated the format would remain essentially intact.

The inquiry was initiated in January 1963 after the FCC received a number of complaints from Chicago listeners about the elimination of foreign-language programs from the station's schedule. Chief among the complainants was Representative Roman C. Pucinski (D-Ill.) of Chicago.

Vote was 5-1 ■ It was understood the commission, by a 5-1 vote, decided to issue an order terminating the proceeding. The action overrode a staff recommendation that license revocation proceedings be started against the station. Chairman E. William Henry was the lone dissenter, Commissioner Kenneth A. Cox, who was chief of the commission's Broadcast Bureau at the time the inquiry was started, did not vote.

Gordon McLendon, president of McLendon Corp., had maintained that the decision to swing to all-Negro was made after the station was acquired. He had testified that the decision was made on the basis of programming studies during August 1962 which convinced him that the needs of Chicago's Negroes outweighed those of the foreign-language groups (BROADCASTING, April 29, 1963).

The commission reportedly felt that there was not enough hard evidence to indicate that McLendon sought to deceive the commission. One commission-

er said the agency was attempting to look into Mr. McLendon's "state of mind between Aug. 13 and Aug. 28, 1962, concerning a statement on programming he made to the commission 1½ years earlier." McLendon Corp. took over the station Aug. 13, 1962. On Aug. 28, in response to an inquiry, it informed the commission about the change in format.

Racial Tensions Considered ■ Another factor entering into the decision of at least some commissioners was concern over the possibility of inflaming racial feelings in Chicago. Commissioner Lee Loevinger is reported to have felt that, in view of the present climate of race relations, it would be "irresponsible" to hold a hearing revolving around the needs of programming for the Negro population in Chicago as opposed to those of foreign-language groups in that city.

The station recently dropped its all-Negro format and on Sept. 3 became WNUS, with an all-news schedule. Mr. McLendon said the change was decided after surveys indicated interest on the part of Chicago residents for more news broadcasts (BROADCASTING, Aug. 24).

ETV library exchange gets \$80,000 boost

The National Association of Educational Broadcasters last week received an \$80,000 grant from the National Home Library Foundation of Washington to establish an exchange library service for educational television stations in the U. S.

NAEB's educational television stations division will administer the grant, which provides \$35,000 for 1964-65, \$25,000 for 1965-66, and \$20,000 for 1966-67. Funds for the last two years must be matched, but C. Scott Fletcher, president of the division, was confident of obtaining the money and noted that it would "mean a total of \$125,000 to assist us in launching this service, which will make selected non-credit programs and series available to all stations."

He stated that the new program source would be available during 1965.

An earlier grant from the foundation designated \$8,000 for creative non-commercial radio production. "We're interested in fresh ideas, the best ideas we can all come up with," said Jerrold Sandler, who directs NAEB's newly formed National Educational Radio division. The grant will cover a broad range of subjects in public affairs, the arts and the humanities. Proposals are invited from member stations. The deadline for submitting them is Oct. 10; production contracts are to be delivered about Nov. 15.

Fall shows are off and running

ABC-TV OPENS FALL PREMIERE WEEK, NBC-TV STARTS A FEW SHOWS

Overnight ratings last week indicated a substantial viewer sampling of the TV network's new season offerings.

The start of the season was officially underway on Sept. 13 (Sunday) at 10 p.m. EDT on NBC-TV with the showing of *The Rogues*.

ABC-TV's new cycle started on Sept. 14 (Monday). All of ABC-TV's schedule was to start in a single week, NBC-

TV also started a new cycle on Sept. 16 for its Wednesday night programming and on Sept. 19 for part of its Saturday night lineup—*Flipper*, *Mr. Magoo* and *Kentucky Jones*.

Ratings data made available by network research sources follow. All times EDT. Shares for Nielsens on Monday, Tuesday and Wednesday not available.

In the so-called 26-city Trendexes,

data on *Mickey* and *Burke's Law*, both on Wednesday, is based on only 25 markets, and *ABC News Report*, also Wednesday, on 14. Trendex did not measure markets when no ABC show was carried there.

The parenthetical symbols indicate new series (N); new programming in an existing series (NP); new time (NT); re-run or continuing cycle (R); special (S).

| Sunday, Sept. 13 | | | Rating Share | | | Rating Share | | | Rating Share | | | | | |
|------------------|-------------------------|---|--------------|------|--|-------------------|-----|---------------------------|--------------|------|---------------------|-----|----------------------------|------|
| 10-11 | New York Nielsen | | | | | 9:30 | ABC | Bing Crosby (N) | 41.0 | | 10:30 | ABC | The Fugitive (NP) | 30.5 |
| | ABC | Olympic Trials (S)/ Rowan & Martin (S) | 6.2 | 9.0 | | | CBS | Andy Griffith (R) | 12.6 | | | CBS | Frances Langford (S) | 8.5 |
| | CBS | Candid Camera (R)/ What's My Line (R) | 19.0 | 29.0 | | | NBC | Hollywood & the Stars (R) | 8.4 | | | NBC | Ganges River (S) | 12.5 |
| | NBC | The Rogues (N) | 34.9 | 52.0 | | 10-11 | ABC | Ben Casey (NP, NT) | 40.8 | | Wednesday, Sept. 16 | | | |
| 10-11 | New York Arbitron [ARB] | | | | | | CBS | East Side/West Side (R) | 6.5 | | 26-city Trendex | | | |
| | ABC | Olympic Trials (S)/ Rowan & Martin (S) | 4.7 | 8.0 | | | NBC | Mitch Miller (R) | 5.2 | | 7:30 | ABC | Ozzie & Harriet (NP) | 16.1 |
| | CBS | Candid Camera (R)/ What's My Line | 16.8 | 29.0 | | Tuesday, Sept. 15 | | | | | | CBS | Face the Nation (S) | 5.8 |
| | NBC | The Rogues (N) | 30.3 | 52.0 | | 26-city Trendex | | | | | | NBC | The Virginian (NP) | 13.7 |
| Monday, Sept. 14 | | | | | | 7:30 | ABC | Combat (NP) | 17.0 | 41.4 | 8:00 | ABC | Patty Duke Show (NP) | 21.7 |
| 26-city | Trendex | | | | | | CBS | Local program | 6.2 | 15.0 | | CBS | News Special (S) | 5.8 |
| 7:30 | ABC | Voyage to the Bottom of the Sea (N) | 13.7 | 32.3 | | | NBC | Mr. Novak (R) | 12.4 | 30.2 | | NBC | The Virginian (NP) | 17.2 |
| | CBS | To Tell the Truth (R) | 13.5 | 31.8 | | 8:00 | ABC | Combat (NP) | 20.3 | 44.6 | 8:00 | ABC | Shindig (N) | 19.1 |
| | NBC | Monday Night Movie (R) | 10.5 | 25.4 | | | CBS | High Adventure (Summer) | 7.7 | 16.8 | | CBS | Seven Wonderful Nights (S) | 7.4 |
| 8:00 | ABC | Voyage to the Bottom of the Sea (N) | 21.7 | 42.6 | | | NBC | Mr. Novak (R) | 11.3 | 24.7 | | NBC | The Virginian (NP) | 19.1 |
| | CBS | I've Got a Secret (R) | 15.2 | 29.8 | | 8:30 | ABC | McHale's Navy (NP) | 24.5 | 50.6 | 8:00 | ABC | Patty Duke Show (NP) | 21.7 |
| | NBC | Movie (R) | 10.2 | 20.1 | | | CBS | High Adventure (Summer) | 9.1 | 18.7 | | CBS | News Special (S) | 5.8 |
| 8:30 | ABC | No Time for Sergeants (N) | 25.5 | 48.6 | | | NBC | Moment of Fear (Summer) | 10.6 | 21.9 | | NBC | The Virginian (NP) | 17.2 |
| | CBS | Vacation Playhouse (Summer) | 11.1 | 21.1 | | 9:00 | ABC | The Tycoon (N) | 27.1 | 51.5 | 8:30 | ABC | Shindig (N) | 19.1 |
| | NBC | Movie (R) | 11.5 | 21.9 | | | CBS | Petticoat Junction (R) | 12.2 | 23.2 | | CBS | Seven Wonderful Nights (S) | 7.4 |
| 9:00 | ABC | Wendy & Me (N) | 28.0 | 52.3 | | | NBC | Richard Boone (R) | 7.7 | 14.7 | | NBC | The Virginian (NP) | 19.1 |
| | CBS | Danny Thomas Show (R) | 10.4 | 19.5 | | 9:30 | ABC | Peyton Place (N) | 27.1 | 53.9 | 9:00 | ABC | Mickey (N) | 19.3 |
| | NBC | Movie (R) | 11.1 | 20.8 | | | CBS | Jack Benny (R) | 10.4 | 20.6 | | CBS | Beverly Hillbillies (R) | 12.8 |
| 9:30 | ABC | Bing Crosby Show (N) | 30.0 | 55.4 | | | NBC | Richard Boone (R) | 7.7 | 15.4 | | NBC | Wednesday Night Movie (N) | 20.0 |
| | CBS | Andy Griffith Show (R) | 11.0 | 20.4 | | 9:00 | ABC | The Tycoon (N) | 27.1 | 51.5 | 9:30 | ABC | Burke's Law (NP, NT) | 15.9 |
| | NBC | Hollywood & the Stars (R) | 8.7 | 16.1 | | | CBS | Petticoat Junction (R) | 12.2 | 23.2 | | CBS | Dick Van Dyke Show (R) | 12.9 |
| 10:00 | ABC | Ben Casey (NP, NT) | 28.9 | 62.5 | | | NBC | Richard Boone (R) | 7.7 | 14.7 | | NBC | Movie (N) | 21.3 |
| | CBS | East Side/West Side (R) | 6.3 | 13.7 | | 9:30 | ABC | Peyton Place (N) | 27.1 | 53.9 | 10:00 | ABC | Burke's Law (NP, NT) | 16.6 |
| | NBC | Mitch Miller (R) | 7.4 | 16.1 | | | CBS | Jack Benny (R) | 10.4 | 20.6 | | CBS | Rudy Vallee (Summer) | 7.3 |
| 10:30 | ABC | Ben Casey (NP, NT) | 26.6 | 57.8 | | 10:00 | ABC | The Fugitive (NP) | 26.1 | 55.7 | | NBC | Movie (N) | 22.2 |
| | CBS | East Side/West Side (R) | 5.7 | 12.4 | | | CBS | Francis Langford (S) | 9.7 | 20.7 | 10:00 | ABC | News Reports (S) | 4.9 |
| | NBC | Mitch Miller (R) | 9.9 | 21.4 | | | NBC | Ganges River (S) | 6.8 | 14.5 | | CBS | Rudy Vallee (Summer) | 7.7 |
| New York Nielsen | | | | | | | | | | | | NBC | Movie (N) | 22.2 |
| 7:30-8:30 | ABC | Voyage to the Bottom of the Sea (N) | 26.2 | | | 10:30 | ABC | The Fugitive (NP) | 26.0 | 57.5 | 10:30 | ABC | News Reports (S) | 4.9 |
| | CBS | To Tell the Truth (R)/ I've Got a Secret (R) | 16.8 | | | | CBS | Francis Langford (S) | 8.5 | 18.7 | | CBS | Rudy Vallee (Summer) | 7.7 |
| | NBC | Monday Night Movie (R) | 10.8 | | | | NBC | Ganges River (S) | 6.8 | 15.0 | | NBC | Movie (N) | 22.2 |
| 8:30 | ABC | No Time for Sergeants (N) | 36.6 | | | New York Nielsen | | | | | 10:30 | ABC | News Reports (S) | 4.9 |
| | CBS | Vacation Playhouse (Summer) | 12.5 | | | 7:30 | ABC | Combat (NP) | 21.0 | | | CBS | Rudy Vallee (Summer) | 7.7 |
| | NBC | Movie (R) | 13.1 | | | | CBS | Eye on New York (local) | 8.5 | | | NBC | Movie (N) | 22.2 |
| 9:00 | ABC | Wendy and Me (N) | 35.4 | | | | NBC | Mr. Novak (R) | 14.0 | | 10:30 | ABC | News Reports (S) | 2.8 |
| | CBS | Danny Thomas Show (R) | 14.2 | | | 8:00 | ABC | Combat (NP) | 25.0 | | | CBS | Rudy Vallee (Summer) | 9.9 |
| | NBC | Movie (R) | 13.5 | | | | CBS | High Adventure (Summer) | 7.5 | | | NBC | Movie (N) | 31.4 |
| | | | | | | | NBC | Mr. Novak (R) | 17.5 | | 10:30 | ABC | News Reports (S) | 2.8 |
| | | | | | | 8:30 | ABC | McHale's Navy (NP) | 27.5 | | | CBS | Rudy Vallee (Summer) | 9.9 |
| | | | | | | | CBS | High Adventure (Summer) | 9.5 | | | NBC | Movie (N) | 29.3 |
| | | | | | | | NBC | Moment of Fear (Summer) | 14.5 | | | | | |
| | | | | | | 9:00 | ABC | The Tycoon (N) | 28.5 | | | | | |
| | | | | | | | CBS | Petticoat Junction (R) | 13.5 | | | | | |
| | | | | | | | NBC | Richard Boone (R) | 14.0 | | | | | |
| | | | | | | 9:30 | ABC | Peyton Place (N) | 27.5 | | | | | |
| | | | | | | | CBS | Jack Benny (R) | 12.5 | | | | | |
| | | | | | | | NBC | Richard Boone (R) | 15.5 | | | | | |
| | | | | | | 10:00 | ABC | The Fugitive (NP) | 28.0 | | | | | |
| | | | | | | | CBS | Francis Langford (S) | 9.5 | | | | | |
| | | | | | | | NBC | Ganges River (S) | 14.0 | | | | | |



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Program notes . . .

Coming attractions ■ Richard G. Yates Films Sales Inc., New York, has acquired the theatrical and TV rights to a group of 20 motion picture thrillers from K. Gordon Murray Productions, Miami. The transaction was said to involve more than \$1 million. The films will be released theatrically before they are offered to TV.

In syndication ■ Wolper Television Sales, which has acquired rights to *The American Commitment*, a Time-Life

Broadcast documentary, has sold the 60-minute show in 17 markets.

Ask agriculture ■ A half-hour radio program, *What Consumers Want to Know*, is available from the U. S. Department of Agriculture. Consumer questions received by the department are discussed with a panel of experts. USDA public service spots in the format may be removed for local commercial or public service spots. Write Radio and Television Service, USDA, Washington 20250.

Temporary classes ■ WCIU(TV) Chi-

cago commercial UHF outlet, starts broadcasting in-school educational programs from 10 a.m.-noon Sept. 28. The schedule will continue until WXXW(TV) Chicago's new UHF educational outlet takes the air as companion to WTTW (TV) VHF ETV there.

Part two ■ *Operation Alphabet 2*, a nonprofit public service project of Triangle Stations, begins today (Monday) on 79 stations in major markets. The series of 90 half-hours takes up where *Operation Alphabet I* left off, around the seventh grade reading level. The series

INTERNATIONAL

Europe learns mass marketing

FC&B's British head advises that American firms reappraise 'old fashioned, conservative' label

Competition in mass marketing in Europe today has become keen and tough and American firms that still regard this market "as old fashioned, conservative and static would be well advised to make a complete reappraisal of the situation."



Mr. MacCabe

Such was the advice of Brian F. MacCabe, chairman and managing director, Foote, Cone & Belding Ltd., London, in his talk last week in Chicago before the British American Chamber of Commerce of the Midwest. Mr. MacCabe also is president of the Institute of Practitioners in Advertising in England and is director and senior vice president of Foote, Cone & Belding Inc., U.S.A.

FC&B Ltd.'s spending in commercial television, for instance, has grown to 50% of the London agency's total billing in all media, Mr. MacCabe pointed out, up from about 10% in 1956 when commercial TV began there. The most rapid growth in TV spending has occurred within the last three years, he added.

The standard of living in Britain in the past 13 years has risen more than it had during the whole of the last half century, he said, indicating a rapidly expanding market for consumer products of all kinds. During this period of just over a decade, he explained, home and car ownership has doubled and television ownership has multiplied 15 times. As a result 43% of all families now own their own homes, 40% have a

car and virtually all have TV.

More Income—Bigger Markets ■ "Increased incomes have changed small luxury markets into mass markets," Mr. MacCabe said. Grocery and drug store volumes have climbed sharply, he added, and self-service grocery stores have been increasing throughout Europe although comparatively slowly.

"The Europeans have learned marketing," Mr. MacCabe reported, "and particularly the new generation which has moved into management during the last 10 years." He said that on the whole in Britain the research services available are good but this is not quite so true of the Continent where services vary from country to country.

"But at least the facilities in Europe are better than in most countries in the world," Mr. MacCabe said, "and certainly better than in one Eastern country where the rise and fall in population is still assessed from the amount of sewage collected annually by the local authorities."

Mr. MacCabe reported that "really good advertising agencies" are available throughout Europe today "and particularly in Britain." FC&B now has five offices in Europe, he said, and these handle many local as well as various international accounts.

International ad agency meet opens in N.Y. today

Representatives of independently owned advertising agencies from 42 countries will meet today (Monday) in New York, for the seventh annual General Assembly of International Markets Association of Advertising Agencies.

The keynote address will be given by John Crichton, president of the American Association of Advertising Agencies. He will discuss general trends and the business outlook overseas for U. S. agencies.

Among the scheduled speakers: Norman Cash, president, Television Bureau of Advertising; Wrede Petersmeyer, president; Jerome R. Reeves, director of programming; and Don Kearney, director of sales, all of Corinthian Broadcasting Co.

Meetings will be held at the Carnegie International Center.

Satellite experiments to last 10 years

Experiments with communications satellites, including vehicles for direct broadcasting and telecasting to earth, will continue during the next 10-year period, an official of the National Aeronautics & Space Administration said last week.

John J. Dougherty, assistant director of NASA's communications and program division, said that the next series of communications satellite experiments (Advanced Technological Satellites program) will involve five flights with three missions: (1) gravity gradient orientation, (2) spin stabilization, and (3) two earth oriented gravity gradient stabilized satellites in stationary orbit.

During the second series, Mr. Dougherty explained, tests will be conducted with electronically despun and mechanically despun antennas.

"From a communications standpoint," Mr. Dougherty said, "the ATS series will provide for experiments and experience with multiple access systems, increased effective radiated power, and systems which show promise of improving the lifetime of satellites.

"All of these are stepping stones to eventual full exploitation of the potential of satellites, a potential that must

is aimed at the 11 million Americans who cannot read or write.

Radio series sales . . .

The First Christmas (Worner Productions): WAVP Avon Park; WTMC Ocala; WETH St. Augustine; WPDQ Jacksonville, all Florida, and WENE Binghamton; WELM Elmira; WHCU Ithaca, and WRIV Riverhead, all New York.

July 4, 1776 (Worner Productions): WENE Binghamton; WHCU Ithaca, and WRIV Riverhead, all New York.

surely include the advantages of the broadcast satellite. The full exploitation of those advantages, up to and including wideband TV broadcasts, would occupy us for a decade, but surely such goals are worthwhile ones."

Mr. Dougherty was one of the speakers at the military electronic conference of the Institute of Electrical and Electronic Engineers, held in Washington last week.

Bates adds Brussels to overseas branches

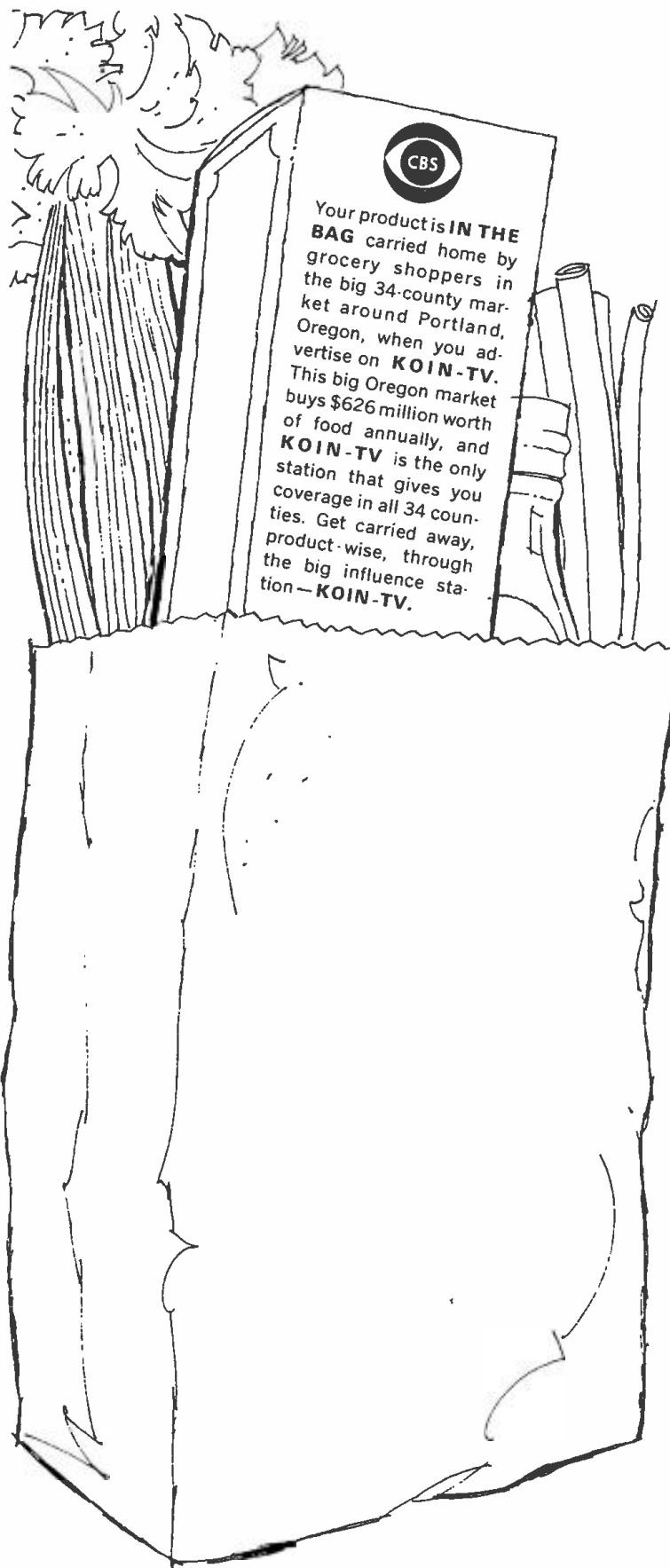
Rosser Reeves, chairman of the board at Ted Bates & Co., New York, announced last week that an agreement for a merger had been signed with Belgium's sixth largest agency, Advertising International of Brussels. The new company, which mainly handles packaged goods, will be known as Advertising International-Bates & Co., S. A.

Ted Bates currently is the fifth largest worldwide advertising agency with annual billings of \$225 million. Overseas billings are estimated at \$64 million.

CBS Inc. opens office in Tokyo

Sales of television programming distributed by CBS Films in Japan and Okinawa are now handled by the Tokyo office of CBS Japan Inc., a new subsidiary of CBS Inc. The new arrangement went into effect last Tuesday (Sept. 15).

Koreaki Takahashi has been named general manager of the office, which will be located in Tokyo. He was formerly managing director of Sekiya & Co., Ltd., the organization which has represented CBS Films in Okinawa and Japan for the past seven years.



REFERENCES: Sales Management Survey of Buying Power, June 1964; NCS, 1961. REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.

Foreign aid for radio-TV?

American broadcasters asked to help train technicians

for radio and television in the emerging nations

American broadcasters were asked last week to help the country in its foreign affairs by playing host to foreign broadcasters, by helping train radio and TV technicians for emerging nations and by supplying programs on tape and film for the Voice of America's television and radio service.

The pleas were made at the first meeting of the International Committee of the National Association of Broadcasters, held in Washington Sept. 16.

The broadcasters heard James Green-

field, assistant secretary of state for public affairs and Carl T. Rowan, director of the U. S. Information Agency.

Mr. Greenfield stressed that among people abroad there is "more fallout" from television than from any other news medium. People in the Soviet Union, he said, have a "longer and deeper impression" of Americans they see on TV than of those they read about in newspapers and magazines.

Seconding Mr. Greenfield's observations, Mr. Rowan noted that during his

tour as U. S. ambassador to Finland the two Americans best known there were "Dr. Casey and Dr. Kildare."

Herbert Evans, president of Peoples Broadcasting Co., who has represented the NAB on the Inter-American Association of Broadcasters, said: "The symbol of the new world in South America is the boy on a bicycle with a transistor radio to his ear." Radio's impact is "tremendous," he said, observing that wherever dictators seize power they immediately take over all broadcasting facilities. But, he added, the populace quickly learns the truth from broadcasts of neighboring countries.

Several ways in which U. S. broadcasters can help in spreading America's message and philosophy around the world were mentioned by Mr. Greenfield and John N. Hayes, of the State

FINANCIAL REPORTS

FC&B to split stock, increase dividend

Foote, Cone & Belding stepped closer to a listing on the New York Stock Exchange last week.

The agency's board of directors at a meeting in Chicago Thursday (Sept. 17) proposed a five-for-four stock split which would increase total shares in the hands of the public to more than 600,000. This amount would meet one of the standards required by the NYSE, it was noted by Robert F. Carney, chairman of the board of FC&B, which claims to be "the largest publicly owned advertising agency in the U. S." There are two others: Doyle Dane Bernbach and Papert, Konig & Lois.

The FC&B stock split proposal will be submitted to a special meeting of agency stockholders in New York Oct. 15.

The board voted an increase in the dividend rate to 14 cents quarterly on each split share or the equivalent of 17.5 cents on each share now outstanding. This is an increase from 60 cents

to 70 cents per share annually. The dividend increase will take effect Dec. 16 to shareholders of record Dec. 2.

The FC&B board also declared dividends payable Dec. 16 of 7 cents on each split share of the company's class B common stock which is not publicly traded. FC&B has about 4,500 stockholders and the stock presently is traded over the counter.

Rollins plans more diversification

Rollins Broadcasting shareholders were informed last week of further expansion plans by the company to include development of a CATV system in northern Delaware, expected to be "the most ambitious of its kind in the country."

O. Wayne Rollins, president of the diversified communications company, said at an annual meeting that further steps toward the CATV system pend

final approval of the city of Wilmington.

When constructed, according to plans, it would carry programing from New York, Philadelphia, Baltimore, and Lancaster, Pa., among other cities.

One of Rollins recent acquisitions, Satin Soft cosmetics has already accomplished product expansion and expanded sales are expected, according to Mr. Rollins.

He said outdoor advertising operations of the company and associated real estate holdings in Washington, Philadelphia and Mexico would probably add \$4 million to revenues in fiscal 1965.

Rollins recently completed its purchase of the Orkin Exterminating Co. for \$62.4 million and announced record first quarter earnings of \$297,497 or 31 cents a share (BROADCASTING, Sept. 7).

Comsat meeting elects board of directors

The Communications Satellite Corp. held its first stockholders meeting in Washington last week and elected a 12-man, management-backed board of directors—six from the public and six from common carrier firms.

But the meeting was far from a cut-and-dried affair. One stockholder, George H. Poirier Jr., a Rhode Island textile manufacturer, wanted to be elected to the board and filed a suit—which charged, among other things, that the firm had refused to allow him free access to the stockholder list—to block the meeting. His suit was rejected first by a federal court, then by an appeals court. At last week's meeting he pledged

SEC reports stock transactions

The Securities & Exchange Commission has reported the following stock transactions by officers, directors and stockholders owning more than 10% of broadcasting and allied companies in its August issue of *Official Summary* (all common stock unless otherwise indicated):

Outlet Co.—David J. Shurt'eff bought 100 shares, disposed of 50, now holds 150.
RCA—Walter G. Bain bought 2,475, now owns 15,156.

Reeves Broadcasting—J. Drayton Hast'e bought 5,000, now holds 79,750. Morris Schechter bought 600, now holds 2,600.

Rollins Broadcasting Inc.—John W. Rollins disposed of 1,000, now holds 180,000; he also beneficially owns indirectly 3,600. O. Wayne Rollins disposed of 2,600, now owns 522,960 shares.

Department's Bureau of Educational & Cultural Affairs, and by Mr. Rowan and Keith Adamson, deputy director of the Voice of America:

- An expansion of the cultural exchange program in which American broadcasters are host to foreign broadcasters affording visitors opportunities of learning about the United States by working for radio and TV stations and networks in this country.

- Training broadcast personnel for newly developing nations, with the problem particularly acute in Nigeria and Cambodia.

John S. Hayes, president of Post-Newsweek Stations, is chairman of the NAB committee, and presided at the meeting. The committee deferred until later a decision on which projects it wished to undertake.

to continue court actions to unseat the board.

Two of the public directors elected were Leonard Marks and Bruce G. Sundlun, both Washington communications attorneys. Mr. Sundlun is also secretary of The Outlet Co., a Providence, R. I., department store firm with broadcast holdings: WJAR-AM-TV Providence and WDBO-AM-FM-TV Orlando, Fla.

Desilu reports higher earnings in quarter

Desilu Productions Inc. last week announced that for the 13 weeks ended Aug. 1, the first quarter of Desilu's fiscal year, the firm's net income was up more than \$30,000 over the same period last year. Per-share net earnings jumped three cents.

13 weeks ended Aug. 1:

| | 1964 | 1963 |
|--------------------|-----------|-----------|
| Earnings per share | \$0.10 | \$0.07 |
| Gross income | 4,336,045 | 4,877,359 |
| Net income | 118,490 | 84,875 |
| Shares outstanding | 1,195,631 | 1,223,631 |

Metromedia ups dividend

Metromedia Inc. last week declared a regular quarterly dividend of 15 cents a share of the basis of a "continuing upward trend of operating results of the company."

The new dividend replaces the 10 cents a share paid in previous quarters. An extra dividend of 10 cents a share was announced by the Metromedia board for 1964. Both amounts are payable Nov. 2 to stockholders of record Oct. 16.

HOW TO SUCCEED IN THE QUAD-CITIES BUY WHBF RADIO 1270 CBS NETWORK

40th SUCCESSFUL SEASON!

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

Broadcasting

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Radio self-promotion help offered by MBS

Robert F. Hurleigh, president of Mutual, is advocating that radio sell itself as an advertising medium, and by using radio as the salesman. What's more, he is offering Mutual's help to local stations to aid in the selling.

Writing in Mutual's September newsletter, Mr. Hurleigh said, "Odd as it may sound, radio has been used to sell everything but radio itself. And radio, at some times, actually has more audience than its fatter TV brother. As a broadcast entity, it requires an even greater promotional effort before it can get a better share of the budget.

"The effort must be greater because many of the men in the industry are the very ones who do not care to see . . . and it is far tougher to convince a professional than the man in the street."

Mr. Hurleigh continued: "Individual station operators are so busy selling their own call letters that they have overlooked the fact that the medium itself could help itself."

Offering personal help, the network president noted, "We believe that if every radio station allocated as little as 10 free minutes a day, we'd have a program that could move mountains. We'd be more than willing to write these 10 commercials . . . to utilize our own pool of talent to air these spots on our own free time, to make them available to all our affiliates and allow each other station in the market to use them as well."

WTAE takes its campaign to voters

It's campaign time just about everywhere, so WTAE(TV) Pittsburgh, adopted that theme Sept. 11 when it offered its and ABC-TV's fall "ticket" to 900 guests at the local Churchill Valley Country Club.

The club's main ballroom was decorated in red, white and blue bunting with ABC and WTAE personalities in the "candidate" photo murals on the wall. Delegate buttons, straw hats and other convention trimmings were provided the local and out-of-town guests.

Different rooms in the club were rechristened. "Tammany Hall" offered the free lunch bar, checkered table cloths and a piano equipped with a projector that put words of old time songs on the wall. "Independent Lounge" was used for a continuous showing of an ABC



WTAE Vice President and General Manager Franklin C. Snyder delivers the keynote speech at the campaign party.

fall promotion film.

A "Fourzapoppin" theme (WTAE is on channel 4) was included in a specially written musical revue and tied in with promotion in newspapers, on billboards and in a jingle on 10 Pittsburgh area AM and FM stations.

Jackie Coogan of ABC's new *The Addams Family* was guest of honor at the campaign celebration.

KABC-TV again using radio to get viewers

Radio can persuade people to use a new product, try a new service, even watch a new TV program.

At least, that's the opinion of Jack F. Brembeck, promotion-publicity director of KABC-TV Los Angeles, who for the second time this year is using Los Angeles radio to urge listeners to watch the ABC-owned TV station. As before, KABC-TV is using a number of radio stations, each with a different program format, ranging from all-news to rock 'n' roll to classical music. The campaign, to run six weeks, is using five stations.

The promotion features the new time of KABC-TV's *The News Hour*, 5-6 p.m.; and *The 6 O'Clock Movie* that follows.

The radio spots are made in a comedy vein by Alan Alch Inc., using such personalities as Jesse White and Herschel Bernardi, plus Jimmy Bryant's nine-piece orchestra with Peggy Taylor as soloist. Each spot is open-end to permit a live tag, giving the title of the movie to be shown that evening and the name of its star.

One spot, typical of the series, is be-

tween an analyst and his patient, who says he gets childlike feelings every evening starting at 5 o'clock, when "I come home, turn on television and the next thing I know . . ."

The analyst interrupts to say that the patient can't be watching channel 7 because of his "typical television syndrome" from watching kiddie programs on other channels when "channel 7 doesn't believe in kiddie programs during adult hours. Try *The News Hour* at five," he counsels, "then *Six O'Clock Movie* with its first-run features. You'll like them."

"If I don't," the patient rejoins, "I'll just go zap with my secret ray and melt the television set."

"Yes?" asks the analyst. "Well, one problem at a time."

Drumbeats . . .

Pick a date ■ During September KDKA Pittsburgh is running promotions every day except the 22d, 28th and 29th. Ten major promotions during the month are highlighted by the 10th anniversary of Rege Cordic's morning show which will award to some lucky listeners the use of 110 square yards of high quality sod, a free concert in the winners home, ten free lessons (that's all, just lessons), and the use of a private railroad club car for a party for the winner and 36 of his friends on a round trip from Pittsburgh to Connellsville, Pa. (48 miles each way).

Stars for Seattle ■ A planeload of CBS-TV stars was to arrive in Seattle Saturday (Sept. 19) to help launch the Western Washington United Good Neighbor Fund campaign and the new TV season for KIRO-TV Seattle (CBS-TV affiliate). An airport reception by Governor Albert D. Rosellini of Washington, a midtown Seattle parade, a cocktail party press reception and a cruise of Puget Sound were on the weekend agenda.

One for the station ■ WCKY Cincinnati is celebrating its 35th anniversary by mailing birthday cards asking recipients to have a drink on the station at the Netherland hotel in Cincinnati. The 50 kw station went on the air Sept. 16, 1929.

Tickets to happiness ■ WJZ-TV Baltimore received more than 44,200 postcards from viewers trying to estimate the number of people who had appeared on the station's *People Are Talking* program since its first telecast June 8, 1964. The prize to the winner was an all-expense paid trip for two to Pittsburgh to see the Beatles perform and meet them after the show. Since 85 persons correctly guessed the winning

How's that again

"Thirty-one days hath September. . ." Somehow the words don't fit the old rhyme and neither did the calendar that CKVL Verdun-Montreal mailed to its listeners. The stand-up calendar was designed by the French-language station to publicize its 12 quarter-hour dramatic serials but the station obviously received more for its money than it bargained for. One thing about the calendar, though, the people will have an option following the Wednesday of Sept. 30, they can either choose the next day to be Oct. 1 or Sept. 31, which is more than any person in history could grant to the common man.

number, 1,149, the station had a drawing to determine the winner. In addition to the trip the station distributed Beatles record albums and singles.

Sports award ■ ABC in association with Time-Life Broadcast Inc. and *Sports Illustrated* will institute in 1965 the "Grand Award of Sports," a series of awards to outstanding athletes of 1964. The award ceremonies will be televised by ABC as a 90-minute special.

Talent trip ■ Over the next several weeks, more than 20 NBC-TV stars will visit 50 key cities across the nation to promote the new season. Each city will designate an "NBC Star Day" within the viewing area of the affiliated station. The campaign, which will last until mid-October, began Sept. 5.

California query ■ The question of the year, "who will win, donkey or elephant?," will be answered Sunday (Sept. 27) by KNX Los Angeles, which on that day is staging a six-mile race between those two animals on a freeway. KNX listeners also have a chance to win prizes in the "Freeway Derby" by guessing the winner and his time. KNX talent teams headed by Bob Crane, morning personality and Tom Kelley, sportscaster, will jockey the animals over the freeway course, with KNX broadcasting a step-by-step report.

Guest appearance ■ CBS Radio's Arthur Godfrey will appear in Minneapolis-St. Paul Oct. 2 to help WCCO there close out the 40 days of special celebration events marking the station's 40th anniversary. He will be luncheon speaker before the Minneapolis Advertising Club and make other appearances. WCCO also has published a 124-page history book containing 300 photos of its highlights and titled *The First Forty*.



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X denotes counties where circulation is established but where not enough diaries were placed for a penetration figure.

New Lincoln-Land map shows KOLN-TV/KGIN-TV penetration

The map shows an average of Total Net Weekly Circulation (combined ARB 1960 and 1964) of KOLN-TV/KGIN-TV. It's further proof that you can't cover Nebraska without Lincoln-Land . . . and you can't cover Lincoln-Land without KOLN-TV/KGIN-TV.

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 provides 206,000 homes—homes you need for top-market coverage.

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

AVERAGE HOMES DELIVERED PER QUARTER HOUR

(March 1964 ARB — 6:30 to 10:00 p.m.)

| | |
|------------------------|--------|
| OMAHA "A" | 62,500 |
| LINCOLN-LAND* "A" | |
| KOLN-TV/KGIN-TV | 56,300 |
| OMAHA "B" | 56,000 |
| OMAHA "C" | 55,300 |
| LINCOLN-LAND "B" | 28,700 |
| LINCOLN-LAND "C" | 16,500 |

*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 Felzer Stations

RADIO
WNEB KOLAH200 BATTLE CREEK
WJEP GRAND RAPIDS
WJFM GRAND RAPIDS ENLARGED
WYTH FM CADILLAC

TELEVISION
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WJTV CADILLAC-TRAVERS CITY
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Mr. Shank



Mrs. Forster

Marion Forster, VP and account supervisor on Alberto-Culver's VO5 Hair Spray and New Dawn in Chicago office of Compton Advertising, promoted to newly created post of senior account supervisor. **Charles B. Shank**, VP and creative director on Alberto-Culver at Compton in Chicago, joins MacManus, John & Adams there as director of creative services. He succeeds **Bob Cole**, who becomes associate creative director. Mr. Shank earlier was creative director of Needham, Louis & Brorby, Chicago.

Edgar W. Nelson, for five years VP-marketing at Lehn & Fink Products Corp., New York, joins Boyle-Midway division of American Home Products Corp., that city, as marketing VP.

Owen J. Burns, product manager on Imperial margarine at Lever Brothers, New York, joins Foote, Cone & Belding, that city, as executive on Best Foods (division of Corn Products Co.) account. **Peter M. Finn** joins FC&B in same capacity as Mr. Burns. Mr. Finn was formerly account executive with J. Walter Thompson Co., New York.

William Kelly and **Leo Keegan**, associate account supervisors on Johnson & Johnson account at Sullivan, Stauffer, Colwell & Bayles, N. Y., elected VP's.

Larry Buskett, general manager of KBTR Denver, joins KFRC-AM-FM San Francisco as general sales manager. Previously, he was general sales manager of KRLA and KLAC, both Los Angeles, and general manager of KCBQ San Diego and KGMS Sacramento, all California.

Howard Wheeler, advertising manager of Douglas Aircraft, appointed manager of Los Angeles office of The Meeker Co. Previously, Mr. Wheeler was general sales manager of KHJ-TV Los Angeles and manager of KGB San Diego, Calif.

Norm Bergren, formerly account executive at WFRL Freeport, Ill., appointed commercial manager of WAUK-AM-FM Waukesha, Wis.

Thomas B. Kilbride, for seven years VP and account manager of Knox Reeves Advertising, Minneapolis, elected executive VP.

Andrew E. Carr, creative group head at Campbell-Mithun, Minneapolis, elected VP. He joined agency in 1961.



Mr. Harris

Remus A. Harris, director of marketing, media and market research at MacManus, John & Adams, New York, elected VP. Mr. Harris joined MJ&A June, was formerly manager of market development for domestic group at Colgate-Palmolive Co., N.Y.

Todd Branson appointed sales manager of WJJD Chicago. For two years he was with WYNR (now WNUS) Chicago and earlier was manager of WFOX Milwaukee and WNMP Evanston, Ill.

Larry Katz, TV commercial group head at Ted Bates, New York, joins creative division of McCann-Erickson, that city, as executive producer.

Frank Fitzgerald, formerly director of radio-TV programs at Warwick & Legler Inc., New York, elected VP of Americom Corp., New York-based firm which specializes in marketing and communications for industrial and consumer goods corporations.

Tedd T. Thomas, previously sales promotion and advertising manager of Prince Matchabelli Inc., joins Thayer Laboratories division of Revlon Inc.,

MAB elects Waddell



Mr. Waddell

Harold W. Waddell, WKBG Muskegon, elected president of Michigan Association of Broadcasters, succeeding E. L. (Red) Byrd, WJLS Lansing.

Other new officers: VP, **Larry Carino**, WJBK-TV Detroit, and secretary-treasurer, **Franklin G. Sisson**, WWJ-TV Detroit. New directors: **John Anderson**, WCCW Traverse City; **Gene Umlor**, WCEN Mount Pleasant; **Michael Lareau**, WOOD Grand Rapids, and Mr. Sisson. **John Wismer**, WHLS Port Huron, continues on board.

New York, in newly created post of advertising-merchandising manager.

George W. Williams, sales manager of KDKA-AM-FM Pittsburgh, joins WABC New York, effective Oct. 5, in similar capacity. He succeeds **John J. McSweeney**, who resigned. **Robert W. Dickey**, formerly assistant sales manager of KYW Cleveland and prior to that disk jockey at KDKA, rejoins the Pittsburgh outlet as sales manager.



Mr. Williams



Mr. Dickey

Lee Gruninger, formerly copywriter for Richard Meltzer Advertising, San Francisco, has joined creative staff of Boylhart, Lovett & Dean, Los Angeles.



Mr. Albrecht

Harry F. Albrecht resigns as VP in charge of central division of Crosley Broadcasting Corp., Chicago, to join Keystone Broadcasting System, that city, as VP, and will work in sales administration and development throughout Midwest. He had been with Crosley for more than 20 years.

Jo Wilson, previously with KWTV (TV) Oklahoma City, appointed media director at Humphrey, Williamson & Gibson, that city.

William L. Unger Jr., manager of Los




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Angeles office of The Bolling Co., joins ABC Radio West, that city, as account executive.

John Sutton, formerly account executive at Young & Rubicam, New York, joins Smith/Greenland, that city, as VP-account service group.

Marvin B. Kunze elected VP and associate creative director at Young & Rubicam, New York. He had been executive television art supervisor.



Mr. Giaimo

Martin Giaimo, formerly southeastern division manager of World Broadcasting System Inc., joins WHFB-AM-FM Benton Harbor, Mich., as general sales manager. Previously, Mr. Giaimo was general sales manager of WILX-TV Jackson and manager of WJEF Grand Rapids, both Michigan.

Henry C. Goldman, formerly assistant to general manager of WANN and WXTCFM Annapolis, Md., appointed sales manager of WVPO-AM-FM Stroudsburg, Pa. He replaces **Edward J. Somers**, who becomes general manager of WDOS Oneonta, N. Y.

Jay Haller joins Chicago office of Harrington, Richter & Parsons. He was formerly media supervisor at Campbell-Mithun, that city.

Ramon Bimonte, **John Doern** and **Peter Rowland** named copy group heads at Compton Advertising, New York. All were formerly copywriters.

William K. Salomone appointed account executive at WMAL-AM-FM Washington.

Barbara Harwell and **Marvin E. Jay** join Tracy-Locke Co., Dallas, as copywriters.



Mr. Haas

Joseph A. Haas, general manager of wwca Gary, Ind., appointed national and regional sales manager of wwca, WLOI LaPorte, Ind., and WLAP Lexington, Ky. Mr. Haas joined wwca in 1954 and before being named general manager served as assistant general manager of wwca and WLOI. **Gerry Grainger**, wwca program director, promoted to newly created post of local sales manager-program director.

William A. Shell joins WSM-TV Nashville as account executive.

David Deutsch, VP of McCann-Erickson, New York, appointed executive art director. **Rocco Campanelli** named M-E senior art director. He joined agency in 1961.

RCA's Neuhauser cited



Mr. Neuhauser

Robert G. Neuhauser, head of camera-tube product-engineering group at RCA's Lancaster, Pa., installation, named recipient of 1964 David Sarnoff Gold Medal award of Society of Motion Picture & Television Engineers. Award notes Mr. Neuhauser's contributions to improvements in camera-tube design and techniques of operation "have constituted one of the outstanding elements of progress in the television art of the last few years." Presentation will be made during society's semi-annual conference in New York Sept. 27-Oct. 2.

Adeline Naidich, formerly senior copywriter on Falstaff account at Wade Advertising, Los Angeles, joins Nides/Cini Advertising, that city, as creative director.

Parke Blanton, formerly with WTOP-AM-FM-TV Washington, joins staff of Corbett Advertising, Columbus, Ohio.



Mr. Duffy

Christopher Duffy, public information director of WJW-TV Cleveland, appointed advertising and promotion director of WCPO-AM-FM-TV Cincinnati.

William Courtenay appointed director of farm sales for radio-TV division of Triangle Publications. For past two years he has held similar post at company's WFIL-AM-TV Philadelphia.

Dorothy Shahinian and **Stan Burger** appointed associate media director and

senior media group supervisor, respectively, at Kudner Agency, New York.

Seaborn C. Langley Jr., formerly with Atlanta division of Street & Finney, moves to agency's New York office as account executive.



Mr. Picard

Marvin Picard, account executive at WBRC-TV Birmingham, Ala., appointed general sales manager of WATV, that city.

Rannie W. Neville, formerly VP of Grisfold - Eshleman Co., Chicago, and **Norman E. Ross**, formerly of Campbell-Ewald Co., join Chicago office of Geyer Morey Ballard as account executives. **Chuck G. Torosian** appointed senior art director in GMB's Chicago office. He was formerly with Needham, Lewis & Brorby and Edward H. Weiss Co., that city.



Mr. Price

John R. Price, formerly VP and director of client services at Sander Rodkin Advertising, Chicago, joins newly formed agency of Stewart-Tomlin Inc. there as partner and executive VP. Firm name becomes Stewart, Price, Tomlin Inc.

Lewis I. Haber and **Paul L. Ritchey** appointed media supervisors at C. J. LaRoche & Co., New York. Mr. Haber has held similar post at Lennen & Newell, that city, since 1962. Mr. Ritchey joined LaRoche in 1963, was previously with National Outdoor Advertising Bureau for 10 years.

Harold I. Temkin, formerly with marketing staff of Sealy Inc., Chicago, joins Edward H. Weiss & Co., that city, as account supervisor.

Garth E. Kauffman named account supervisor at Young & Rubicam, New

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York. He joined agency in 1962 from William Esty Co., that city, where he was VP and account supervisor.

Lucian Chimene joins Geyer Morey Ballard, New York, as director of media analysis. Mr. Chimene had served as senior media analyst and broadcast buyer at J. Walter Thompson Co., New York.

George E. Grippo, formerly on sales staff of KEZY Anaheim, Calif., joins KHJ Los Angeles in sales department.

Dick Smith named merchandising manager of WBNF-AM-FM-TV Binghamton, N. Y.



Mr. Hovel

Cleo W. Hovel, VP and creative director of Leo Burnett Co., Chicago, promoted to newly created post of executive creative director. Mr. Hovel also becomes member of agency's executive committee. He joined Burnett in 1960 and earlier had been with Campbell-Mithun, Minneapolis, as VP and TV creative director.

Norman C. Sabee, account executive for local merchandising on Frigidaire account in Dayton office of Dancer-Fitzgerald-Sample, moves to agency's New York office as senior account executive on Frigidaire. Mr. Sabee joined D-F-S in 1958, previously was account executive at Kudner Agency, New York. His responsibilities in Dayton were assumed by **William H. Brodie**, supervisor of field representation there.

Roy E. Hanson, senior salesman at KTUC Tucson, Ariz., promoted to sales manager. Before joining KTUC in 1961, Mr. Hanson was station manager of KTLW Texas City, Tex.

Judy Larrison joins Earle Ludgin & Co., Chicago, as creative supervisor in re-

WRDW-TV
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RUST CRAFT STATION

Vath heads LAB

John Vath, WSMB New Orleans, elected president of Louisiana Association of Broadcasters, replacing **Donald Bonin**, KANE New Iberia. Other new officers: **Willard L. Cobb**, KALB-TV Alexandria, VP for television; **Roger Davison**, WJBO-AM-FM Baton Rouge, VP for radio; **Chris Duplechain**, KVPI Ville Platte, treasurer. **Dr. John H. Pennybacker** continues as executive secretary.

search department. Mrs. Larrison earlier was with Tatham-Laird there.

Cal Milner, formerly producer-director-announcer at KHJ-AM-TV Los Angeles, joins KGFJ, that city, in newly created post of merchandising director.

Rocco Dellarso, formerly with Daniel & Charles, New York, joins radio-TV creative department of Ketchum, MacLeod & Grove, that city, as production supervisor.

Donald A. Grasse, account executive at Tatham-Laird, Chicago, promoted to merchandising director. **Laurence Arnold**, formerly with Earle Ludgin Co., joins Tatham-Laird as copy group head.

J. Robert Dwyer joins TV sales department of Advertising Time Sales, Chicago. He was formerly on sales staff of WBEE, that city.



Mr. Teidje

Robert Q. Teidje, account executive with George P. Hollingbery Co., New York, appointed general sales manager of WKEF Dayton, Ohio.

Dottie Danzyger, formerly radio-TV director of Arthur Meyerhoff Associates, Chicago, joins Videochex division of Air Check Services Corp. of America, that city, as sales promotion director.

Kay L. Burge, formerly with London & Associates, joins Bud Solk & Associates, Chicago, as radio-TV writer-producer.

THE MEDIA

Alvin G. Flanagan, VP and general manager of KBTU(TV) Denver, has additionally taken on post of general manager of KBTR Denver (radio affiliate of KBTU). He succeeds **Larry Buskett**, who resigned to become sales manager of KFRC San Francisco. **Ron Curtis** and

Ted Atkins, both formerly with KDAB Denver, have joined KBTR as sales and station manager and program manager, respectively, same posts they held at KDAB.

Ira Kamen, formerly executive VP of Telelobe Pay TV Systems Inc., Denver, has formed his own broadcasting consulting firm, Kamen Associates, with headquarters at 11 Fifth Avenue, New York 10003. Telephone: (212) 674-8071.

Hal Atkins Jr., since 1959 production manager of KCTV(TV) San Angelo, Tex., promoted to general manager.

Malcom G. Morehouse, formerly account executive at KCBS San Francisco, appointed manager of KTMS Santa Barbara, Calif. He succeeds **Joe Benes**, who resigned to become manager of KGUD Santa Barbara. **Albert H. Meyer**, who has been serving as acting manager of KTMS, becomes sales manager.

J. Herman Sitrick, local sales manager of WGN Chicago, appointed general manager of WYDE Birmingham, Ala., and assistant to Emil Mogul, president and chief executive of Basic Communications Inc., licensee of station. In addition to heading Birmingham facility, where he will make his headquarters, Mr. Sitrick will assist Mr. Mogul in general supervision of company's WAKE Atlanta and WWVA Wheeling, W. Va. He succeeds **Ira** and **Tudie Herbert**, who resigned.



Mr. Sitrick

William T. Stubblefield, owner of KMYC and KRFD(FM) Marysville, Calif., named radio-television coordinator for Committee to Elect President Johnson in California. Mr. Stubblefield, who will operate from committee's headquarters at 45 Second Street, San Francisco, said he will organize California Broadcasters Advisory Committee of station owners and managers who are Johnson supporters.

Christopher B. Russell, business manager at WERI Westerly, R. I., promoted to general manager. **Roland Lamar** appointed WERI sales manager.

Donald H. McGannon, president and board chairman of Westinghouse Broadcasting Co., appointed to board of lay trustees of Fordham University, New York. Mr. McGannon, graduate of Fordham College and Fordham Law

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School, heads research committee of National Association of Broadcasters and is also chairman of Broadcast Rating Council Inc.

Norman Cook, for past five years with TV production staff of MCA-Revue Studios, named business manager of KCET-TV (educational ch. 28) Los Angeles.

Glenn Marshall Jr., president of WJXT-TV Jacksonville, Fla., elected chairman of Florida Educational Television Commission.



Mr. Steere

Dave Steere, for past two years operations manager of KXLY-AM-FM Spokane, Wash., joins WKMI-AM-FM Kalamazoo, Mich., in similar capacity. Previously, Mr. Steere worked for KWK St. Louis,

WSAI Cincinnati and KPHO Phoenix.

Robert L. Goosman, since 1957 assistant controller of Lycoming division of Avco Corp. in Williamsport, Pa., appointed controller of Crosley Broadcasting Corp., Cincinnati.

PROGRAMING

Peter Miner, director of CBS-TV's daytime show *Guiding Light* for past two years, joins ABC-TV as director of daytime program development. Mr. Miner, son of TV produced Worthington Miner, succeeds **Richard Dunn**, who has joined Selmur Productions—ABC's Hollywood production arm—as executive producer of three ABC-TV daytime programs. **Edwin T. Vane** joins ABC-TV as director of daytime programs, East Coast. He was formerly manager of daytime programs for NBC-TV where he worked for past 19 years.

Richard Lewine signed to produce new *Les Crane Show* on ABC-TV. Show, ABC-TV's first Monday-Friday late-night entertainment program, will debut Nov. 9. Following test-run on five ABC-owned stations (BROADCASTING, Aug. 17), Mr. Lewine produced ABC-TV's former *Hootenanny* show during past two years.

Howard W. Koch joins Paramount Pictures as production and studio head in Hollywood. Mr. Koch was formerly executive VP at Sinatra Enterprises, that city. **Jack Karp** announced his resignation as VP in charge of Paramount's Hollywood studios. He will continue as consultant to firm.

Leonard S. Levy elected VP and general manager of Epic Records, subsidiary label of Columbia Records, New York. Mr. Levy joined Epic in 1961 as national sales manager.

Anne M. Spagnolo named executive

Presidential citation

Edward R. Murrow, TV and radio commentator and former director of U. S. Information Agency, was among 30 distinguished Americans receiving Medal of Freedom from President Johnson last week at White House (BROADCASTING, July 13).

Among others receiving award: **Ralph E. McGill**, journalist and former editor of *Atlanta Constitution* (WSB-AM-FM-TV); **Walter Lippmann**, columnist; **Frederick R. Kappel**, chairman, AT&T; **Walt Disney**, motion picture producer; **Rev. Theodore M. Hesburgh**, president, Notre Dame University (WNDU-AM-FM-TV South Bend, Ind.).

assistant to Richard G. Yates, president of Richard G. Yates Film Sales Inc., New York. Prior to joining Yates in January 1964, Miss Spagnolo was with Republic Pictures, that city.

Steve Geron appointed programing and news director of KHCB-FM Houston. **H. M. (Duke) Cumming** named station's production director.

Ray Renfro, 12-year veteran of National Football League with Cleveland Browns, has been signed as analyst for Dallas Cowboy games on CBS-TV network. He replaces **Don Paul**, who resigned.

Renee Valente, previously production manager and associate producer with Talent Associates-Paramount Ltd., joins Screen Gems, New York, as coordinator of international production and assistant to Lloyd Burns, VP in charge of international operations.

NEWS

John Chancellor, NBC newsman and former host of network's *Today* program, assigned to NBC News' Washington staff. He joined NBC in 1950.

Robert J. McCloskey, deputy director of office of news at State Department, promoted to director. Change follows resignation of **Robert J. Manning**, assistant secretary of state for public affairs. **James L. Greenfield**, deputy assistant, moved to Mr. Manning's position, and **Richard I. Phillips**, director of office of news, vacated that job to become deputy assistant secretary for public affairs. Mr. McCloskey's duties will include conducting most of department's daily news conferences.

Chuck Crouse, news director of WCLV(FM) Cleveland, joins WGL Fort Wayne, Ind., in similar capacity.

Edmund Dorsey, since 1962 news di-

rector of WOOK-AM-TV Washington and before that with WEBB Baltimore, joins news staff of WIND Chicago.

Don Richardson, assistant news director of CBS News' Washington bureau, named producer. **William Galbraith** named morning assignment editor and **Bert Farrell**, formerly manager of news-film syndication, appointed evening assignment editor. **Don Bowers**, editor and producer in Washington bureau since 1961, succeeds Mr. Farrell.

EQUIPMENT & ENGINEERING

George R. Tallent appointed to newly created position of manager of marketing for industrial equipment operations of Motorola Inc., Phoenix. Mr. Tallent joined Motorola in 1960 from post of manager of quality control and reliability for CBS electronics semiconductor operations.

Robert O. Fickes, president of Philco Corp., Philadelphia, elected VP of parent Ford Motor Co., Dearborn, Mich.

Robert F. Ennist, formerly chief engineer of Telco, Lewistown, Pa., joins Reeves Broadcasting Co., Charleston, S. C., as chief engineer of company's community antenna TV division.



Mr. Pell

Richard B. Pell, market analyst for Fairchild Camera & Instrument Corp., Syosset, N. Y., joins M G M Teletudios, New York, as manager of special products division. Mr.

Pell will be in charge of worldwide sales and distribution of MGM's new Gemini TV equipment.

Melvyn Lieberman, formerly sales engineer for commercial products department of 3M Co.'s Mincom division at Camarillo, Calif., promoted to sales supervisor for department. **Ralph E. Lovell**, formerly applications engineering supervisor at Mincom's Camarillo plant, appointed western region sales engineer for commercial products.

DEATHS

Ralph E. Keller Sr., 79, board chairman of Zimmer, Keller & Calvert, Detroit agency, died Sept. 9 in that city. Mr. Keller entered advertising business in early 1900's and was co-founder of agency in 1920 with Walter F. Zimmer.

Dale Robertson, veteran broadcast executive, died Sept. 6 at Roswell Memorial hospital in Buffalo after lengthy illness. Mr. Robertson began his career in 1927 as general manager of WIBM Jackson, Mich. Other stations at which

he served as general manager include WBX Utica, N. Y.; WBAX Wilkes-Barre, Pa., and KGGM Albuquerque, N. M.

Andrew Bahlay, 47, FCC engineer in charge of agency's Denver office, died Sept. 16 of cerebral hemorrhage at Denver General hospital.

Walter Cecil Bridges, 68, veteran radio-TV broadcaster who founded WEBC Superior, Wis., in 1924, died Sept. 14 of heart attack at Spooner (Wis.) Community Memorial hospital. At time of his death, Mr. Bridges was owner-president of WJMC-AM-FM Rice Lake and WHSM Hayward, both Wisconsin; VP, director and 13% owner of WLUK-TV Green Bay, Wis., and WLUC-TV Marquette, Mich. (both Morgan Murphy stations), and VP and director of KXLY-AM-FM-TV Spokane, Wash. (also M-M station). Great believer in FM radio, Mr. Bridges operated former WEBC-FM Superior-Duluth for number of years and also was aspirant of UHF television which he attempted to initiate in Des Moines, but finally had to go dark.

William S. Rainey, 70, retired Voice of America executive, died Sept. 13 of heart attack at his home in Bethesda, Md. Pioneer producer of radio shows,



Mr. Bridges

Mr. Rainey entered broadcasting with NBC in 1928. He served as network's chief production executive for 10 years before joining VOA in 1954 as chief of its worldwide English-language programming division. Mr. Rainey retired in 1957.

Roland C. Davis, 68, editor and publisher of *Telecommunications Reports*, trade journal in common carrier communications field, died Sept. 15 at Sibley Memorial hospital in Washington after illness of several months. Former newspaperman, Mr. Davis also worked for number of years with Associated Press before entering advertising and PR field in Washington. He founded trade journal in 1934.

Jim Connor, 29, director of technical sales and market development at Ameco Inc., Phoenix, died Sept. 13 at Vacaville, Calif. Mr. Connor was with Ameco 6½ years, rising from stock room clerk. He developed AM connector series for CATV amplifiers and was purchasing agent.

Philip Bertram Harkins, 63, veteran commercial broadcaster and chief of technical services division of U.S. Information Agency's Voice of America, died Sept. 14 at George Washington hospital in Washington after brief illness. Before joining VOA in New York in 1954, Mr. Harkins worked in radio

for 25 years, including service with WOR New York.

Harold E. Christiansen, 66, VP of Wade Advertising, Chicago, died of cancer Sept. 14 after illness of several months. He had joined Wade last year and formerly headed his own agency there for many years.



Mr. Berkeley

Kenneth H. Berkeley, 65, owner of WIPAC Lake Wales, Fla., and former VP and general manager of WMAL-AM-FM-TV Washington, died Sept. 13 of heart attack at his home in Lake Wales. Native of Washington,

Mr. Berkeley joined NBC when company was formed in 1926, serving for number of years as manager of WMAL and WRC Washington. When NBC's Red and Blue networks split in 1942, WMAL stations were sold to *Evening Star* and Mr. Berkeley was elected VP and general manager of stations. He resigned that post in August 1954 to purchase Lake Wales facility.

Harold Carlson, former chief engineer of Associated Press, who in January 1935 supervised transmission of first AP Wirephoto, died Sept. 11 of heart ailment at Cheyenne, Wyo., hospital. Mr. Carlson joined AP in 1922.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 10 through Sept. 16, and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—special hours. *—educational. Ann.—announced. CH—critical hours. CATV—community antenna television.

New TV stations

APPLICATIONS


*Cochran, Ga.—Georgia State Board of Education. UHF channel 15 (476-482 mc); ERP 422 kw vis., 42.2 kw aur. Ant. height above average terrain 1,149 feet above ground 1,185 feet. P.O. address State Office Building, Atlanta. Estimated construction cost \$709,935; first year operating cost \$55,000. Studio and trans. locations both near Cochran. Geographic coordinates 32° 28' 00" north latitude, 83° 15' 30" west longitude. Type trans. GE TT-57-A, type ant. GE TY-25-A. Legal counsel Harry M. Plotkin, Washington; consulting engineer A. Earl Cullum Jr., Dallas. Principals: state board of education. Ann. Sept. 11.

St. Paul—Capitol City Television Co. UHF channel 23 (524-530 mc); ERP 21.4 kw vis., 10.7 kw aur. Ant. height above average terrain 595 feet, above ground 572 feet. P.O. address 205 Aurora Avenue, St. Paul 3. Estimated construction cost \$239,384; first year operating cost \$180,000; revenue \$190,000. Studio and trans. locations both St. Paul. Geographic coordinates 44° 58' 20" north latitude, 93° 09' 43" west longitude. Type trans. RCA TTU-1B, type ant. Alford 1044. Legal counsel Alfred R. Sundberg, St. Paul; consulting engineer Wayne A. Mayer, Minneapolis. Principal: Dell O. Gustafson. Mr. Gustafson is owner of Summit National Bank in St. Paul. Ann. Sept. 3.

Lebanon, N. H.—Upper Valley Television Broadcasters Inc. UHF channel 49 (680-686 mc); ERP 0.888 kw vis., 0.088 kw aur. Ant. height above average terrain 269 feet, above ground 149 feet. P.O. address 14 Main Street, West Lebanon. Estimated construction cost \$53,900; first year operating cost \$14,848; revenue \$18,000. Studio and trans. locations both West Lebanon. Geographic coordinates 43° 39' 19" north latitude, 72° 17' 43" west

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

longitude. Type trans. GE TT-24A, type ant. Coel CO-10SW. Legal counsel Martin E. Firestone, Washington; consulting engineer Townsend Associates, Springfield, Mass. Principals: Nelson A. Crawford (40%), Donald L. Muller (40%) and Helen E. Crawford (1%). Mr. Muller is owner of electronic supply company in White River Junction, Vt. Ann. Sept. 8.

Existing TV stations

CALL LETTERS ASSIGNED

- WCCB-TV Charlotte, N. C.—Mecklenburg Television Broadcasters Inc. Changed from WUTV(TV).
- WRLO(TV) Portsmouth, Ohio—Reynard L. Osborne.
- *WITF-TV Hershey, Pa.—South Central Educational Broadcasting Council.

New AM stations

APPLICATION

McCall, Idaho—Valley County Broadcasting, 1240 kc, 250 w, 500 w LS, unl. P.O. address Box 194 McCall. Estimated construction cost \$5,730; first year operating cost \$43,820; revenue \$57,525. Principal: Thomas A. Hill. Mr. Hill is layout engineer for Idaho Power Co. in Boise, Idaho. Ann. Sept. 9.

Existing AM stations

CALL LETTERS ASSIGNED

- WBRI Indianapolis—Radio One Five Hundred Inc. Changed from WNDY.
- WATI Indianapolis—Capitol Broadcasting Corp. Changed from WIGO.
- WERK Muncie, Ind.—Muncie Broadcasting Corp.
- WNUW New Albany, Ind.—Kentuckiana Broadcasting Inc. Changed from WOWI.
- WMCS Machias, Me.—Coastal Broadcasting Inc.
- WLRC Whitehall, Mich.—White Lake Radio Corp.
- WMKT South St. Paul, Minn.—South St. Paul Broadcasting Co.
- KSWs Roswell, N. M.—John A. Barnett.
- WTGR Myrtle Beach, S. C.—Grand Strand Broadcasting Corp.
- KKUB Brownfield, Tex.—Brownfield Radio Inc. Changed from KTFY.
- KYAC Kirkland, Wash.—Carl-Dek Inc. Changed from KCDI.
- WXCO Wausau, Wis.—Radio Wausau Inc. Changed from WAUX.

New FM stations

ACTIONS BY FCC

Fort Collins, Colo.—Horsetooth Broadcasting Inc. Granted CP for new FM on 93.3 mc, channel 227, 29.87 kw. Ant. height above average terrain 163 feet. P.O. address c/o Leslie P. Ware, Box 722, Fort Collins. Estimated construction cost \$25,625; first year operating cost \$18,488; revenue \$24,000. Applicant is licensee of KZIX Fort Collins. Action Sept. 9.

Jacksonville, Florida—WIVY Inc. Granted CP for new FM on 102.9 mc, channel 275, 28.9 kw. Ant. height above average terrain 207 feet. P.O. address c/o Edward J. Oberle, 1639 Atlantic Boulevard, Jacksonville 7, Florida. Estimated construction cost \$14,790; first year operating cost \$12,000; revenue \$12,000. Principals: Edward J. (99½%) and Constance P. Oberle (½%). Mr. Oberle has 25% interest in WNVY Pensacola, Florida. Action Sept. 9.

Hartford City, Ind.—Three J Radio Corp. Granted CP for new FM on 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 300 feet. P.O. address 211 West Main Street, Rural Loan Building, Hartford City. Estimated construction cost \$19,942; first year operating cost \$48,000; revenue \$60,000. Principals: John R. and James B. Maddox and John V. Russell (each 33⅓%). Messrs. Maddox own savings and loan firms; Mr. Russell is attorney. Action Sept. 9.

Willmar, Minn.—Lakeland Broadcasting Co. Granted CP for new FM on 102.5 mc, channel 273, ERP 34.93 kw, unl. Ant. height above average terrain 390 feet. P.O. address H. Willard Linder, Box 777, Willmar. Estimated construction cost \$38,887; first year operating cost \$5,500; revenue \$1,500. Principals: H. W. Linder (63.33%), H. Willard Linder, Irene Harriet Linder, M. R. Johnson, L. F. Johnson (each 8.33%) and V. W. Lundquist (3.33%). Mr. H. W. Linder has interest in KWLM Willmar, KTOE Mankato, KMHL

Marshall, KLGR Redwood Falls, KDMA Montevideo, all Minnesota; Mr. H. Willard Linder has interest in KWLM, KTOE, and KDMA; Mrs. Linder has interest in KWLM and KDMA; Messrs. M. R. and L. F. Johnson are local businessmen; Mr. Lundquist is attorney. Action Sept. 9.

McAlester, Okla.—Little Dixie Radio Inc. Granted CP for new FM on 101.3 mc, channel 267, ERP 27.8 kw. Ant. height above average terrain 135 feet. P.O. address Francis D. Stipe, Box 780, McAlester. Estimated construction cost \$22,379; first year operating cost \$13,500; revenue \$20,000. Principals: Gene (99%) and Francis D. Stipe (1%). Messrs. G. Stipe and McSherry are local attorneys; F. D. Stipe is manager of KNED McAlester; Little Dixie Radio is licensee of KNED. Action Sept. 9.

Nowata, Okla.—Nowata Communications Inc. Granted CP for new FM on 94.3 mc, channel 232A, 3 kw. Ant. height above average terrain 284 feet. P.O. address c/o Weston C. Wells, 110 North Maple, Nowata. Estimated construction cost \$8,188; first year operating cost \$18,000; revenue \$21,000. Principals: Bryan L. Lee, C. Pat DeLozier, Weston C. Wells, W. E. Maddux, John R. Reid Jr., Bill G. Brown, Richard G. Allen, Lynn C. Barns Jr. (each 12.5%). All are local businessmen. Action Sept. 10.

Galveston, Tex.—Galveston Broadcasting Inc. Granted CP for new FM on 106.5 mc, channel 293, ERP 26 kw, unl. Ant. height above average terrain 195 feet. P.O. address Box 1138, Galveston. Estimated construction cost \$20,400; first year operating cost \$18,000; revenue \$25,000. Principals: Lenore C. Bradner (99.56%), James W. Bradner IV and Jane Bradner Harvey (each 22%). L. C. Bradner is employee of KGBC Galveston; J. W. Bradner IV is captain, U. S. Army; Mrs. Harvey is housewife. Action Sept. 9.

APPLICATIONS

Lawrenceville, Ill.—Lawrenceville Broadcasting Co. 103.1 mc, channel 276, 3 kw. Ant. height above average terrain 237 feet. P.O. address Box 210 Lawrenceville. Estimated construction cost \$19,685; first year operating cost \$9,500; revenue \$11,500. Principals: Ray J. Lankford, George R. Lankford and Stuart K. Lankford (each 33⅓%). Lawrenceville Broadcasting is licensee of WAKO Lawrenceville. Ann. Sept. 8.

Wabash, Ind.—Upper Wabash Broadcasting Corp. 95.9 mc, channel 240, 3 kw. Ant. height above average terrain 288 feet. P.O. address High and Beach Streets, Oxford, Ohio. Estimated construction cost \$2,967; first year operating cost \$41,300; revenue \$55,000. Principals: Paul G. Adams (64%), Harold F. Parshall (30%), Charles R. Tiede (3%) and Robert E. Magley (3%). Mr. Adams is engineer at WCPO Cincinnati. Mr. Parshall is vice president of Mid-American Broadcasting Corp., licensee of WOXR Oxford, Ohio. Messrs. Magley and Tiede are Wabash attorneys. Ann. Sept. 11.

Henryetta, Okla.—Henryetta Radio Co. 102.3 mc, channel 272A, 3 kw. Ant. height above average terrain 158 feet. P.O. address 121 North 5th Street, Henryetta. Estimated construction cost \$12,887; first year operating cost \$14,050; revenue \$16,000. Principals: J. Leland Gourley (75%) and Lloyd W. Simpson (25%). Mr. Gourley is treasurer and director of Radio Oklahoma Inc., licensee of KJEM-AM-FM Oklahoma City. Henryetta Radio is licensee of KHEN Henryetta. Ann. Sept. 11.

Existing FM stations

CALL LETTERS ASSIGNED

- WEMI(FM) Tampa, Fla.—Melvin B. Warner.
- KID-FM Idaho Falls, Idaho—Idaho Radio Corp.
- *KUFM(FM) Missoula, Mont.—Montana State University.
- WVVV(FM) Blacksburg, Va.—WBCR Inc.

Ownership changes

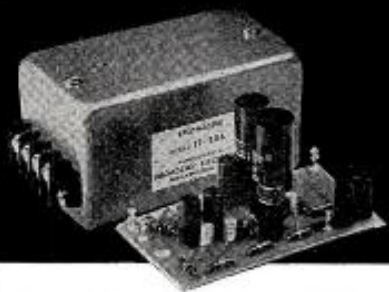
ACTIONS BY FCC

KCLB(FM) Carlsbad, Calif.—Granted assignment of CP from Patrick F. Michaels to Carlsbad Broadcasters, owned by Gordon and Irene B. Bambrick (each 50%). Consideration \$1,500. Gordon and Irene B. Bambrick are employed at KBCO San Francisco. Action Sept. 11.

KGIW Alamosa, Colo.—Granted assignment of license from Radio Station KGIW, owned by Katholeen and Delbert Lloyd Allen (each 50%) to Darrel K. Burns. Consideration \$50,000 and covenant not to compete in surrounding counties for ten years. Mr. Burns is owner of Community Broadcasting Co., licensee of KRSN-AM-FM Los Alamos, N. M. Action Sept. 11.

WTAD-AM-FM Quincy, Ill., and KHQA-

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TV Hannibal, Mo.—Granted assignment of license and CP from Lee Broadcasting Inc., owned by Lee Radio Inc. (52.90%), Neill E. Starks (5.39%), Therese Waters (2.07%), estate of Lee P. Loomis (3.16%), Walter and Irene Rothschild (2.05%) and others to Lee Radio Inc., owned by Neill E. Starks (6.43%), Walter and Irene Rothschild (3.29%), Elizabeth Norris (18.75%), Margaret H. Loomis (2.29%), estate of Lee P. Loomis (7.86%), W. E. Hall (4.08%), Laura Lee (9.78%) and others. No financial consideration; transaction of merger. Action Sept. 10.

KMSO-TV Missoula, Mont.—Granted assignment of CP and license from Mosby's Inc., owned by A. J. Mosby (78.8%), Mary Jane Bader (10.1%), Aline Mosby (10.1%) and others to KMSO-TV Inc., owned by Dale G. Moore (79.36%), Farviews Development Co. (20.63%), Shirley Mae Moore and A. J. Mosby (each 0.00079%). Consideration \$818,841. Shirley Mae Moore has 2.63% interest in KCAP Radio, licensee of KCAP Helena, Mont. Mr. Moore has 78.95% interest in KCAP Radio and 99.26% interest in KGVO Radio, licensee of KGVO Missoula. Action Sept. 10.

WMYB-AM-FM Myrtle Beach, S. C.—Granted transfer of control of licensee corporation, Golden Strand Broadcasting Co., by Hugh E. Holder (17%), James G. W. MacLamroc (17%) and Ralph C. Price (17%) through sale of stock to Clarence M. Smith Jr. (25.5%) and John T. Stanko (25.5%). Consideration \$36,000. Wade H. Alley remains 49% stockholder. Action Sept. 10.

KRUN Ballinger, Tex.—Granted transfer of control of licensee corporation, Central West Broadcasting Co., from M. M. and Bennie E. Rochester (each 49.996%) to Robert F. McGarvey (.008% before sale, 100% after). Consideration \$61,500. Mr. McGarvey is general manager of Central West Broadcasting. Action Sept. 15.

KXOX Sweetwater, Tex.—Granted assignment of license from Radio Station KXOX, owned by F. L. Ledbetter (55%) and Myrl H. Stein (45%) to Stein Broadcasting Inc., owned by Myrl H. Stein (100%). Consideration \$85,000. Action Sept. 11.

WPUV Pulaski, Va.—Granted assignment of license from WPUV Inc., owned by John A. Columbus, Howard R. Imboden, Lawrence R. Schoenfeld and Carl A. Shuffelbarger (each 25%) to Pulaski Broadcasting Corp., owned by John A. Columbus (100%). Consideration \$71,813. Mr. Columbus is general manager of WPUV. Action Sept. 11.

KOFE Pullman, Wash.—Granted assignment of license from KOFE Inc., owned by M. William Wipple (49%), Robert P. Turney (49%) and M. Norine Wipple (2%) to Lowe Broadcasting Inc., owned by Kellie R. Lowe Jr. (100%). Consideration \$70,000. Mr. Lowe was chief engineer at WMQM Memphis. Action Sept. 15.

KPOW Powell, Wyo.—Granted relinquishment of negative control of licensee corporation, KPOW Inc., by N. A. Trask and Florence E. Westwood (each 50% before, 42.5% after) through sale of stock by corporation to William A. Mack (none before, 15% after). Consideration \$6,750. Mr. Mack is station manager of KPOW. Action Sept. 11.

APPLICATIONS

WLAY Muscle Shoals, Ala.—Seeks relinquishment of negative control of licensee corporation, Slatton-Quick Inc., by John L. Slatton (50% before, 47.12% after) and C. H. Quick (50% before, 47.12% after) through sale of stock to D. Mitchell Self (none before, 5.76% after). Consideration \$3,220. Mr. Self is employed at WLAY. Ann. Sept. 10.

KBLA Burbank, Calif.—Seeks assignment of license and CP from George E. Cameron Jr. and Broadcasters of Burbank Inc. d/b as Radio Station KBLA to George E. Cameron Jr. Communications and Broadcasters of Burbank Inc. d/b as Radio Station KBLA. No financial consideration. Ann. Sept. 2.

KAPP(FM) Redondo Beach, Calif.—Seeks assignment of license from George R. Gillum tr/as South Bay Broadcasting Co. to Southern California Associated Newspapers, owned by Copley Press Inc. which is owned by James S. Copley (86%), Jean M. Copley (13.6%) and others. Consideration \$37,500. Copley Press has 34% interest in Advertising Publishing Ltd. which owns KGU and has 50% interest in KONA-TV both in Honolulu. Ann. Sept. 11.

WMFP Chicago Heights, Ill.—Seeks acquisition of positive control of licensee corporation, Seaway Broadcasting Inc., by Charles Pinckard (45% before, 55% after) through purchase of stock from Dr. J. B. Martin (5.5% before, none after) and Edith Sampson (4.5% before, none after). Consideration \$4,125 to Dr. Martin and \$2,700 to Edith Sampson. Ann. Sept. 14.

WGNU Granite City, Ill.—Seeks assignment of license from Tri-Cities Broadcasting Co., owned by Charles H. Norman (60%), John Karoly, (20%) and George J. Moran

(20%) to Norman Broadcasting Co., owned by Charles H. Norman (70%) and George J. Moran (30%). Consideration \$12,000. Ann. Sept. 14.

KLFD Litchfield, Minn.—Seeks transfer of control of licensee corporation, C. W. Doebler & Associates Inc., from Gross-Leighton Inc., owned by Herbert P. Gross Jr. and Alver Leighton (each 50%) to Herbert P. Gross Jr. and Alver Leighton (each 50%). No financial consideration. Ann. Sept. 14.

WNIO Niles, Ohio.—Seeks acquisition of negative control of licensee corporation, Niles Broadcasting Co., by Frank Bevlacqua and Stephen Conti (each 49% before, 50% after) through transfer of stock to corporation by Peter P. Michaels. No financial consideration. Ann. Sept. 14.

WSOM(FM) Salem, Ohio.—Seeks acquisition of positive control of licensee corporation, Salem Broadcasting Co., by Leo R. Dixon (27.08% before, 51.5% after) through purchase of 145 unissued shares of stock from corporation. Consideration \$26,825. Ann. Sept. 9.

WAKN Aiken, S. C.—Seeks assignment of license from Aiken Electronics Advertising Corp., owned by Oliver R. Grace (100%) to Radio WAKN Inc., owned by Joseph A. Warren, Gasper L. Toole III, T. Clifton Weeks, James D. McNair and Robert E. Kennedy Jr. (each 20%). Consideration \$135,000. Mr. Toole is attorney. Ann. Sept. 14.

KZIP Amarillo, Tex.—Seeks assignment of license from David P. Pinkston (66%) and Ray Winkler (33%) d/b as Panhandle Broadcasting Co. to David P. Pinkston (100%) d/b as Panhandle Broadcasting Co. Consideration \$57,600 plus \$3,000 accounts receivable. Ann. Sept. 15.

KHCB Houston.—Seeks transfer of control of licensee corporation, Houston Christian Broadcasters Inc., from Douglas W. Ford (24.5% before, none after), A. C. Underwood (20.8% before) and Ross C. Foltz (10.6% before) to A. C. Underwood (27.3% after), Ross C. Foltz (12.7% after), Paul R. King (24.4% after) and others. Consideration \$3,347. Ann. Sept. 11.

KRAN Morton, Tex.—Seeks assignment of license from Mike A. and Elma R. Barrett (each 50% before) d/b as Morton Broadcasting Co. to Mike A. Barrett (100% after) d/b as Morton Broadcasting Co. Consideration \$15,000. Ann. Sept. 11.

KFMP(FM) Port Arthur, Tex.—Seeks assignment of license and SCA from Triangle Broadcasting Co., owned by Larry H. Farmer and Willis P. Comeaux (each 50%) to Radio Southwest Inc., owned by Edward L. Francis (100%). Consideration \$9,000. Radio Southwest is licensee of KOLE Port Arthur. Ann. Sept. 14.

KAWA Waco-Marlin, Tex.—Seeks transfer of control of licensee corporation, M-L Radio Inc., from La Salle Broadcasting Corp., (79.2% before, none after) owned by Daily Post Co. to Daily Post Co., (20.8% before, 100% after) owned by Peter Miller (100%). Ann. Sept. 11.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision which canceled Sept. 15 hearing, closed record, and looked toward granting application of Taylor Broadcasting Co. for new TV on channel 10 in Roswell, N. M. Action Sept. 15.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Horace C. Boren to increase daytime power of KWON Bartlesville, Okla., on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Sept. 11.

DESIGNATED FOR HEARING

Farragut Television Corp. and Peoples Broadcasting Corp., Columbus, Ohio—Designated for consolidated hearing applications for new TV's on channel 40; waived Sec. 73.613(a) of rules to permit Peoples to locate main studio outside city limits.

OTHER ACTIONS

■ By order, commission denied application by Rockland Broadcasting Co. for review of May 25 action of Review Board which denied reconsideration of Feb. 17 decision granting application of Rockland Radio Corp. for new AM in Spring Valley, N. Y., and denying similar application of Rockland Broadcasting Co. for new AM in Blauvelt, N. Y. Action Sept. 16.

Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y.; permitted parties to address themselves to matters for which official notice is sought; and denied motion of respondent, WKIP, insofar as it

requested indefinite postponement of oral argument.

WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va. Actions Sept. 14.

■ Commission denied request by Iowa Broadcasters Association that certain daytime-only stations in eastern part of state be permitted to operate beyond their licensed sign-off time on Sept. 9 for purpose of carrying live debate between Iowa Republican and Democratic gubernatorial candidates. Commissioner Cox dissented in part (would have granted such authorizations for Fort Madison and Maquoketa stations, since they do not have primary service during nighttime hours); Commissioner Loevinger dissented. Action Sept. 8.

Following is list (as of August 31) of 279 FM's which have notified commission, as required by Sec. 73.297 of rules, that they are conducting FM stereophonic operation: WGFM Schenectady, N. Y.; WEFM Chicago; WLIR Garden City, N. Y.; WQXR-FM New York; KIXL-FM Dallas; WFLN-FM Philadelphia; WPFM-FM Middletown, Ohio; WBNS-FM Columbus, Ohio; KODA-FM Houston; WLYN-FM Lynn, Mass.; KMLA Los Angeles; WDHA-FM Dover, N. J.; WDTM Detroit; KFUM Los Angeles; KPEN San Francisco; WKFM Chicago; KLSN Seattle; WSPA-FM Spartansburg, S. C.; WCRB-FM Waltham, Mass.; KCMO-FM Kansas City, Mo.; WIFJ Philadelphia; WJBR Wilmington, Del.; KMUZ Santa Barbara, Calif.; KJSJO-FM San Jose, Calif.; WRLE Long Branch, N. J.; WTFM Lake Success, N. Y.; KLRO San Diego; KFMC Houston; WMKE Milwaukee; KSFM Sacramento, Calif.; KCFM St. Louis; WHFS Bethesda, Md.; KONG-FM Visalia, Calif.; KEMY Eugene, Ore.; WVCV-FM Coral Gables, Fla.; WSFR-FM Syracuse, N. Y.; WAQE-FM Baltimore; KPRI San Diego; WAYL Minneapolis; WDBN Barberton, Ohio; WNOB Cleveland; KQAL-FM Omaha; WTMJ-FM Milwaukee; WHBF-FM Rock Island, Ill.; WPFM Providence, R. I.; KANU Lawrence, Kan.; WHOO-FM Orlando, Fla.; KPFM Portland, Ore.; WGPR Detroit; KEPI Phoenix; KDMI Des Moines, Iowa; KSOM Tucson, Ariz.; WBLV-FM Springfield, Ohio; KGB-FM San Diego; WSWM East Lansing, Mich.; WLDM Detroit; WAEZ Miami Beach, Fla.; KXQR Fresno, Calif.; KFQO San Francisco; WOMC Detroit; KEYM Santa Maria, Calif.; WJAC-FM Johnstown, Pa.; WCLV Cleveland; WKJF Pittsburgh; WFMV Richmond, Va.; WOOD-FM Grand Rapids, Mich.; WASH Washington; KRHM Los Angeles; WFSM Birmingham, Ala.; KTBC-FM Austin, Tex.; WDEE Greensboro, N. C.; WQDC Midland, Mich.; WGEF-FM Quincy, Ill.; WYAK Sarasota, Fla.; KWME Walnut Creek, Calif.; WPEX-FM Pensacola, Fla.; KISW Seattle; KETO-FM Seattle; WKNA Charleston, W. Va.; KCBH Los Angeles; WFMQ Chicago; KBYR-FM Anchorage; WYFI Norfolk, Va.; KWFS-FM Eugene, Ore.; WNFO-FM Nashville; WFJN-FM Findlay, Ohio; WVLL-FM Lexington, Ky.; WBBB-FM Burlington, N. C.; WFLM Fort Lauderdale, Fla.; KDUO Riverside, Calif.; WPAY-FM Portsmouth, Ohio; WMVA-FM Martinsville, Va.; KGGK Garden Grove, Calif.; KFMP Port Arthur, Tex.; WRKT-FM Cocoa Beach, Fla.; KSHE St. Louis; WTAR-FM Norfolk, Va.; KHGM Beaumont, Tex.; KBFM Lubbock, Tex.; KCMF-FM Wichita, Kan.; WFMF Chicago; KOCW Tulsa, Okla.; KRBE Houston; KHFR Monterey, Calif.; WCSI-FM Columbus, Ind.; WCMF Rochester, N. Y.; WKLS Atlanta; WFMR Milwaukee; WIFE-FM Indianapolis; WCNO Canton, Ohio; KNIX Phoenix; WLOA-FM Braddock, Pa.; WGHF Brookfield, Conn.; WTCX St. Petersburg, Fla.; WBKV-FM West Bend, Wis.; WSLF-FM Roanoke, Va.; WHAT-FM Philadelphia; KSEF San Francisco; WKET-FM Kettering, Ohio; WBMJ Meriden, Conn.; KTXR Springfield, Mo.; WGLI-FM Babylon, N. Y.; WCRF-FM Birmingham, Ala.; WBCN Boston; KATT Woodland, Calif.; WSB-FM Atlanta; KAIM-FM Honolulu; KTOD-FM Corpus Christi, Tex.; KHFM Albuquerque, N. M.; WMAQ-FM Chicago; WKTM North Charleston, S. C.; WQMG Greensboro, N. C.; WJIG-FM Tullahoma, Tenn.; WWMT New Orleans; KBRG San Francisco; KPOL-FM Los Angeles; WNDA Huntsville, Ala.; WUFM Utica, N. Y.; WRWR-FM Port Clinton, Ohio; KCHO Amarillo, Tex.; KSL-FM Salt Lake City; KHQ Sacramento, Calif.; KSYN Joplin, Mo.; WBT-FM Charlotte, N. C.; KCHQ-FM Coachella, Calif.; WNEF-FM Bay City, Mich.; WKPT-FM Kingsport, Tenn.; KEZZ San Antonio, Tex.; WWPB Miami; KRSI-FM Minneapolis; KHOM Turlock, Calif.; KLR-FM Denver; WFID Rio Piedras, P. R.; WCHA-FM Chambersburg, Pa.; WJMD Bethesda, Md.; WMFM Madison, Wis.; WVTS Terre Haute, Ind.; WAPC-FM Riverhead, N. Y.; WPAC-FM Patchogue, N. Y.; KOSU-FM Stillwater, Okla.; WTIC-FM Hartford, Conn.; KMBC-FM Kansas City, Mo.; WQAL Philadelphia; WGAU-FM Athens, Ga.; WBUD-FM Trenton, N. J.; WISM-FM Madi-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 16

| | Lic. | ON AIR | CP's | NOT ON AIR | TOTAL APPLICATIONS |
|----|------------------|--------|------|------------|--------------------|
| | | | | CP's | for new stations |
| AM | 3,967 | | 68 | 79 | 343 |
| FM | 1,167 | | 53 | 195 | 275 |
| TV | 541 ¹ | | 49 | 85 | 172 |

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 16

| | VHF | UHF | TV |
|---------------|------------------|-----|-----|
| Commercial | 509 ² | 162 | 671 |
| Noncommercial | 59 | 50 | 109 |

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31

| | AM | FM | TV |
|---|-------|-------|-----|
| Licensed (all on air) | 3,916 | 1,143 | 522 |
| CP's on air (new stations) | 66 | 46 | 56 |
| CP's not on air (new stations) | 88 | 204 | 88 |
| Total authorized stations | 4,070 | 1,393 | 666 |
| Applications for new stations (not in hearing) | 159 | 196 | 79 |
| Applications for new stations (in hearing) | 80 | 37 | 65 |
| Total applications for new stations | 239 | 233 | 144 |
| Applications for major changes (not in hearing) | 184 | 54 | 37 |
| Applications for major changes (in hearing) | 45 | 5 | 10 |
| Total applications for major changes | 229 | 59 | 47 |
| Licenses deleted | 0 | 0 | 0 |
| CP's deleted | 0 | 0 | 0 |

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

son, Wis.; KLAY-FM Tacoma, Wash.; WSIX-FM Nashville; KMPX San Francisco; WGMZ Flint, Mich.; KGAF-FM Gainesville, Tex.; WBAP-FM Fort Worth; WMTW-FM Mt. Washington, N. H.; KKEL-FM Waterloo, Iowa; WJOL-FM Joliet, Ill.; KRAV Tulsa, Okla.; KFMC San Diego; WPG-FM Atlantic City; WTAG-FM Worcester, Mass.; WXCN Providence, R. I.; WIKY-FM Evansville, Ind.; WDUN-FM Gainesville, Ga.; WAXO Kenosha, Wis.; KNTO Wichita Falls, Tex.; WJBC-FM Bloomington, Ill.; WABX Detroit; KNOB Long Beach, Calif.; WHKY-FM Hickory, N. C.; KQUE Houston; WSEV-FM Hickory, Tenn.; KMLB-FM Monroe, La.; WIRC-FM Hickory, N. C.; WHA-FM Madison, Wis.; WDCX Buffalo, N. Y.; KXOL-FM Fort Worth; WSTO Owensboro, Ky.; KCIB-FM Fresno, Calif.; KDES-FM Palm Springs, Calif.; WBBW-FM Youngstown, Ohio; WMT-FM Cedar Rapids, Iowa; WKRC-FM Cincinnati; KPOI-FM Honolulu; KWFM Minneapolis; KYFM Oklahoma City; WDOK-FM Cleveland; WTPA-FM Harrisburg, Pa.; WKBV-FM Richmond, Ind.; WDVH Philadelphia; WBFQ Dearborn, Mich.; WVOS West Palm Beach, Fla.; WYZZ Wilkes Barre, Pa.; WLBH-FM Mattoon, Ill.; KQTY Wichita, Kan.; WCOS-FM Columbia, S. C.; WSOY-FM Decatur, Ill.; WOLIA-FM Ann Arbor, Mich.; WGRV-FM Greenville, Tenn.; WABC-FM New York, N. Y.; WTAN-FM Clearwater, Fla.; WIAA Interlochen, Mich.; WEPM-FM Martinsburg, W. Va.; WXRT Chicago; WTOL-FM Toledo, Ohio; KRNS-FM Los Alamos, N. M.; WRFM New York; WXFM Elmwood Park, Ill.; KNIK-FM Anchorage; WRBL-FM Columbus, Ga.; WDOD-FM Chattanooga; WHTC-FM Holland, Mich.; KAFE-FM San Francisco; WZAK Cleveland; WIAL Eau Claire, Wis.; KBOI-FM Boise, Idaho; WLTA-FM Atlanta; WVIC East Lansing, Mich.; WAJM-FM Montgomery, Ala.; KDVR St. Louis, Mo.; WDEL-FM Wilmington, Del.; KNEV Reno; WCEN-FM Mt. Pleasant, Mich.; WNCT-FM Greenville, N. C.; WLOE-FM Leaksville, N. C.; WRFY-FM Reading, Pa.; WFMS Indianapolis; KRIL El Dorado, Ark.; KELD El Dorado, Ark.; WNDU-FM South Bend, Ind.; WGMS-FM Washington; WOI-FM Ames, Iowa; WHAD Delafield, Wis.; WHIS-FM Bluefield, W. Va.; WFMI-FM Montgomery, Ala.; WGMR-FM Tyronne, Pa.; KGUD-FM Santa Barbara, Calif.; WJFM Grand Rapids, Mich.; WBYO-FM Baytown, Pa.; WKOX-FM Framingham, Mass.; KVVQ-FM Cheyenne, Wyo.; WYBM-FM Milton, Fla.; WLUV-FM Loves Park, Ill.; WAHR Huntsville, Ala.; WSMJ Greenfield, Ind.; KUOP Stockton, Calif.; KBNO Houston; WJMK Plainfield, Ind.; KJRG Newton, Kan.;

WKCR-FM New York; KCJC Kansas City, Kan.; WNB-FM Binghamton, N. Y.; KGMG Portland, Ore.; WNBC-FM New York; WMTN-FM Morristown, Tenn.; KBBW San Diego; KARR-FM Great Falls, Mont.; KSIS-FM Sedalia, Mo.; WBAY-FM Green Bay, Wis.; WGPC-FM Albany, Ga.; KBCL Shreveport, La.

Routine roundup

ACTIONS BY REVIEW BOARD

By memorandum opinion and order in proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind., (1) granted Broadcast Bureau petition for reinstatement of motion to reopen record, and (2) reopened record for purpose of adducing additional engineering data to determine areas which would receive primary service from applicant's proposal and number of other primary services available to such areas. Action Sept. 16.

In proceeding on applications of Middle Tennessee Enterprises Inc. and Middle Tennessee Broadcasting Co. for new FM's in Columbia, Tenn., in Doc. 15567-8, granted Middle Tennessee Enterprises motion to extend time to Sept. 29 to file oppositions to petition by Middle Tennessee Broadcasting Co. to enlarge issues. Action Sept. 16.

Granted petition by Connecticut Coast Broadcasting Co. to extend time to Sept. 25 to file oppositions to Broadcast Bureau motion to reopen record and add issues in proceeding on its application for new AM in Bridgeport, Conn. Member Nelson not participating. Action Sept. 15.

Granted petition by Radio Voice of Central New York Inc. to extend time to Sept. 25 to file oppositions to Broadcast Bureau motion to reopen record and add issues in proceeding on its application and that of Wide Water Broadcasting Inc. for new AM's in Syracuse and East Syracuse, both New York, respectively. Member Nelson not participating. Action Sept. 15.

Granted request by Broadcast Bureau to extend time to Oct. 9 to file responsive pleadings to WFIL Broadcasting Co. motion to enlarge issues in proceeding on AM application of Indian River Broadcasting Co. (WIRA), Fort Pierce, Fla. Action Sept. 15.

In Paterson, N. J., UHF-TV proceeding in Doc. 15089 et al., granted petition by Broadcast Bureau to extend time to Sept. 16 to file responsive pleadings to petition by Trans-Tel Corp. to enlarge issues. Member Nelson not participating. Action Sept. 15.

Scheduled oral argument for Oct. 13 in following AM proceeding: Jupiter Associates Inc., Matawan, Somerset County Broadcasting Co., Somerville, and Radio Elizabeth Inc., Elizabeth, all New Jersey and Raul Santiago Roman, Vega Baja, P. R. Action Sept. 10.

Granted motion by WBNR Inc. to extend time to Sept. 16 to file oppositions to petition by Nelson Broadcasting Co. to enlarge issues in proceeding on applications for new FM's in Newburgh, N. Y. Action Sept. 10.

ACTIONS ON MOTIONS

By Commission

Commission granted request by Aeronautical Radio Inc. to extend time from Sept. 8 to Sept. 22 to file comments and from Sept. 18 to Oct. 22 for replies in the matter of amendment of parts 2 and 73 of rules to permit the use of the frequency 108.0 mc by VOR test facilities. Action Sept. 9.

By Chief Hearing Examiner

James D. Cunningham

In proceeding on applications of KTIV Television Co., Peoples Broadcasting Corp., and Central Broadcasting Co. to change trans. sites and make other changes in respective TV's KTIV and KVTV Sioux City, and WHO-TV Des Moines, Iowa, on own motion, scheduled hearing conference for Sept. 21. Action Sept. 14.

Designated Examiner H. Gifford Irion to preside at hearing in proceeding on applications of Farragut Television Corp. and Peoples Broadcasting Corp. for new TV's on channel 40 in Columbus, Ohio; scheduled prehearing conference for Oct. 7 and hearing for Nov. 16. Action Sept. 10.

By Hearing Examiner Basil P. Cooper

Scheduled further prehearing conference for Sept. 15 in proceeding on applications of WEZY Inc. and WKKO Radio Inc. for new FM's in Cocoa, Fla. Action Sept. 11.

By Hearing Examiner Thomas H. Donahue

Upon oral request of WLEX-TV Inc. (WLEX-TV), Lexington, Ky., scheduled further prehearing conference for Sept. 18 in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky. Action Sept. 14.

In proceeding on applications of R. H. Parker and John Burroughs, d/b as Roswell Television and Taylor Broadcasting Co. for new TV's on channel 10 in Roswell, N. M., granted R. H. Parker's request to extent of dismissing, but with prejudice, Roswell Television application. Action Sept. 8.

By Hearing Examiner Charles J. Frederick

In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex., in Doc. 14411-2, granted oral motion by Mid-Cities to strike certain portions of transcripts of depositions heretofore received in evidence. Action Sept. 11.

Granted motion by WCRB Inc. to continue Sept. 14 prehearing conference to Oct. 5 in proceeding on its application and that of Central Broadcasting Corp. for new FM's in Springfield and Ware, respectively, both Massachusetts. Action Sept. 11.

In proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV on channel 19 in Cleveland, in Doc. 15163-4, granted joint motion of all parties to extent of extending from Sept. 16 to Oct. 7 time to file proposed findings and from Oct. 14 to Oct. 23 for replies. Action Sept. 10.

By Hearing Examiner Millard F. French

Granted request by Broadcast Bureau to extend time to Sept. 25 to file corrections to transcript in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., et al., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas. Action Sept. 10.

By Hearing Examiner Walther W. Guenther

On own motion, continued Oct. 5 further hearing to Oct. 6 in proceeding on AM applications of Copper Country Broadcasting Co. (WMPL), Hancock, and Upper Michigan Broadcasting Co. (WHDF), Houghton, both Michigan. Action Sept. 10.

In proceeding on applications of Continental Broadcasting Inc. and Suffolk Broadcasting Corp. for new FM's in Norfolk and Suffolk, both Virginia, respectively, granted Continental's request to continue Sept. 14 further prehearing conference to Oct. 1, and continued Sept. 23 hearing to date to be fixed by subsequent order. Action Sept. 9.

By Hearing Examiner Isadore A. Honig

Granted petition by Broadcast Bureau

to extend time from Sept. 16 to Sept. 21 to file replies to proposed findings to proceeding on applications of Community Broadcasting Service Inc. and Mortimer and Vivian Eliza Hendrickson for new FM's in Vineland, N. J. Action Sept. 15.

■ Granted request by KPQD Inc (KPQD), Portland, Ore., to extent of continuing Sept. 17 further hearing to Oct. 2 in proceeding on AM application. Action Sept. 15.

By Hearing Examiner H. Gifford Irion

■ Scheduled further prehearing conference for Sept. 18 in proceeding on applications of Skylark Corp. and Kingston Broadcasters Inc. for new FM's in Kingston, N. Y. Action Sept. 10.

By Hearing Examiner David I. Kraushaar

■ In proceeding on application of Lee Roy McCourry, tr/as New Horizon Studios, for new TV on channel 28 in Eugene, Ore., specified procedural requirements to be complied with and scheduled hearing for Nov. 17. Action Sept. 14.

■ On own motion, made various corrections to transcripts of prehearing conference and hearing in proceeding on AM application of Horace C. Boren (KWON), Bartlesville, Okla. Action Sept. 11.

By Hearing Examiner Forest L. McClennig

■ By memorandum opinion and order in matter of revocation of licenses of Quality Broadcasting Corp. WKYN and WFQM (FM) San Juan, and WORA-FM Mayaguez, P. R., granted Quality Broadcasting petition to open record to place in evidence certain documents, granted Broadcast Bureau's motion to strike petitioner's reply to former's opposition, and closed record. Action Sept. 15.

■ Granted petition by Western Slope Broadcasting Inc. (KREX), Grand Junction, Colo., for leave to amend its AM application to reduce nighttime power from 50 kw to 10 kw and make other engineering changes, accepted amendment, removed amended application from hearing and returned to processing line, and terminated proceeding. Action Sept. 10.

■ Scheduled hearing for Sept. 21 in proceeding on application of D. H. Overmyer for new TV on channel 79 in Toledo, Ohio. Action Sept. 9.

■ Granted petition by Broadcast Bureau to extend time from Sept. 15 to Oct. 1 to file proposed findings in matter of revocation of licenses of Quality Broadcasting Corp. WKYN and WFQM (FM) San Juan, and WORA-FM Mayaguez, both Puerto Rico. Action Sept. 9.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Northwestern Indiana Radio Inc., Valparaiso, Ind.; Valley Broadcasting, Kankakee, Ill., and Livingston County Broadcasting Co., Pontiac, Ill., in Doc. 8218, et al., (1) granted Northwestern's motion to transfer from Review Board to examiner motion to dismiss Valley's application; (2) granted Valley's petition for leave to amend by removing Anthony Santucci and Gabriel Aprati from applicant partnership; (3) dismissed as moot Northwestern's motion to dismiss Valley's application, and Broadcast Bureau's motion to strike portion of Northwestern's opposition to Valley's petition for leave to amend; and (4) scheduled further prehearing conference for Sept. 18. Action Sept. 11.

■ By memorandum opinion and order in proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co. for new TV's on channel 54 in Fairfield and Homewood, both Alabama, respectively, Doc. 15460-1, (1) denied Symphony's petition to dismiss Chapman application and (2) on own motion, certified to Review Board for such modification, if any, of issues as it may deem appropriate. Action Sept. 9.

By Hearing Examiner Sol Schildhouse

■ Granted request by Broadcast Bureau to extend time to Sept. 21 to file proposed findings and to Oct. 5 for replies in proceeding on AM application of KGVL Inc. (KGVL), Greenville, Tex. Action Sept. 9.

By Hearing Examiner Herbert Sharfman

■ Granted request of Central Coast Television (KCOY-TV), Santa Maria, Calif., to further extend time from Sept. 15 to Sept. 30 to file initial proposed findings and from Sept. 25 to Oct. 12 for replies in proceeding on applications of Lompoc Valley Cable TV Inc. Action Sept. 10.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of College

Radio and Pioneer Valley Broadcasting Co. for new FM's in Amherst and Northampton, both Massachusetts, respectively, in Doc. 15562-3, scheduled oral argument for Sept. 18 on certain pending petitions by applicants for leave to amend applications, and other pleadings in connection therewith, including College Radio's request for oral argument. Prehearing conference scheduled for date will follow argument. Action Sept. 15.

■ In proceeding on applications of United Audio Corp. and Northland Broadcasting Corp. for new FM's in Rochester, Minn., granted petition by Northland to extent of dismissing, but with prejudice, application. Action Sept. 14.

■ In proceeding on applications of South Jersey Television Cable Co. for new microwave facilities in Business Radio Service to supply eight channels of TV service to CATV systems in Wildwood, city of North Wildwood and borough of Wildwood Crest, all New Jersey, granted motion by respondent Francis J. Matrangola to reschedule certain procedural dates and hearing for Oct. 12. Action Sept. 11.

■ In proceeding on applications of Tidewater Broadcasting Inc. and Edwin R. Fischer for new AM's in Smithfield and Newport News, both Virginia, respectively, in Doc. 13243, 13248, granted Tidewater's petition that further hearing conference be held on Sept. 10 in lieu of hearing scheduled for that date. Action Sept. 9.

By Office of Opinions and Review

■ Granted petition by Broadcast Bureau to extend time to Sept. 15 to file responses to petitions for reconsideration in NBC-RKO-PHILCO proceeding. Action Sept. 10.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Sept. 15

*KUHT(TV) Houston — Granted CP to change ERP to 316 kw vis., and 158 kw aur.; ant. height to 1170 feet; trans. location 3 miles north-northeast of Alvin; type trans. and type ant. and make changes in ant. system.

WHEN-TV Syracuse, N. Y.—Granted licenses covering modified facilities authorized in Doc. 13858.

WPTV(TV) West Palm Beach, Fla. — Granted license covering installation of auxiliary trans. at main trans. location.

Educational Broadcasting Corp. Newark, N. J.—Granted license for low power auxiliary.

■ Granted licenses for following TV's: WLOX-TV (ch. 13) Biloxi, Miss., and change aur. ERP to 15.8 kw; KDSJ-TV (ch. 5) Lead, S. D., and change vis. ERP to 24 kw; WBJA-TV (ch. 34) Binghamton, N. Y.

WITN-TV Washington, N. C.—Granted license covering installation of auxiliary trans. at main trans. site.

KTWO-TV Casper, Wyo.—Granted mod. of CP to reduce aur. ERP to 14.2 kw; specify type trans.

KWSK Pratt, Kan.—Granted request to cancel license for AM and delete call letters.

KGUC Gunnison, Colo.—Granted extension of authority to operate from 7 a.m. to 7 p.m., on a temporary basis, for period ending Dec. 1.

KIMP-FM Mt. Pleasant, Tex.—Approved engineering technical data submitted, pursuant to commission's order of July 29 in Doc. 15142 and 14185, to specify operation on channel 264 (100.7 mc); ERP 54 kw; ant. height 170 feet; condition.

W10AD Montreat, Black Mountain, Ridgecrest and Swannanoa, all North Carolina—Granted mod. of CP to make slight change in ant. system for VHF-TV translator.

■ Following were granted extensions of completion dates: KOIN-TV channel 6, Portland, Ore., to March 15, 1965; WILE-FM Cambridge, Ohio, to Nov. 19.

Actions of Sept. 14

K08BV, K10CD, K12BX Woodruff, Utah—Granted licenses covering changes in VHF-TV translator.

■ Granted renewal of licenses for following Utah translators: Beaver Lions Club Television Committee, K11CX, K09CS, K13CV, North Creek, Adamsville and Beaver; Carbon County, K09BQ, K11BV, K13BZ, Helper, K08CF, K10CL, K12CE, Scofield, K08AU, K10AZ, K12AZ, Spring Glenn, Price and rural Emery County; Coalville Area TV Association, K09DP, K11DW, K13DP, Coalville and adjacent area; Daggett County TV Dept., K07CJ, K03AN, Dutch John, Manila and Green Lake; Enterprise TV Association, K03BF, K07ED, K05BU, Enterprise; Henefer Town Inc. K08AS, K12AY, K10AY, Henefer; Iron County, K09CJ, K11CQ, K13CP, Cedar City and Iron Springs, K08CE, K10CK, K12CD, Kanarrville and New Harmony,

K02BJ, K04BE, K05BC, Enoch, K02CL, K04CH, K06CQ, Modena and Beryl Junction, K03AR, K08CD, K10CJ, Parowan; Millard County, K09EU, K11FA, K13ET, Oak City, Leamington and Lyndyl, K10EB, K12DH, K08DF, Scipio and Holden; Minersville Television Committee, K02BY, K05AT, K04BC, Minersville, Mt. Pleasant City, K12CC, K10CH, K08CC, Mt. Pleasant; Norris Community TV Inc., K07BL, K11BF, K09BA, Farm Area North of Randolph and Randolph; Piute County, K11FZ, K09FX, K13EK, Circleville, K05BH, K04BO, K02BQ, Marysville; Wasatch County Commissioners, K11AK, K08AM, K13AK, Heber; Washington County Television Dept., K02AV, K08BN, K13CA, St. George, K02AW, K12BR, K08BO, Virgin, K03AL, K07CQ, K12BQ, Toquerville, K04BE, K05AR, K09CD Rockville; Wendover City, K08EL, K10ES, K12EB, Wendover; Woodruff City TV, K12BX, K10CD, K08BV, Woodruff; Millard County, K72AQ, K77AJ, K83AF, Delta and West Millard County, K70BD, K74AO, K80AN, Fillmore; Utah State University of Agriculture and Applied Science, K70CU, K73BE, K78BN, Logan; Washington County Television Dept., K73BF, Frisco and Newcastle.

■ Granted licenses covering changes for following TV's WPTV(TV) channel 5, West Palm Beach, Fla.; WTRF-TV (ch. 7), Wheeling, W. Va.; WBT(TV) (ch. 3) Charlotte, N. C.

■ Granted licenses for following VHF-TV translator K09GH, Allison TV Association, Allison rural area, Colo.; K07BA, Mizpah TV Club, Ranches east of Coalwood and Olive, Olive and Coalwood, Mont.; K08ET, Lake Television Association, Vallecito Reservoir area, Colo.

■ Granted renewal of licenses for following: WATT Cadillac, Mich.; WBCM AM-FM Bay City, Mich.; WCER Charlotte, Mich.; WELL Battle Creek, Mich.; WFMJ Youngstown, Ohio; WGAR-AM-FM, Cleveland; WJEH Gallipolis, Ohio; WKLA Ludington, Mich.; WMUS Muskegon, Mich.; WTCM Traverse City, Mich.; WTVN Columbus, Ohio; WFIN-FM Findlay, Ohio; WHK-FM Cleveland; WONE-FM Dayton, Ohio; WSAI-FM Cincinnati; WAGN Menominee, Mich.; WBCO Bucyrus, Ohio; WCBY Cheboygan, Mich.; WCHB Inkster, Mich.; WDMJ Marquette, Mich.; WFCY Alma, Mich.; WHIO Dayton, Ohio; WLMJ Jackson, Ohio; WTLT Lansing, Mich.; WJEF Grand Rapids, Mich.; WJPD Ishpeming, Mich.; WMNI-AM-FM, Columbus, Ohio; WOHI East Liverpool, Ohio; WSGW Saginaw, Mich.; WATZ Alpena, Mich.; WBRB-AM-FM Mt. Clemens, Mich.; WDW Dowagiac, Mich.; WERT Van Wert, Ohio; WFOB-AM-FM Fostoria, Ohio; WHH Warren, Ohio; WHTC Holland, Mich.; WKAR East Lansing, Mich.; WLW Cincinnati; WPFM Middletown, Ohio; WTOF (FM) Canton, Ohio; WYNZ Ypsilanti, Mich.; WFUR-FM Grand Rapids, Mich.; WJFM (FM) Grand Rapids, Mich.; WKHM-FM Jackson, Mich.; WRFD-FM Columbus-Worthington, Ohio; WSPD-FM Toledo, Ohio; WALM Albion, Mich.; WCAR Detroit; WCLT-AM-FM Newark, Ohio; WCNS Canton, Ohio; WFDF Flint, Mich.; WGHN Grand Haven, Mich.; WHOK Lancaster, Ohio; WIMA Lima, Ohio; WION Ionia, Mich.; WJCO Jackson, Mich.; WJLB Detroit; WKMF Flint, Mich.; WMOA Marietta, Ohio; WNIO Niles, Ohio; WOHP Bellefontaine, Ohio; WOUB Athens, Ohio; WSTV Steubenville, Ohio; WWJ Detroit; WVKO Columbus, Ohio; WWST-FM Wooster, Ohio; WKNT-FM Kent, Ohio; WMUS-FM Muskegon, Mich.; WTTF-FM Tiffin, Ohio; WYFE (FM) Lansing, Mich.; *WIAA (FM) Interlochen, Mich.; *WOBC-FM Oberlin, Ohio; WCPO-AM-FM Cincinnati; WPTV-AM-FM Piqua, Ohio; WBBW-FM Youngstown, Ohio; WCNO (FM) Canton, Ohio; WFCJ (FM) Miamisburg, Ohio; WMAX-FM Grand Rapids, Mich.; WMVO-FM Mount Vernon, Ohio; WSAM-FM Saginaw, Mich.; WVUD-FM Kettering, Ohio; *WEGU (FM) Bowling Green, Ohio; *WBWC (FM) Berea, Ohio; *WCDR-FM Cedarville, Ohio; *WGUC (FM) Cincinnati, Ohio; *WJSC-FM Wilberforce, Ohio; *WNMR-FM Marquette, Mich.; *WOSU-FM Columbus, Ohio; *WUOM (FM) Ann Arbor, Mich.; *WCOL-AM-FM Columbus, Ohio; WKRC-AM-FM Cincinnati; WVOC Eattle Creek, Mich.; WDBN (FM) Barberton, Ohio; WFOL-FM Hamilton, Ohio; WHOK-FM Lancaster, Ohio; WOHI-FM East Liverpool, Ohio; WVKO-FM Columbus, Ohio; WXEN-FM Cleveland; WAWI Dayton, Ohio; WJBK-FM Detroit; WHIO-FM Dayton, Ohio; WOOD-FM Grand Rapids, Mich.; WTOL-FM Toledo, Ohio; WABQ Cleveland; WCSM Celina, Ohio; WFAH Alliance, Ohio; WHFB-AM-FM Benton Harbor-St. Joseph, Mich.; WMVR Sidney, Ohio; WWST Wooster, Ohio; WELL-FM Battle Creek, Mich.; WJGS-FM Houghton Lake, Mich.; WKTN-FM Kenton, Ohio; WLKR-FM Norwalk, Ohio; WRWR-

Continued on page 120

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
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 - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return

RADIO—Help Wanted

Management

Manager-strong on sales for New Jersey small market station. Send resume to Box J-170, BROADCASTING.

Are you a selfstarter? Want to be in business for yourself? Have assured but unlimited income? Some of our men earn over \$25,000 representing the industry's oldest and most respected promotion firm selling to radio and TV stations. CCA is now looking for state and regional representatives. Preference given men with previous station CCA experience. Fulltime travel, home week-ends. Station or sales management experience only. References checked. Mature, neat, personable. Send detailed resume, picture to John Gilmore, President, CCA Building, Westport, Connecticut. Personal interview required.

Sales

KMUS, Muskogee, Okla., needs experienced time salesman. Contact Horace Boren, Owner, Box G-214, BROADCASTING.

Detroit: Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple Group. Box J-10, BROADCASTING.

South . . . immediate opening for a salesman with management potential for Negro appeal radio station. Guaranteed beginning salary with liberal compensation plan. Write Box J-56, BROADCASTING.

Sales opportunity. Experienced salesman should earn \$8,000 first year. At least \$10,000 second year selling excellent product with good rate card. Single station market. Sales training available. Will consider man presently doing part time sales. This is your dream answered if you want to settle in a good community with a good income from a professional station. Send resume to Box J-160, BROADCASTING.

Syndicated show salesman \$250 to \$350 a week. Will consider presently selling TV shows or non-competitive product who desires to supplement present income. Top commission, protected territory, profit sharing plan. Prefer men over 30 to sell high quality documentary and special Holiday syndicated radio programs. Only high-caliber men with impressive list of business and character references need apply. All inquiries confidential. Send resume and picture to: Box J-167, BROADCASTING.

KIDO in Monterey, Calif. needs a thoroughly experienced time salesman. We pay \$600 guarantee against 20% commission. If you are near enough for personal interview send full details.

Experienced, married salesman. 450 guarantee plus commission. KSEN, Shelby, Montana.

Sales manager to take over sales dept. of well established C & W 17-yr. old FM station. Attractive salary, commission, bonus arrangement, plus many company benefits. Send detailed background and recent photo to Manager, WFMX, Statesville, N. Carolina.

Opening for key salesman with opportunity for Sales management. Experienced, family man with history of successful local sales. Unusual salary arrangement. Man selected will be from list of applicants who have been thoroughly checked. Write Manager, WJON, St., Cloud, Minnesota.

Sales—(Cont'd)

Senior opening for experienced salesman. Unlimited future with substantial group. Excellent living area. Need young, aggressive, married man with small market retail time sales background to assist station manager. Good draw and top commission incentive. You will replace an \$8,000 man transferring to another station. Phone or see if near by, or send resume, photo and recent earnings to: Jim Nicholson, WMGW, Meadville, Penna.

A growing good music station in Pennsylvania's third market needs top notch salesman capable of being No. 2 man in station. Real hustler will make excellent return on salary plus commission. Contact Tim Kroh, General Manager, WNAK, Wilkes-Barre, Penna.

Experienced, aggressive, for NBC good music format station in medium market. Good commission arrangement. Permanent position. Send full details to manager, WQXT, Palm Beach, Fla.

Booming St. Paul, area station expanding sales team. Immediate opening for experienced broadcaster with sales management potential. Variety programing, big names, big sound, big market coverage, small market rates. Write Dean Alexander, WRCR, 498 South Century Avenue, St. Paul 19, Minnesota.

Salesman wanted. Good salary plus 15% commission. Fast growing Piedmont, North Carolina market. Must be experienced, educated also salesman-announcer. Write Manager, WSTP, Salisbury, N. Carolina.

Professional salesman metro market. Need help due to new drama format and increased business. Write or call WKKW, Troy, N. Y.

Use our service to find "live" leads toward better selling and management positions. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417.

Announcers

California calls: First phone man needed to help keep us #1 in highly competitive market. Send tape, complete resume, and photo to Box H-48, BROADCASTING.

Top 40 dj. Lively sound, tight board. Great Lakes—Top 100 market. Many benefits. Box H-392, BROADCASTING.

Twenty four hour radio station seeks experienced Top Forty announcer. Sidewalk level glass studios located in center of capitol city. Rush tape and resume. Box J-34, BROADCASTING.

Pennsylvania small market needs staff announcer with versatility. Replies must include past experience, audition tape and expected salary. Box J-49, BROADCASTING.

For Better than average announcer-newsman, established kilowatt in pleasant, prosperous Illinois city offers better-than-average situation as to pay, extra benefits, opportunity, working conditions. Must be able to gather and write news, be familiar with modern and adult music, be able to keep things moving with bright production, sell on the air with conviction, help create good sound for progressive, popular station. Send tape and resume to Box J-111, BROADCASTING.

Somewhere there must be a capable adult top forty man who will settle in a lesser market and take over our night time programming for young people and young adults. No one under 26 years, please. \$500 up. J-127, BROADCASTING.

Announcers—(Cont'd)

Virginia station seeks an announcer preferably experienced. Send tape and resume to Box J-144, BROADCASTING.

Announcer wanted . . . morning man for Southwest Connecticut good music day-timer. Must handle board. Submit resume and tape. Box J-152, BROADCASTING.

Negro announcer . . . for major Eastern market Negro station. Must be top-rated, swinging personality. Experienced and good background necessary. Top pay! Immediate opening! Send tape and resume. Box J-173, BROADCASTING.

Progressive Midwest organization needs a young, professional, experienced, format morning man. Send tape and resume. Box J-174, BROADCASTING.

New Jersey—Experienced announcer-newsman. Adult music station. Salary commensurate with ability. Send tape, resume to Box J-181, BROADCASTING.

Young man, authoritative voice; experience not required; willing to assist; send tape, photo, salary requirements. Tape returned, Address Box J-193, BROADCASTING.

Immediate opening for top notch air personality at one of America's highest rated stations. Be part of our growing organization. Send tape and resume to Box J-194, BROADCASTING.

Needed immediately—announcer with or without first phone, no maintenance, for Illinois daytime station, solid operation, no floaters, secure position, salary dependent on experience and qualifications. Box J-199, BROADCASTING.

Wanted: Experienced Announcer, a man who has the ability to move up. We can offer a good dependable man a good position. Immediate opening. Contact Pinkney Cole, KBTC, Houston, Mo.

Immediate opening . . . morning man-newsman. Experienced. Send resume, tape, picture and salary requirement. KIMB, Box 33, Kimball, Nebraska.

Immediate opening—Announcer wanting sales. Some play-by-play. Need one man to complete wonderful staff. Good pay. Ralph Meador, KLEX, Lexington, Missouri.

Needed immediately. Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate. Big band sound. Send audition tape and resume to KOAM, P. O. Box F, Pittsburg, Kansas. Good starting salary.

KPRM Radio, Park Rapids, Minnesota looking for dependable announcer that might enjoy working! If such exists contact us.

Are you a happy, mature personality who believes in contemporary radio? We have six and need another. Must be an experienced professional. Tape, photo, and resume to Don Dunn, KQEO, Albuquerque, New Mexico.

Needed immediately. Experienced announcer with first phone (no maintenance). Some selling. Send tape, resume references and salary requirements to: KSYX Radio, Box K, Santa Rosa, New Mexico.

Immediate opening. Announcer first phone. No maintenance. Middle of the road format. Prefer married, stable individual. Secure position. Send tape, photo, resume, salary requirements to Bob Douglas, KTL, Tillamook, Oregon.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

Help Wanted

Announcers—(Cont'd)

Immediate opening. Mature, experienced airman with bright, lively style. News and/or play-by-play plus. Good music format, new studio building, 65,000 market, home of Purdue University. Resume, tape to WAZY-AM-FM, Lafayette, Indiana.

Wanted: A top flight morning and play-by-play sports announcer. No drifters or floaters. Send audition tape to Paul E. Reid, Radio Station WBHB, Fitzgerald, Georgia.

We need a qualified first phone, 1000 watt daytimer, WCAZ, Carthage, Illinois.

Needed immediately—announcer with third class ticket for General format station. Secure position for stable person who enjoys pleasant small town life. Rush complete details to WCLB, Camella, Ga.

Wanted experienced announcer, Station WCLW, 771 McPherson St., Mansfield, Ohio.

Experienced announcer with good voice and first phone. Midwest applicant preferred. Send tape and resume to WFAW, Ft. Atkinson, Wisconsin.

Announcer—experienced in adult format with third class license. Good opportunity in South's fastest growing market with well established, successful station. Also opening for program director. Send tape, photo and resume to John Garrison, WFIX, Huntsville, Alabama, 35804.

Professional staff announcer for network affiliate with heavy emphasis on local news, sports and community service. Want stable, alert, hard working airman. Send tape and resume to Manager, WJON, St. Cloud, Minnesota.

1st phone announcer—Immediate opening at new North Jersey station, WKER, Pompton Lakes. Desires experienced morning man for the nation's 19th largest market! Telephone 201-839-2400.

Experienced announcer—wanted immediately. Must have 3rd class license with broadcast endorsement. Prefer C&W with sports ability. Good opportunity and salary with growing chain for right man. Send tape & resume. Art Bachmann, WKUL, Cullman, Alabama.

Expanding central Pennsylvania group seeks sales and announcing personnel. Positions offer an opportunity to continue at either of two Pennsylvania Universities. Contact Croy Pitzer, WMAJ, State College, Pennsylvania.

Immediate opening for mature announcer with better-than-average ability on news and commercials, capable of running own board, doing production work and with a third class ticket. Also need combination announcer-salesman to handle weekend air shift and sell to area accounts. Experience in radio sales a must. Send tape, photo, resume in first letter to WMIX, Mt. Vernon, Illinois, or Contact Robert L. Whitaker, Vice President.

WMMW, Meriden, Connecticut. Announcer-newsman. Send tape, resume and salary requirements.

Wanted: Jack of all trades. 1st phone . . . some air work . . . some sales. WMOP, Ocala, Florida. 622-4118.

Announcer for general staff work. Play-by-play ability desirable. Near Philadelphia. WNJH, Hammonton, New Jersey. 215-696-3690.

Immediate opening for 1st phone announcer. We need an experienced man with good mature voice for morning shift on tightly formatted good music station. Excellent opportunity for right man. Rush info to Irv Laing, WQTE, Whittier Hotel, Detroit, Mich. 48214.

Announcer looking for the chance to move to top rated good music station WSBT&TV. Prefer young man with 1-2 years experience in Indiana or neighboring states who has completed military obligation or is draft exempt. Stable staff, excellent benefits. Send resume, picture and tape to Personnel Director, South Bend Tribune, South Bend, Indiana. 46626.

Announcers—(Cont'd)

Wanted Negro announcer-salesman. Immediate opening, experience necessary. Good working conditions. Salary commensurate with experience. Contact Joe Evans, WVOE, Chadbourn, N. Carolina. 654-3971.

R & B jocks . . . See WWRL, New York City advertisement on display page.

Michigan, medium market station has immediate opening for experienced middle of road announcer. Send tape, resume and salary requirements to: Paul Pigeon, WVOX, 306 Phoenix, Building, Bay City, Michigan.

Opportunity for married announcer, staff work, play-by-play helpful. Oklahoma station, growing group. Galen Gilbert, Box 346, Neosho, Mo.

"Interpretive Announcing" will teach you what 95% of announcers will never learn by trial and error. "Interpretive Announcing," the nationally recognized copyrighted voice training system, available now in lecture series on tape, \$14.95 complete with commercial script. Broadcast Guild of America, Inc., 975 North 35th St., Milwaukee 8, Wisconsin.

FM announcer with excellent opportunity to work into television. Contact John Wheat, Fetzer Television, Cadillac, Michigan. Dial 616-775-3478.

Are your talents appreciated? Perhaps one of our employers needs you now. Move up! Write: Broadcast Employment Service 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Technical

Proficient radio engineer for Southwest resort city. Box J-16, BROADCASTING.

Qualified engineer trainee with first phone for network station. Box J-25, BROADCASTING.

Engineer-combo man—first class ticket. Engineering primary, announcing secondary for New York State daytimer. Salary open our main objective is to get right man! Write soonest Box J-88, BROADCASTING.

Chief for Conn. station. Immediate opening. Box J-110, BROADCASTING.

Chief engineer wanted for Midwest station. This is small market both AM and FM. Prefer some college education. \$600 per month. Box J-128, BROADCASTING.

Wanted . . . Chief engineer announcer for station. Medium town in Northwest. Reply Box J-176, BROADCASTING.

Chief engineer for AM-FM in unusually pleasant living area. Strong maintenance background. Good salary and excellent opportunity with expanding group. Phone or see (if nearby), otherwise send resume, photo and recent earnings to Jim Nicholson, WMGW, Meadville, Penna.

The University of Michigan has an opening for an experienced Studio Engineer. Strong technical background necessary, knowledge of music, experience in recording live music and drama desirable. FCC license preferred. Opportunity to enroll in University coursework. Salary \$4000-\$5000 dependent on experience. Full fringe benefits program. Send resumes to James F. Groen, Scientific and Technical Placement, 1020 Administration Bldg., Ann Arbor, Michigan. An Equal Opportunity Employer.

From Chiefs to "Indians," we place 'em all. Radio, and/or television opportunities our business. Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Production—Programing, Others

Program director for Negro appeal station who knows production music format and is hot idea man on commercials. Must understand equipment operation. Write Box J-57, BROADCASTING.

Administrator, with background in programing, publicity writing and marketing for major diversified group. Complete resume to Box J-153, BROADCASTING.

Production—Programing, Others

Continued

Immediate opening for Gal Friday who knows and can write good ad copy. Take over department. Florida East Coast Station. Send resume and photo to Box J-204, BROADCASTING.

Immediate opening for experienced, thoroughly competent news director capable of handling a prestige news department at this 5000-watt Midwest regional station. Must have excellent air presentation, must be able to write local news, and above all, dig it out. Ability to write editorials essential. Men without experience need not apply. Contact Robert L. Whitaker, Vice President, WMIX, Mt. Vernon, Illinois.

Immediate opening for experienced newscaster. Send tape and resume to: WPGC, Washington 19, D. C.

Immediate opening southern West Virginia for experienced program director or announcer ready to assume responsibility. Call for General Manager, Area Code 304-235-3600.

Situations Wanted—Management

Manager-Sales manager. Working type! priceless combination ability—experience, willingness to work. Seventeen years all phases. National, regional, local sales. Best references. West preferred. Box J-92, BROADCASTING.

Over 15 years successful experience, sales management, management, medium markets. No miracles, hard work, and know-how. Family man, excellent character. Box J-115, BROADCASTING.

Unusually well qualified broadcaster available soon, for management position. 14 years experience in radio, FM, and TV. Box J-147, BROADCASTING.

Strong on sales and programing: Veteran broadcaster, 8 years experience all phases, seeking managerial position. Reliable, hard worker. Excellent references. Box J-188, BROADCASTING.

Manager with proven record available for right opportunity. Fifteen years successful experience managing four stations. Present corporation doesn't want to lose me but for personal reasons I am looking around. Will consider all offers with future more important than starting salary or market. Presently earning over \$11,000 year. Have first phone also. Write to Box J-171, BROADCASTING.

Why risk your stations future to manager without experience and proven track record? You could end up broke or in trouble with F.C.C. My record speaks for itself. Will produce for you if you have good offer. For a manager young enough to have drive yet old enough to have the experience write to Box J-172, BROADCASTING.

General Manager and part owner 13 years. Available October 31. Holding contract on station for \$57,000 (5% interest) . . . Sizable monthly payments, plus balance due after 9 years. Would be willing to trade for part ownership. Prefer moderate climate area, but will consider others. Write Box J-177, BROADCASTING.

Attention station owner's Southern states . . . I am a selling Manager, with unusual promotions. Don't sell that station . . . Put me in charge October 1st, and I'll show you money in the Bank, and A-1 rating in less than 6 months. Age 42, non-drinker, civic minded, many years experience, with best references. I am not interested in being your sales manager, or program director, but I must have full authority to make it pay . . . Trust me. Box J-182, BROADCASTING.

A rare opportunity! Young man of action seeks challenging position affording growth and advancement. University grad in field with ten years experience in programing, production, sales and audience promotion, news, traffic, management and more. Box J-185, BROADCASTING.

One of best known, knowledgeable, respected Group administrators in broadcasting available soon. Excellent rating, billing, image-building records. Box J-205, BROADCASTING.

Situations Wanted

Management—(Cont'd)

Manager, sales manager: 15 years experience in radio, lastly in major market as both General Manager and General Sales Manager. Strong on sales and community relations. Know New York agencies. Have done sports, and play-by-play; taught sales and speech on high school and college levels. Record and references available. Box J-206, BROADCASTING.

Sales

Money-making special events sales campaign available to California, Arizona radio stations. Box J-98, BROADCASTING.

Just a good salesman. Sober, reliable. Open thirty days notice. Several years station manager. Know sales promotion. Prefer Southeast. Box J-133, BROADCASTING.

\$100,000-a-year-biller desires sales management in major market . . . High caliber-type, strong personality, impeccable references . . . Know-how in handling agencies, accounts and men . . . Minimum \$15,000 . . . equals profits for you and me. Box J-195, BROADCASTING.

Announcers

School of Broadcasting and Announcing graduate, Negro. Ambitious, hard worker, some experience. Married. Box J-82, BROADCASTING.

Announcer-dj personable bright sound, tight board, authoritative newscaster. Want to settle. Not a prima donna or floater. Box J-101, BROADCASTING.

Southern majors: Dependable format radio personality. 7 years. Must relocate. Box J-135, BROADCASTING.

Top 30 markets: Stop here if you are seeking a Top 40 personality with ability and desire to create. Voices, situations, comedy and promotion in one neat, married, dependable package. Evening show preferred. Personal interview welcome. Excellent references. Box J-149, BROADCASTING.

Hark!! College grad, family man, currently at 50 kw Philadelphia NBC, announcing vacation relief, desires position in radio or TV where good production skills and proven, adult-oriented, humorous air personality in needed. Available one week notice. Full poop from Box J-150, BROADCASTING.

Announcer-production-news . . . first phone, experienced staff man. Top production, write produce top fight spots, voices, clean, tight intelligent air delivery. Seek to locate in SF Bay area. Box J-154, BROADCASTING.

Talent wasted!! Presently working in backward area. Top forty or up tempo middle of the road. Production and news are among talents. Four years experience. Family man looking for security in progressive area in a medium market. Northwest, West, Southwest or Rocky Mountain Area. Box J-158, BROADCASTING.

Top forty personality deejay seeks position in South. Experienced, cooperative dependable. Box J-161, BROADCASTING.

Format jock on way up seeks all night Top 40 slot. Very reasonable. Box J-162, BROADCASTING.

Top 40 dj, good voice and delivery, looking for format station, Eastern U. S. or Florida. Box J-163, BROADCASTING.

C & W specialist 16 years, seeks powerful station. Know artists, adlib specialty, sober, employed. Tape, resume available. Box J-164, BROADCASTING.

Experienced mature young combo man, strong on sales and announcing, first phone, wishes to relocate. Family man, need secure position. Box J-165, BROADCASTING.

Announcers—(Cont'd)

DJ—1st phone. Bright, modern—tight production. Want future with good station. Six years experience. Box J-180, BROADCASTING.

1st phone personality college 7 years top markets, married, relaxed style with showmanship. Available yesterday. Box J-183, BROADCASTING.

Negro deejay. Third class license. Dependable, personable. Tight board. Eager. Box J-191, BROADCASTING.

Attention: N. Y., N. J., Conn. & Penna. Announcer dj/newscaster. Experienced tight production, fast board. Family man will relocate. Box J-200, BROADCASTING.

Announcer-newscaster-recent radio school grad. Non drinking, family man, dependable, willing to start at bottom. Box J-201, BROADCASTING.

DJ-announcer, top 40 only, experienced preferably Eastern seaboard. Personality plus. Box J-202, BROADCASTING.

Middle-of-road personality dj, currently in southern California market, looking for solid station with similar format. Will relocate if offer warrants. Over four years big market experience, married, 24, two children, dependable. Box J-208, BROADCASTING.

Personality, breeding, brains, and experience in one package, also news and sports. Pick a winner. Interested only in large cities. Box J-212, BROADCASTING.

Pennsylvania, New York, New Jersey stations: young, versatile, conscientious program director-announcer with smooth intelligent delivery and excellent production ability desires position, not necessarily as program director, with either middle-of-road or rock station. Excellent references. Phone Bill Gordon, Philadelphia 215-455-4625.

Howdy neighbor . . . experienced announcer well versed in all aspects of broadcasting, prefer country dj show. Well known country music name in the Detroit area . . . presently employed in a medium-major market as news director and country dj. Will furnish own country library. Phone Fred Stowe—313-662-4573 afternoons.

Gal dj/announcer . . . news . . . sales . . . clerical . . . Radio/TV . . . writing . . . responsible . . . trustworthy . . . please telephone 906-486-4284. Write: Apt. 2, 634 Empire, Ishpeming, Michigan.

Sportscaster-announcer, bright personality, versatile, professional attitude, dependable willing worker. Contact Robert Mason, 408 Main Street, Huntingburg, Indiana. Phone 398.

Announcer-dj. Recent broadcasting school graduate with first phone—age 20, no experience but want chance to be heard. Prefer S. Calif. Write—Wire—Call John Helm, 1089 Summit Dr. Whittier, Calif. 693-9026.

Station sold. Staff exists. Available Oct. 1st. Experienced announcer dj news and board. Midnight to dawn ok. \$90.00 per week minimum. Third class. Wire DJ, 235, Vine St., Shreveport, La. and I'll call you.

Happy Top-forty dj makes listeners happy. Smile and call Smith, 501-464-2451 in Black Oak, Arkansas.

First phone, announcer—strong maintenance desires Ohio—only—320 Thrush Rd., Crestline, Ohio.

Outstanding! Maybe not but very good anyway. Four years experience, first phone, strong news conversant with present music trends, and looking for right opportunity. Major or middle market. Prefer West or Southwest. Chuck Still, 216, West First Avenue, Scottsdale, Arizona. 946-1321.

1st phone C&W dj wants work. 29—married—sober, dependable & 8 years experience—\$125.00 salary, weekly. Call 4-1365 Pulaski, Virginia.

Sportscaster-announcer, bright personality, versatile, professional attitude, dependable willing worker. Contact Robert Mason, 408 Main Street, Huntingburg, Indiana. Phone 398.

Announcers—(Cont'd)

20 years experience. Available for interviews. Contact Don Matney, Box 170 Lexington, N. Carolina. Phone 246-4046, After 5:00 p.m. E.S.T.

A hard working young announcer, no experience, 3rd phone with endorsement. (312) PA 4-6037 after 4:30 p.m. Philip Jones, 2226, Golenview, Glenview, Ill.

NE Pa. 1st phone announcer seeking immediate opening. Voice especially suited to good music format and news. Single, two years experience, no maintenance. Minimum \$125 week. 717-457-2126.

Now in national 15th market, but we're homesick for ice & snow—4 years experience, 1st phone, smooth good music sound, can go either way most markets. Ohio, Penna., Illinois, Indiana. Call 512-443-8227 after 4:15 CST.

Country & Western jock. 3rd phone broadcast endorsement. School trained only, Don Pladgett, Hillsville, Virginia.

17 years experience . . . Good commercial voice in morning DJ for family listening. Ad-lib or straight . . . Handle news well . . . Good for store promotions as announcer-entertainer . . . See ad under "Television Situations Wanted" for talents . . . Lifetime in show business . . . Married, children. Want to move to more progressive, lucrative market. Milt Hale, 1235 25th St., Ogden, Utah.

Situations Wanted—Technical

Sales engineer desires sales representative position in southern Wisconsin and Northern Illinois area, with electronics company. Nine years experience. Box H-178, BROADCASTING.

First phone engineer. Experienced maintenance and operation. Mature and capable. Box J-148, BROADCASTING.

Engineering proofs—Directional systems—Reasonable. S.O.S., 270 Northcrest Road, Chattanooga, Tennessee. Phone 998-3346.

First phone with 1 yr. experience. Chief engineer, 15 years, TV Technician. Amateur W8EUE. Lyle Gaston, Phone 1564, Spencer, W.Va.

Production—Programing, Others

Radio-TV sportscaster. 11 years experience. News and staff background. Box J-3, BROADCASTING.

Sports (play by play) news, music, first phone, West. \$180.00. Box J-22, BROADCASTING.

Sports fanatic who has excellent references. Mature play-by-play specialist. Want to locate with station which is fully sports minded and will let me carry the ball. Box J-83, BROADCASTING.

Professional sportscaster/director. 9 years play-by-play basketball, football, baseball. Strong on news, interviews. Family, college journalism graduate. Box J-137, BROADCASTING.

50,000 watt experience—outstanding grad award—B.A. degree—prestige references. Young family man. Production—program administration. Prefer East. I "earn" my salary. Box J-159, BROADCASTING.

Present programing and production man at directional daytimer—holding first class license—seeks greater opportunity in larger market. Young, serious, single, military obligation satisfied. Will relocate. Tape on request. Box J-175, BROADCASTING.

Program director, 15 years radio/TV. Air work optional. Prefer Southeast, but will consider any. Employer will give reference. Box J-188, BROADCASTING.

Program director-morning man. 12 years radio, 3 TV. Major market background. I am creative dynamic and working steady. My offer. I will be your morning man. Program director write and supervise production. 34, married, family. Will wait for right offer. Box J-189, BROADCASTING.

Production—Programing, Others

Continued

Will exchange 60 hours labor for 40 hour paycheck as copywriter in temperate climate. 3rd phone. Some announcing experience. Well grounded in most phases "off mike radio", except eng.-sales. Good work, good references . . . good training. Good man. Hope you're the same. Write if you have work. Box J-192, BROADCASTING.

Experience newsman seeks position with growth possibilities at news-conscious station. College graduate, school training, first phone. Box J-203, BROADCASTING.

TELEVISION—Help Wanted

Announcers

Experienced announcer switcher for major Texas market. Box J-42, BROADCASTING.

Staff announcer capable of commercial interviews and news, weather sports fill ins. Send VTR, SOF, or photo and audio tape with background material to: WFRV-TV, 1181 E. Mason, Green Bay, Wis.

Mature TV announcer, some radio. 5 day week. Air resume, audio tape, photo. Dick McDaniel, KFQE AM TV, St. Joseph, Mo.

Technical

Maintenance chief for Texas station, superior technical qualifications. Box J-41, BROADCASTING.

Engineer technically qualified, reliable, for Texas VHF. Box J-44, BROADCASTING.

Chief engineer—New UHF ETV station in Southeast has immediate opening for mature, settled engineer with transmitter, VTR, and studio maintenance experience. Excellent facilities, community, salary scale and employee benefits. Box J-134, BROADCASTING.

Director-switcher experienced only. Immediate opening. Contact: E. Whitmeyer, Production manager, WJAR-TV, Providence, R. I.

Production—Programing, Others

Opportunity for alert, dependable director, resort city. Box J-43, BROADCASTING.

Newsman—Top station in major Florida market needs strong on-the-air newsman with college journalism background. Must have television training or experience. Box J-51, BROADCASTING.

Here's opportunity for young assistant director wanting quick advancement to directing and production management. Fine station Northeastern Ohio. This man needs experience all studio, remote shows; ability learn management of department. Rush full details, Box J-156, BROADCASTING.

News director—We want red hot news with lots of film: Good opportunity for aggressive news man. Send video tape, resume, salary requirement to Operation manager. Box J-186, BROADCASTING.

Copywriter—Don't shovel snow this winter, bring your good ideas to new station. Immediate opening. Send copy samples, resume, photo, salary requirements to Operations Manager, Box J-187, BROADCASTING.

Attractive on air talent for news features and interviews in leading midwest market. Should be well versed on theater and current events. Prefer age in 30's. Salary open. Send resume and photo or VTR to Box J-196, BROADCASTING.

TV copy/promotion man—Can you direct TV continuity department and handle station promotion? Must be energetic, enthusiastic and full of ideas. Contact: Jack Chapman, KTSM-TV, 801 N. Oregon, El Paso, Texas.

Versatile production man for group station. Opportunity to use your creative talents on programs commercials. Contact John Wheat, Fetzer Television, Cadillac, Michigan Dial 616-775-3478.

TELEVISION—Situations Wanted

Management

TV General Manager/Sales Manager—Top 100 TV markets. Plan to relocate due to pending ownership change. Strong sales, personnel, programing, excellent rep, national contacts. Family man, 37, B.A. degree, finest references. Outstanding record. Presently employed as General Manager. Box J-151, BROADCASTING.

Studio engineer—1st phone, RCA graduate, experienced, prefer Southwest location. Box J-179, BROADCASTING.

Announcers

Just out of college, masters, 25, discharge, wide range commercial educational radio-TV experience, interest all phases, prefer news on-air opportunity. Box J-197, BROADCASTING.

Showman "at liberty," personality, announcer . . . Many years TV, radio, theatre, supermarkets, school lyceum, clubs, carnival, etc. Kid show specialist for wide age group . . . Talents include . . . Magic, baloonities, chalk talk, story selling with character voices, scrap-craft, coaching kid talent. Can (and have) produce daily half hour or more show! Also am famous Santa Claus characterization, with own most-believable outfit. Am Christmas historian on customs around the world. Have produced daily holiday season show several years. Want more progressive, lucrative market. Married, children . . . Read ad under Radio Situations Wanted. . . Milt Hale, 1235 25th St., Ogden, Utah.

Production—Programing, Others

Newsman—recent Missouri University journalism grad.—writing, editing and on the air experience. Box H-7, BROADCASTING.

I know television production VTR . . . ATR . . . SOF . . . live for information. Box J-21, BROADCASTING.

Producer/director: 10 years experience. News, sports, musical and heavy commercial. Video tape production studio or remote. Family man desires permanent position. Box J-157, BROADCASTING.

News cameraman desires new position. 16-35 mm, optical, magnetic, silent. Proficient in editing. Presently employed top CBS affiliated, 5 years experience. Box J-178, BROADCASTING.

WANTED TO BUY—Equipment

Wanted used TV equipment channel 7-13-2 5 kw transmitter, antenna line, monitors, vidicon Filiiu camera, projectors gen sijuc, audio and video facilities, etc. Also 5 kw, 1 kw, and 500 w. AM transmitters. RCA Radio Station XEAW, Apartado Postal 628, Monterrey, N. L. Mexico.

UHF-TV. Need all equipment to set up station. Send particulars and prices to Box J-210, BROADCASTING.

FOR SALE—Equipment

Television/radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new, solid surface with hardware, dipole, etc. \$100.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

More broadcasters are discovering the fastest way to locate the best buys in used equipment. Write for our listings. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Antenna—RCA TF6AH adjustable to any channel 7 through 13. Completely assembled on ground for your inspection. Also 3½-inch transmission line. Sanford Terry, WRVA TV, P. O. Box 2370, Richmond, Va.

FOR SALE—Equipment

Continued

New and used towers for sale. Also tower erection and maintenance. Southern States Tank & Tower Co., Phone 1321, Central City, Kentucky.

Rust model "C" remote control units. Contact W. Atkinson, 37541 Carson Rd., Farmington, Mich. 48024. Phone 313-474-3016.

Don't let lighting stop you. Stay on the air. Transmitter automatic reset for all transmitters. Guaranteed. Write for Brochure: Quad "L" Electronics, P. O. Box 826, Lake City, Florida.

Hellax coaxial cable, HJ5-50 type, new 85¢ ft. FOB, E.E.E.E. P.O. Box 2025, La Mesa, Calif.

FM transmitter, Gates BFE-10A reconditioned, write LR, Drawer E, Alamogordo, N. Mexico.

For Sale: Towers, Type (K) welded. 4-400', 6-300', 8-200', 3-160'. U. S. Towers and Construction, 249 Bartow Lane, Petersburg, Va.

FM monitor, Hewlett-Packard model 335-B, Guaranteed like new, \$1,000.00. WLOV-FM, Lolly Lane, Cranston, Rhode Island.

Tower 550' self supporting Blaw-Knox H-21. Excellent condition. We will dismantle and ship. Send your best offer to Box J-211, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deefay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners, Gags, sound effect bits, station breaks, ad libs, etc. . . . \$7.50. Show-Biz Comedy Service—(Dept. J), 65 Parkway Court, Brooklyn, N. Y. 11235.

What would you pay for a good radio sales idea this morning? Get baker's dozen per week for \$2.00 per week. Subscribe now and tie up your market to the Brainstorm, Write Box 20496, Dallas, Texas.

Unique interview ideas! Background data on the wonderful world of conversation by tape recording. Local angles. Free. World Tapes for Education, Inc., Dallas, Texas., 75215

If anyone knows the whereabouts of a country jock by the name of Lee West or Raymond Portenga who used to be at KHEY, El Paso; please have him contact Mike Oatman, KFDD, Wichita, Kansas, Phone TEmple 8-3377 immediately.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting September 23, January 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

RBI 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 Oct. 13.-Nov. 17. For reservations write or call Radio Engineering Institute, 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.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Broadcasters seeking first phone in a hurry at low tuition, write Bob Johnson Radio License Training, 1201 Ninth Street, Manhattan Beach, Calif.

RADIO—Help Wanted

Announcers

WWRL NEW YORK CITY

Is seeking applicants from qualified R & B DJ's, with a minimum of 2 years experience. Tight modern format. Send tape (non-returnable) photo, and references to:

ELLSWORTH GROCE, PROGRAM DIRECTOR
WWRL 41-30 58th Street
NEW YORK CITY (WOODSIDE), N. Y.

Production—Programing, Others

FM BROADCAST PRODUCT MANAGER

A leading midwest broadcast and communications equipment manufacturer has an outstanding opportunity for a man familiar with FM broadcast transmitters and associated equipment. Currently employed in the FM field either in broadcasting or manufacturing.

Age 28 to 40. B.E. Degree or comparable experience required. Opportunities for advancement in a growing company. Complete employee benefits and equal opportunity employer. Send complete details and picture to:

Box J-190, BROADCASTING

OUR SPORTS DIRECTOR AND NEWS EDITOR

is leaving Dec. 26, 1964, to go with 50,000 watt station on West coast. This position open Dec. 14th. Only top play-by-play man in football and basketball will be considered. Must also be tops in news delivery and securing local news, be able to write good editorials, no floaters. Must be willing to participate in local community affairs. Car furnished with mobile equipment installed. Radio station, WIOU, 5000 watt CBS affiliate, Kokomo, Indiana, Box 732. Include all in 1st letter with tape, picture and references.

OUR CONTINUITY AND TRAFFIC DIRECTOR

is leaving due to health, been with us 12 years. Looking for Top gal in this field. If you can't write good copy please don't apply. Must be good typist. This is permanent job. Send all in 1st letter including references sample copy photograph and salary requirements to: WIOU, 5000 Watts, Box 732, Kokomo Indiana, Contact J. C. Jeffrey.

Situations Wanted Announcers

\$15,000
RADIO TALENT
John Carlson
207-324-5080

TELEVISION—Help Wanted

Sales

SALESMAN

Hard-working creative young salesman for Top Ten market. Excellent income for right man.

Box J-155, BROADCASTING

Sales—(Cont'd)

WANTED:

TV Film Salesman for major syndication company. Very extensive travel. Salary plus expenses plus incentive. Replies:

Box J-209, BROADCASTING

TELEVISION—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

Communications Engrs.

Design and operating experience in audio, video and RF systems by a major television network. Applicants should have a BS degree or equivalent and have at least 5 years experience in television. Applicants should also be well grounded in solid-state techniques. Send resume and salary requirements:

AMERICAN BROADCASTING CO.

Engineering Dept. R.L.P.
7 West 66 Street N.Y. 23, New York.

Situations Wanted

Announcers

Professional, Imaginative Man Available for . . .

- TV Newsmen
- TV Weatherman
- TV Commercial Announcer

Check one or all and write:
Box J-207, BROADCASTING

EMPLOYMENT SERVICE

MOVE TO THE ROCKIES!!!

We are the only agency in the seven-state Rocky Mountain area specializing in radio and TV personnel. Immediate openings for Managers, Salesmen, Engineers, Traffic, Copy, and other categories. Send inquiry and resume to:

RADIO AND TV DIVISION
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Actions of Sept. 11

KAVE Carlsbad, N. M.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

WPRT Prestonsburg, Ky.—Granted mod. of CP to change ant.-trans. and studio locations, and change from DA-D to non-DA; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

KBWD Brownwood, Tex.—Granted CP to make changes in auxiliary ant. system; specify ground system.

WHYN Springfield, Mass.—Granted CP to replace expired permit to increase daytime power, change DA pattern, and install new trans.

WMRI-FM Marion, Ind.—Granted CP to install new FM exciter for trans.

WDSL Mocksville, N. C.—Waived Sec. 73.30(a) of rules, and granted mod. of CP to extent of permitting relocation of main studio beyond corporate limits of Mocksville.

KVET Austin, Tex.—Granted request to cancel license covering operation of alternate main trans.

WJLK Asbury Park, N. J.—Granted request to cancel license covering operation of alternate main trans.

WHK-FM Cleveland—Granted request to cancel SCA on sub-carrier frequency of 65 kc.

■ Following were granted extensions of completion dates: WDSL Mocksville, N. C., to Nov. 1; KCLB Carlsbad, Calif., to Dec. 31.

Actions of Sept. 10

KEEN-FM San Jose, Calif.—Granted CP to install vertical polarized ant. with ERP of 800 w (vertical) and 14.5 kw (horizontal); remote control permitted.

WABA-FM Aguadilla, P. R.—Granted CP to install vertical polarized ant. using ERP

CATV BOXSCORE

| | |
|---|------------|
| Permits granted | 11* |
| Permits granted since October 1963 | 207 |
| Communities with applications pending | 275 |
| CATV systems in operation | 1,400† |
| Total CATV subscribers | 1,600,000† |
| New permits: Oroville Calif., Oroville Communications Co., owned by Phil Zonne, Louis LeMieux and Troy Allen. Santa Paula, Calif., Community Antenna TV Inc., Ross Miller, general manager. Terra Linda, Marinwood, and Santa Venetia, all California, Television Communication Systems Inc. Crestview, Fla., Northwest Florida TV Cable Inc., owned by James W. Lee, Hampton C. Reese and J. D. Wingard. Murphysboro, Ill., Murphysboro Cablevision Co., subsidiary of Gregg Cablevision Co. of Nashville. Harbor Springs, Mich., Great Lakes Community TV Inc., R. Gilbert Clark, president. Laurinburg, N. C., Community Antenna Inc., owned by Halbert M. Jones, Edwin Morgan and Edwin Pate. Milford, Pa., Harold N. Hess, Marion, S. C., Broadcasting Co. of the South, G. Richard Shafto, president. | |
| * Reported to National Community Television Association Sept. 10-Sept. 16. All figures provided by NCTA. | |
| † NCTA estimate as of Sept. 1, 1964. | |

of 18 kw (horizontal) and 410 w (vertical).

WCOW Sparta, Wis.—Granted CP to change ant.-trans. location, install new trans., make changes in ant. system and make changes in ground system; conditions.

WIIN-FM Washington, N. C.—Granted mod. of CP to change type trans., decrease ant. height to 1,220 feet, change type horizontal ant., add vertical polarized ant., with ERP 100 kw; waived Sec. 73.210(a)(2) of rules to permit main studio to be located outside city limits.

WZEP-FM DeFuniak Springs, Fla.—Granted mod. of CP to change type trans., change ant. to polarized with ERP 2.75 kw both horizontal and vertical; conditions.

WHAS-TV Louisville, Ky.—Approved directional ant. specifications pursuant to July 1 memorandum opinion and order, and granted CP to install auxiliary ant. system at main trans. and ant. site.

K07CE Wakpala, S. D.—Granted CP to change principal community to Mobridge and trans. site 2 miles north of community for VHF-TV translator.

K76AA Prineville & Redmond, both Ore.—Granted CP to change frequency of UHF-TV translator to channel 75 and change call letter to K75BL.

K03AB Delta Junction, Alaska—Granted CP to change trans. location, type trans. and make changes in ant. system of VHF-TV translator.

Actions of Sept. 9

■ Granted CP's for following new UHF-TV translators: KSL Inc., on channel 78, Aurora and Black Rock, Utah, to rebroadcast programs of KSL-TV (ch. 5) Salt Lake City, Utah; Ochoco Telecasters Inc., on channel 77, Prineville, Ore., KATU-TV (ch. 2), Portland, Ore.

■ Granted licenses for following TV's: KFDM-TV Beaumont, Tex., and specify studio location, KBMT Beaumont, Tex.; KSWB-TV Roswell, N. M.; KSWB Elk City, Okla.; KMED-TV Medford, Ore. and KAIL Fresno, Calif., and redescribe trans. and studio locations.

KDNT-FM Denton, Tex.—Granted CP to change ant.-trans. location, increase ERP to 100 kw, ant. height to 275 feet, install new trans. and ant.; remote control permitted.

KEFC(FM) Waco, Tex.—Granted CP to change facilities for channel 238 (95.5 mc); ERP 3.1 kw; ant. height 220 feet; to channel 248 (97.5 mc); ERP 56 kw; ant.

height 210 feet; condition.

KXLY-FM Spokane, Wash.—Granted CP to change trans. site, increase ERP to 8.2 kw and ant. height to 3,010 feet. Operates on channel 260.

KTCS-FM Fort Smith, Ark.—Granted SCA on sub-carrier frequency of 67 kc.

WFNL North Augusta, S. C.—Granted renewal of license.

KSWB-TV Roswell, N. M.—Granted license covering installation of auxiliary trans. and ant. system near Caprock, N. M.; dismissed as moot license to cover CP for auxiliary trans.

KONO-TV San Antonio, Tex.—Granted license covering new auxiliary trans. at old trans. site.

WALA-TV Mobile, Ala.—Granted license covering changes for TV.

Action of Sept. 4

WEEL Fairfax, Va.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 1 kw between hours of 5 a.m. and local sunrise until decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Action of Sept. 3

KFKA Greeley, Colo.—Granted request to continue existing pre-sunrise operation with 1 kw, non-DA, between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Rulemakings

PETITION FOR RULEMAKING FILED

■ WVJS and WSTO-FM Owensboro, Ky.—Owensboro On The Air Inc. Requests institution of rulemaking proceedings to delete channel 9 in Evansville, Ind., and reassign to Hatfield, Indiana-Owensboro, Ky., as commercial channel. Received Sept. 4.

Processing line

■ Application listed was tendered for filing on Aug. 28 requesting authority to restore regular operations of KIBH as soon as possible:

KIBH Seward, Alaska. Seward Broadcasting Corporation, Has: 1340 kc, 250 w, SH (12 noon to midnight), Req: 950 kc, 1 kw, SH (12 noon to midnight).

In accordance with commission's action of Sept. 9, granting waiver of Sec. 1.571(c) and finding that expeditious consideration of application would be in public interest, notice is hereby given that above application is accepted for filing and that on Oct. 20 application will be considered as ready and available for processing, and pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with application, or with any other application on file by close of business on Oct. 19 which involves conflict necessitating hearing with application, must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on Oct. 19 or (b) earlier effective cut-off-date which application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Ann. Sept. 10.

■ Application listed is mutually exclusive with applications, File No. BR-1843, of licensee of WBZY Torrington, Conn. for renewal of license, in that it requests same channel as presently assigned to WBZY:

NEW Torrington, Connecticut, Jack J. Blinkoff, Milton L. Cramer and Peter N. Landucci, d/b as Litchfield County Broadcasting Company, Req: 990 kc, 1 kw, D.

■ Application listed is mutually exclusive with application, File No. BR-2995, of licensee of WOSL Kissimmee, Fla. for renewal of license, in that it requests same channel as presently assigned to WOSL:

NEW Kissimmee, Florida, J. Patrick Beacom, Req: 1220 kc, 1 kw, D.

Accordingly, notice is hereby given that applications are accepted for filing and that on Oct. 20 applications will be considered as ready and available for processing, and pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with application, or with any other application on file by close of business on Oct. 19 which involves conflict necessitating hearing with application, must be substantially complete and tendered for filing at offices of the commission in Washington by whichever date is earlier: (a) close of business on Oct. 19; or (b) earlier effective cut-off date which application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Ann. Sept. 10.

"COMMUNITY involvement—that's what makes a good station," Lou Simon, general manager of Westinghouse's KP1X(TV) San Francisco, said, "And that means the personal involvement of everybody at the station in the affairs of their community.

Management he believes, "has to take the initiative to become involved in the community life. Management has to know the community needs so the station can keep the people of the community informed of what's going on about them and what they can and should do about it. This calls for a strong editorial policy, a strong news policy and, most importantly, the complete involvement of everyone at the station to get the creativity needed for a public awareness of civic needs."

Strong and Serious ■ KP1X has a strong editorial policy. The station never hesitates to express its views on such important—and controversial—Bay Area matters as rapid transit, redevelopment, new bond issues, smog control, bay pollution, juvenile delinquency and civil rights. The subjects are serious and they are treated seriously in the editorials delivered by Mr. Simon.

KP1X has a strong news policy, which has been strengthened by Mr. Simon's insistence that the news department be staffed with reporters, people who know how to get the news and how to report it, not just photogenic faces and good diction. That goes for women as well as men. A KP1X reporter, Nancy Clark, was borrowed by CBS News as the only feminine member of its news crew at this year's political conventions.

The station has about as complete an involvement with its personnel as is humanly possible to achieve. "I have strong feelings about everyone at the station working together," Mr. Simon declared. "I hate to use the word 'team,' which has become a sort of cynical stereotype, but in its true sense it says what I mean—a group of people, associated in an enterprise and working together and thinking together, each making his own contribution to the company goal and meshing it with the others.

Coordination Pays ■ "The program director doesn't come up with something and insist on going through with it regardless of its effect on sales or promotion or the overall station image. Sales doesn't fight programming. We're coordinated and we got that way by working at it. Leadership at Westinghouse starts at headquarters in New York and passes down the line through Phil Lasky [vice president in charge of West Coast operations] to me and my department heads. We have understanding and cooperation, not blind conformity."

But there was a time when Lou Simon wished for a little conformity. It was

A benchmark of service is wet feet

during his college days. The depression was in full swing. Lou did anything that he could to earn a dollar or two. He washed dishes and worked in a sausage factory. Summers he went on the road selling for his father, a merchandise promoter whose major line was men's clothing, but in those times he also took on other items. On one occasion, he had purchased 2,500 women's shoes, carrying the name of a well-known company, but all mismates and of every color imaginable. Lou got the job of matching them into pairs, as best he could. That done, he had them all dyed black and sold them to a big department store which advertised a spe-

cial sale, with the brand name and a low price for a prompt sellout.

At college, Lou Simon had majored in two fields, journalism and business administration. After graduation, he got a job with the *Post Intelligencer* (the Hearst paper in Seattle), but it was in the advertising department, "so apparently my business administration courses made more of an impression on me than those in newswriting," he commented. Newspapers, which had grown fat during the 1920's, were hard hit in the following decade; radio, with no past history, had no way to go but up. Lou decided that radio was the way for him, but it took him nearly two years and 800 miles before he landed a job as salesman for KQW in San Jose, Calif., about 40 miles south of San Francisco.

Since then, his way has not veered from the broadcast route, first in radio, then in television and always in California; except for a detour to the South Pacific with the Merchant Marine during World War II. "I was a purser, which means business manager of a ship," Mr. Simon recalls, "and my chief contribution to the war effort was to install a system so the kids on board wouldn't lose all their pay in poker games but would have something in their pockets when they got home."

A TV Pioneer ■ After his start in radio at KQW, he moved to KYA, the Hearst station in San Francisco, which was sold just before the war came along. After his discharge from the service, Mr. Simon became a salesman for KSFO San Francisco, which was managed by Mr. Lasky. When KSFO's owner, W. I. Dumm, got a TV grant and put KP1X on the air, Mr. Lasky was made manager of that as well, and Lou Simon moved into television as sales manager.

"That was in 1948. KP1X was the first TV station in San Francisco," Mr. Simon remembers, "and at first our audience was only a handful of homes. I used to walk prospects along Market Street past department store windows with TV sets on display to convince them that television had really arrived in San Francisco."

In 1954 when Westinghouse Broadcasting Co. acquired KP1X, Mr. Lasky stayed on as manager, Lou Simon as sales manager. Four years later, Mr. Lasky was made a WBC vice president in charge of West Coast operations and Mr. Simon succeeded him as general manager of KP1X.

Lou Simon is an indefatigable worker for good causes and it's hard to say whether he's more proud of the Peabody award won by KP1X for its Bay Area historical documentary series, *The Pageant*, or the 1964 Father-and-Son award made to him by the Boys Club of Northern California for his fundraising activities.

WEEK'S PROFILE



Louis Sherwin Simon—Gen. mgr., KP1X(TV) San Francisco; b. Vancouver, B. C., Sept. 1, 1915; U. of Washington, Seattle, BA, 1934; advertising dept., 'Seattle Post-Intelligencer,' 1934-36; account executive, Allied Advertising Agency, 1937; salesman, KQW San Jose (now KCBS San Francisco), 1938-40; salesman, KYA San Francisco, 1941-42; U. S. Merchant Marine, 1942-45; salesman, KSFO San Francisco, 1945-48; sales mgr., KP1X, 1948-58; gen. mgr., KP1X, 1958; m. Gladys Herst, 1947; children: Deborah, 15, Bob, 12; president, San Francisco chapter, National Academy of Television Arts and Sciences; secretary-treasurer, California Broadcasters Association; director—San Francisco Advertising Club, United Bay Area Crusade Committee, Bay Area Boy Scout Council.

There's still time

PRESIDENT Johnson, for reasons best known to himself, has tacitly rejected legislation to suspend the equal-time provisions of Section 315 for the presidential and vice presidential candidates in the current election campaign.

We believe the President has made a mistake. The legislation would not require direct confrontations between the Democratic and Republican candidates, which are what Mr. Johnson apparently wishes to avoid. It is permissive. It would permit the allocation of free time to major candidates, to the exclusion of the fringe parties who haven't a prayer. The major party nominees could appear separately or together. They could be questioned by newsmen, as was done in 1960, or not. The 1960 suspension established the precedent and the Great Debates ensued. But the debate label is a misnomer—merely one of many formats that could be used.

President Johnson has said repeatedly that he would cross the Section 315 bridge when he came to it. The bridge has been reached. The House and Senate conferees have agreed. All the President has to do is to give Congress the go-ahead.

We hope he does. This session won't last long. By acting promptly the President can avoid a giant step backward.

Low blows in high style

TWO television commercials produced for the Johnson for President Committee by Doyle Dane Bernbach, the New York advertising agency, have put broadcasters in the middle of an awkward political dispute.

One of the commercials has been loudly criticized by many Goldwater supporters, including Senator Everett M. Dirksen of Illinois who protested to the National Association of Broadcasters. The other has been withdrawn after one network showing.

As examples of commercial technique, both are worth inclusion in any advertising textbook. The photography is irresistible; the copy is written with exceptional craftsmanship; the visual and audible elements are put together with consummate editing skill. The only trouble with the commercials is that both are in questionable taste.

One of the commercials opens with a film of a little girl picking petals off a daisy while she counts: "One, two, three, four." As she continues to pluck off the petals she is interrupted by another voice counting down: "Five, four, three, two, one." And then a quick cut to a film of an atomic explosion followed by the visual message: "Vote for President Johnson on Nov. 3." The other features a little girl eating an ice cream cone in closeup. A woman's voice-over explains that nuclear explosions in the atmosphere were contaminating foods, especially milk, until they were suspended under the test-ban treaty, which Senator Goldwater opposed. The message of each commercial is clear: If Senator Goldwater becomes President, all little girls will be incinerated or doomed to eat lethal radiation in their ice cream.

To simplify the exposition of political issues so they may be understood by the dullest members of the electorate is the job of the political advertising agency. In this case, however, Doyle Dane Bernbach may have carried that mission to, if the word may be used in this context, extremes.

Still, the broadcaster is in a poor position to reject the commercials, even if he wants to. It is not he who is accusing Mr. Goldwater of having a finger that itches to touch the button in the White House. The accusation comes from the organization representing an incumbent President in

whose name all kinds of pressures can be applied to federally licensed media.

And there is another side of the problem. Once a broadcaster rejects a Johnson commercial on grounds of taste he must exercise as much discrimination in accepting or rejecting Goldwater commercials, which, though few have been seen so far, cannot be expected to treat Mr. Johnson any more gingerly than Mr. Johnson's have treated Mr. Goldwater.

In the circumstances broadcasters must allow wide latitude to the buyers of political advertising if they are to accept any political business at all. As long as the buyers are clearly identified with their commercial messages, it will be they who bear responsibility before the public for what they say.

The candidate who stoops to malice or gross misrepresentation in speaking of his adversary may lose more than he gains. That fact is well known to experienced politicians, and we have no doubt it influenced the Democrats' decision to withdraw the ice cream cone spot last week. The recognition of that fact will do more to abort truly offensive political advertising than all of the censoring apparatus of broadcasting could do.

What's the rush?

WITH the vacation season over, restiveness has developed in broadcasters' ranks about the direction and course of the National Association of Broadcasters.

Who will succeed LeRoy Collins as NAB president? Will he be a practical broadcaster or a public figure or a combination of both? Will the NAB be reorganized, stem-to-stern? These are among the queries fired by broadcasters, fresh from their sun-worshipping or ocean cruises.

There's no need for haste. The NAB isn't rudderless. Neither Congress nor the FCC is going to undertake anything drastic affecting the broadcasters' welfare during the rest of this election year.

Broadcasters are fortunate in having a well-balanced selection committee working diligently in their behalf. Names are being screened. There will be time enough after the Nov. 3 elections to consider the finalists.

The NAB board of 44 members meets at Palm Springs, Calif., next Jan. 24-29. The selection committee of 10 should have its recommendations ready at that time.



Drawn for BROADCASTING by Sid Hix
"Just how long have these crop allotment checks been going out to Ben Cartwright on the Ponderosa!"

When the V.I.P.'s are on TV Look for the TK-60 Camera!



When very important people appear on television, you're most apt to see this famous camera. It reflects a preference for the best. With its 4½-inch image orthicon picture tube and built-in aids to production, the TK-60 produces pictures of peak quality. Where striking reproduction can mean higher sales for a product or service, this is the camera that does it best.



THE MOST TRUSTED NAME IN TELEVISION

If you lived in San Francisco...



...you'd be sold on KRON-TV