What to do about pay TV is ‘the’ convention topic. p35
Code boards work on tobacco, liquor and clutter. p44
Dash of Loevinger adds flavor to FCC panel. p80
A mobile detector: answer to the ratings problem? p102
Films ...for Dramatic Action!

"THEY CAME TO CORDURA"

"ON THE WATERFRONT"

"MIDDLE OF THE NIGHT"

"THE KEY"
Columbia Feature

Already sold to 182 stations... including all 50 of the top 50 markets!

Here are the feature films that are attracting big audiences and S.R.O. sponsorship from coast to coast in early and late show and prime time periods. All the big stars in their greatest box office successes are included in this group of more than 300 hits. The amazing sales record... 182 stations to date... is the most compelling reason for you to consider these Columbia features if your market is still open.

Looking for Action?
The Columbia Features have it!

Distributed exclusively by SCREEN GEMS
'Naked City'

...for High-Power Action!

99 hours and 39 half-hours of big TV entertainment...

Big ratings! This outstanding network series which Newsweek called "the best and most stylish show on American television" continues to win new laurels in syndication. More than 60 stations have already licensed Naked City...and 70% of them are programming it in prime time against top network competition. Here are just a few recent ARB ratings results...

KTVI, St. Louis—16
WBRZ, Baton Rouge—24
KOB-TV, Albuquerque—25
WWLTV, New Orleans—23
WTVR, Richmond—17
WBTV, Charlotte—16
KOAW, Duluth—22

Looking for Action?

Naked City has it!

Distributed exclusively by SCREEN GEMS
EMPIRE

starring RICHARD EGAN

...for Explosive Action!

An hour-long action-adventure series in magnificent color...available for Fall telecasting.

Everything is big about this story of a 500,000 acre ranch in modern-day New Mexico. The fast moving dramas sweep across the vast land covering a multitude of exciting activities—oil-drilling, cattle raising, logging, farming, etc.

Rugged Richard Egan stars as ranch foreman, Jim Redigo...lovely Terry Moore co-stars, and Anne Seymour plays the wealthy ranch owner. Big name guest stars appear in each episode.

During its network run, Empire attracted blue chip sponsors...Chrysler, American Tobacco Company and General Mills. It's already sold to these Metromedia stations; WNEW-TV, New York; WTTG, Washington, D.C.; and KTTV, Los Angeles.

Looking for Action?

Empire has it!

...the Action's at screen 'n' gems!
NOW,
MORNING EDITION, TOO!!

Dallas-Fort Worth television viewers turn automatically to Channel 4 for News because in the Dallas-Fort Worth market only KRLD-TV brings them FOUR half-hour newscasts every day, Monday through Friday.

MORNING EDITION . . . . . 7:30-8:00 am
NOON EDITION . . . . . 12:00-12:30 pm
EVENING EDITION . . . . . 6:00-6:30 pm
10 PM EDITION . . . . . 10:00-10:30 pm

Channel 4's award-winning news team brings area viewers the latest local, regional, national and world news, as well as sports reports and gardening and lawn care tips, plus current weather reports.

To get your advertising message to Texas' largest, best-informed audience, see your ADVERTISING TIME SALES representative. He'll arrange a Channel 4 schedule tailored exclusively for you.

KRLD-TV
THE DALLAS TIMES HERALD STATIONS
Channel 4, Dallas-Ft. Worth
MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

represented nationally by Advertising Time Sales, Inc.

Clyde W. Rembert, President

BROADCASTING, April 13, 1964
Hawaii calls

Informal agreement for acquisition of KGMB-AM-TV Honolulu by A. L. Glasman, Ogden, Utah, broadcaster-publisher for about $4 million was reached last week. Seller is Honolulu Star-Bulletin subsidiary, headed by banker-industrialist Chinn Ho. Ch. 9 TV station is CBS affiliated and managed by Joe Herold, who, it is understood, will remain. Expected to be spun off from Honolulu operations and disposed of to local interests are KGMB-TV satellites, ch. 9 KHBC-TV Hilo and ch. 3 KMAU-TV Wailuku. Transaction was being negotiated by Vincent J. Manno, associate of Howard E. Stark.

LBJ and broadcasting

Is President Johnson going out of his way to duck public reminders of his connection with KTBQ-AM-TV Austin? That was assumption among delegates last week when annual convention of National Association of Broadcasters failed to get customary message from chief executive. But assumption may be wrong. President has just passed word that he'll drop in at annual banquet of Radio-TV Correspondents Association in Washington May 13. Earlier word had been that he'd stay away from banquet.

Here's history of NAB negotiations with White House regarding its convention: In February Mr. Johnson declined formal request to speak at Chicago meeting. Later NAB staff members proposed to Pierre Salinger, then White House new chief, that President appear in closed-circuit or on film. When that request was denied, matter was dropped. NAB never asked Mr. Johnson for other kind of message.

Widening split over wire

Two more veteran broadcasters are in dispute about CATV. Antagonists this time are Charles H. Crutchfield (Jefferson Standard) and G. Richard Shafto (Broadcasting Co. of the South) Jefferson Standard owns WBTW-TV Florence, S. C. BCS owns CATV in that city. Both men have been discussing protecting WBTW against duplication by CATV of network and film programs, but haven't reached agreement yet. Unless problem is solved, lawsuit by Jefferson Standard against BCS is threatened.

This is second disagreement over CATV between broadcast groups. Last month J. Leonard Reinstein (Cox Broadcasting) and Clair McCollough (Steinman Stations) collided over Cox request for microwave grants to feed New York and Philadelphia TV signals to its CATV's in Pennsylvania (Broadcasting, March 23).

Geller to move up

Henry Geller, FCC's deputy general counsel, is in line for appointment as agency's general counsel, succeeding Max Paglin, who leaves May 1 to enter private practice in Washington (Broadcasting, April 6). Mr. Geller, 40, is native of Springfield, Mass., and joined FCC in 1958. Since 1961, when he became associate general counsel, he has been most influential lawyer on Mr. Paglin's staff. General counselship carries super grade in $20,000-per-year area.

Probability range

Using standard margin of error (or "deviation" as statisticians call it), some stations or programs can be anywhere between 9th and 40th place in ratings position. This is point Sindlinger & Co. will stress in forthcoming national TV ratings report, due in about month. More than 25,000 interviews are being digested by computer, Albert E. Sindlinger says, and results will be first compiled without human hands touching product.

Back in the family?

Members of Television Film Exhibit -'64, more than satisfied with showing they made at Pick-Congress in Chicago last week, are expecting serious consideration from National Association of Broadcasters for inclusion as formal part of next year's NAB convention in Washington. TFE members were pleased with reaction to more business-like attitude and all were raving that more buyers showed up in suites this year.

Finding missing listeners

Heretofore undisclosed study in New York shows level of radio listening as much as 40-50% higher than what's been reported by comparable services. Study was conducted last fall by R. H. Bruskin Associates, New Brunswick, N. J., for Metromedia (WNBC in New York), and its tabulations on punch cards are now being processed. Bruskin reportedly used large sample, carefully drawn.

Study already has shown for average quarter-hour, Monday-Friday 6-9 a.m. period, unduplicated percent of homes using radio runs 41.7. This result has been matched against 24.8 for that period reported by existing comparable rating service. For 9 a.m.-noon, comparable figures were 33.1 and 21.9. Diary was used basically, but method was so designed as to (1) assure 92% return of all family members in diary completions, and (2) prevent "memory decay" through mail return on daily basis via coded devices.

No defection

Ripple of pre-NAB convention talk about creation of separate radio trade association because of purported "unethical emphasis" given television in NAB failed to gain momentum at Chicago sessions last week. Although there was some restrained conversation, notion was that activity should be watched during ensuing months under NAB's new radio vice president, Sherrill Taylor, before determining future course.

Garroway to WCBS

Watch for Dave Garroway, former NBC-TV host of Today show, to join WINS New York as personality. Current plans are for Mr. Garroway's program (he'll be fitted in both morning and afternoon lineup) to make its appearance around May 18. Mr. Garroway was on station recently as substitute for morning man Jack Sterling during vacation period. Mr. Sterling will continue with his show.

That'll teach him

Forget congressional hearings at this session on runaway film legislation. House Commerce Committee Chairman Oren Harris (D-Ark.), who had promised Representative Everett G. Burkhalter (D-Calif.) hearings on bill to discourage making of movie and television films abroad by requiring every foreign made sequence to be labeled, said last week he had changed his mind. His action presumably was motivated by Mr. Burkhalter's attack on House seniority system which gives chairmanships and top committee assignments to older members. Mr. Burkhalter isn't running for re-election.
WHEN IT COMES TO WOMEN... we've got all the good numbers

In the booming 5th market, WJBK-TV covers the biggest spenders like an umbrella! Who are the biggest spenders? The 18-to-39-year old queens of the pocketbook who shower us with affection. We've been going steady with them for a long, long time because we've got what it takes to keep them happy... intriguing programming, featuring great movies and variety shows, the best of CBS, a full hour of dinnertime news. Call your STS man. He'll introduce you to our charmers.

WJBK-TV
DETOIT 2

STORER TELEVISION SALES, INC. Representatives for all Storer television stations.
Menace of pay TV grips broadcasters. Collins warns of threat to free TV. Henry in wings with government regulation as protector. But some feel they may have to join movement. See . . .

**PAY TV: GUT ISSUE . . . 35**

Code boards buckle down on cigarette and liquor advertising. Radio board recommends ban on health claims in cigarette commercials; TV board hears suggestion that stations carrying hard liquor be barred from NAB. See . . .

**BUSY SESSIONS FOR CODE BOARD . . . 44**

Should stations carry liquor advertising? NAB leaders diverge on issue. Collins says it's not in public interest; Strouse calls for controlled measures to permit spirits to be aired. See . . .

**COLLINS, STROUSE DISAGREE . . . 54**

Commissioners voice concern about pay TV and CATV, but Loevinger warns that if broadcasters seek and get protection against competition they'll "live to regret it." See . . .

**REGULATORS PARRY AND THRUST . . . 80**

Future of TV programming is uncertain, but one thing is clear: broadcasters must help develop new talent to conceive, write, produce, perform and direct. That's message of program chiefs. See . . .

**QUEST FOR TV PROGRAMS . . . 91**

**TOP TV ADVERTISERS IN '63 . . . 58**

TV's top 10 advertisers each spent at least $29 million in both network and national spot. A year ago the floor for this ranking was $6 million. P&G again is tops in billings. See . . .

Young and growing is the word for FM. There's gold over the hill, and the FM radiomen feel they're nearing the top. AM-FM duplication is argued pro and con. Schulke resigns. See . . .

**FM'S ROSY FUTURE . . . 76**

AB-PT board, in move attributed to fear of outside interests, recommends that cumulative voting for directors be abolished. Aimed at two groups, Simon and mutual fund investors. See . . .

**STEPS TO THWART OUTSIDERS . . . 108**

Commission receives huge response on UHF table of allocations. Educators and commercial broadcasters agree there's need for table, but differ on purpose. Study is underway. See . . .

**UHF COMMENTS FLOOD FCC . . . 105**

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**BROADCASTING, April 13, 1964**
OUR MAN ON THE VOLCANO

John Hlavacek, veteran foreign correspondent for NBC and United Press, is now a member of the KMTV News Department. Two weeks ago, he was in Costa Rica where he filmed the Irazu volcano which has been erupting continuously for over a year. From here, he went to Panama for more special reports.

Based in Omaha, Hlavacek's assignment is in-depth coverage of any story, regardless of location, considered to be of special interest to KMTV viewers. His reports are a regular feature of KMTV's six and ten o'clock newscasts.

Unusual? Not for KMTV, which maintains Nebraska's largest television news department and frequently goes a long way from home (Viet Nam, for example) to get a story.

Extra effort is standard equipment at KMTV. It works for advertisers, too. See Petry.
A place for TV in courtrooms

Use of video tape is foreseen by federal judge as major aid in appeals

There'll come time, federal judge has prophesied, when courtrooms will include TV facilities just as they have court reporters now. Purpose will be, U.S. District Judge William Becker said, to make available to appeals jurists the defendant of witnesses and other visual evidence of trial which can't be determined now from "cold, written stenographic record."

Television equipment, Judge Becker noted, probably will be TV tape which will also be available for public use. But, he added, such facilities must be unobtrusive and must be accepted as "ordinary and regular."

Judge Becker's remarks were made at two-day conference on "Crime and the Courts," held at University of Missouri, April 3 and 4.

Responsibilities - Judge Becker also found helpful codes between lawyers and media spelling out responsibilities of each to insure fair trial.

Among other possibilities, jurist noted, was one not being used "and which we better think about, in the case of the electronic media;" suspension or revocation of radio-TV licenses by FCC for "obstruction of justice."

He continued: "This might be valuable if their precise standards were established in advance . . . but the defect of this remedy is that it isn't applicable to the printing media. And it illustrates the historical difference in the constitutional freedoms of the press and the electronic media."

Self-restraint, self-discipline are good, he concluded, but they don't deter non-professionals. Perhaps, he added, certain acts by lawyers or newsmen might be proscribed by federal statutes, making them criminal conduct or liable to punishment for obstructing justice.

Colburn's Plea - Plan for joint guidelines for news media and lawyers was made by John H. Colburn, editor and publisher, Wichita (Kan.) Eagle and Beacon.

Referring to joint bar-news codes adopted in Oregon and Massachusetts, Mr. Colburn stressed they call on both lawyers and newsmen to avoid deliberate editorialization which would prejudice impartial trial; media to refuse to be used as sounding board by defense, prosecuting attorney or police, among other items.

What is needed, Mr. Colburn said, is awareness of responsibilities of both newsmen and lawyers in protecting interest of individual and society.

New Law - Earlier in week, judge who wrestled with question whether television viewers of shooting of Lee Oswald by Jack Ruby could serve as jurors said he thinks new law may have to be written to deal with problem.

Judge Joe B. Brown, who presided at trial where Ruby was found guilty of murdering accused assassin of President Kennedy, said problem is whether viewers of crime could be seated as jurors. In Texas, witnesses to crime may not serve as jurors.

In Ruby trial Judge Brown permitted veniremen who had been shooting on TV to be seated in the jury box. "I didn't disqualify prospective jurors who had seen the crime on TV," he said, "if they said they could lay it aside when determining Ruby's guilt or innocence."

Lawyers for defense have already filed appeal, making this one of their main issues. They have also asked for a new trial.

Committee votes $13 million to ETV

Federal financing of educational television facilities was given warm support—and recommendation for $13 million for additional grants—from House Appropriations Committee in report released Friday (April 10).

Recommendation was $6.5 million more than in current fiscal year (although $2.3 million less than asked by Department of Health, Education and Welfare). Program is expected to reach peak in fiscal 1965 and by end of year requests will reach estimated total of $28.5 million since Educational Television Facilities Act began granting funds in 1962, said John W. Bystrom, program head.

Committee, in most encouraging statements on program so far, said it "is persuaded of [its] wisdom and usefulness," but noted "some disquieting testimony to the effect that there was a possibility that in some communities existing VHF channels now used for ETV programming might be replaced with UHF channels."

HEW said it doesn't intend "to assist in such actions," committee reported, and said funds "are appropriated to extend and enlarge ETV and not provide substitute facilities." ETV program should not be used to further deintermixture, report said.

In testimony, Mr. Bystrom said, "at present, overall development of UHF television is largely dependent on ETV," and he thought ETV progress "will help to make further development [in UHF band], ultimately, a commercially feasible venture."

Mr. Bystrom said he expects average amount of new station grants to be $175,000, and grants for expanding existing ETV stations to be $125,000. About two-thirds of grant money would be used to activate 61 new stations, and one-third to expand 35 existing ETV's, he said.

Tanners taking truck back to California

Demonstration in Chicago this week of Tanner mobile TV rating truck—which was center of interest at last week's National Association of Broadcasters convention—had to be postponed because of mechanical failure in vehicle itself. But its developers say that once it's repaired they'll demonstrate system under any circumstances to any qualified observers. Truck is said to be able to detect tuning of all sets within 300-yard range as it cruises from 5 to 50 miles per hour (see page 102).

En route to Chicago truck broke down, was shipped to convention. Mechanics discovered last Friday (April 9)
WEEK'S HEADLINES

Samuel H. Northcross, VP and national director of broadcast at Foote, Cone & Belding, New York, given "total responsibility for agency's relationship with all television and radio networks." All network program sponsorships for all of agency's clients will be negotiated by Mr. Northcross or associates in offices working with him. Other types of network buys-scatter plans, participations, package buys-continue to be handled by media departments of agency's offices in other cities in conjunction with Mr. Northcross's office. Mr. Northcross joined FC&B in his present post last October from William Esty Co., New York, where he was VP in charge of TV operations. He had been with Esty 15 years.

Martin Agronsky, 25-year news veteran, leaves NBC after seven years to join CBS News as correspondent assigned to Washington bureau, effective April 20. Mr. Agronsky will appear as reporter and news analyst on radio and TV news broadcasts, will also act as reporter on several CBS Reports programs next season and will play "prominent" role in CBS News coverage of political conventions this summer. His background includes service as foreign correspondent with number of newspapers. He joined NBC in 1940, becoming war correspondent, and in 1943 ABC where he remained for 14 years as Washington correspondent and after rejoining NBC covered such top events as Eichmann trial and signing of test ban treaty in Moscow.

For other personnel changes of the week see FATES & FORTUNES

10) that before repairs to vehicle could be made all electronic gear would have to be removed. Tanner boys decided to ship it back to their own labs in California.

Lawyers seeking UHF's in Minneapolis, Columbus

Two members of prominent Washington law firm are major stockholders in firms applying for UHF channels in Columbus, Ohio, and Minneapolis.

Vincent B. Welch and Edward P. Morgan, of Welch, Mott & Morgan, each own 27.5% of Associated Television Corp. and Farragut Television Corp.

Former is seeking channel 23 in Minneapolis. Latter has applied for channel 40 in Columbus.

Others in two applications are Lawrence J. Henderson, vice president of Rand Corp., who owns 25% of both firms, and Esterly Page, former communications consulting engineer and one-time head of Page Communications Engineers.

New tea to take to air

Wyler & Co., Chicago, division of Borden Co., through Compton Advertising, that city, will use national schedule of radio and TV commercials this summer to introduce new instant iced tea mix, dehydrated instant tea with sugar and lemon.

TV set production up 18.8% over 1963

Production of black and white television receivers for first 12 weeks of 1964 is 18.8% ahead of last year—up 300,000 units from 1.6 million for same period in 1963. But production of all-channel TV receivers is also up, by 133.3%. For first 12 weeks of 1964, TV set makers made 350,000 82-channel receivers, compared with 150,000 for same period in 1963.

Fears that industry may be stockpiling VHF sets before deadline when all TV sets manufactured must be all-channel seems to be borne out by fact that 100,000 more VHF receivers were made in period than in same 12 weeks last year. VHF sets moved from 1,450,000 in 1963 to 1,550,000 in 1964—an increase of 6.9%.

Under law passed in 1962, all TV receivers must be capable of receiving all TV signals. FCC has set April 30 as changeover date.

Twelve-week figures do not represent full first quarter; these will be issued by Electronic Industries Association next month. They do represent, however, fair estimate by industry sources.

For first two months of 1963, both TV production and sales increased, according to EIA. Black and white production was up by about 250,000 sets, and sales were up by 200,000 units. For first two months of 1964, set makers made 179,827 color TV receivers.

Radio production and sales also were up during first two months of this year compared with same period last year, with FM production totaling 282,106 for January-February period this year compared to 163,185 for same period last year.

Cleveland stations sold by Tuschman

Sale of WABQ and WXEN-FM Cleveland by P. G. Tuschman to Booth Broadcasting Co. for $646,000, including covenant not to compete, was announced Friday (April 10).

Booth Broadcasting, headed by John L. Booth, owns WJLB and WMZK (FM) Detroit, WSGW Saginaw, WIBM and WBCC (FM) Jackson, all Michigan; WTOP and WTRT (FM) Toledo, Ohio; WJVA South Bend and WSOU Kokomo, both Indiana. It recently sold WTRX Flint, Mich., to Robert E. Eastman Co. for $345,000 (Broadcasting, April 6).

WABQ is daytimer on 1540 kc with 1 kw. WXEN-FM operates 106.5 mc with 16.5 kw.

Also on Friday, FCC's Broadcast Bureau announced two station transfer approvals, one in Virginia and other in Guam.

Approved were: Sale of KUAM-TV Agana, Guam, by Phil Berg to H. Scott Killigore (65%) and Samuel N. Rubin (35%) for $650,000. Killigore group owns KALI San Gabriel, KECV TV El Centro, KOFY and KUFP-FM San Mateo, all California, and KUND Fairway, Kan. KUAM is 1 kw fulltime on 610 kc and is affiliated with MBS and NBC. KUAM-TV is on channel 8.

Sale of WROV Roanoke, Va., by Burton Levine, Joseph Goodman, Leon and Nidra Levine and Cy Blumenthal to Buckley Corp. for $814,000. Buckley owners: Ernest V. and George A. Horvath and Klari Erdoss, each 33 1/3%. WROV is fulltime on 1240 kc with 1 kw day and 250 w night.

Jack Prince, media lawyer, dies

Memorial services were to be held Sunday (April 12) for D. F. (Jack) Prince, 60, Washington communications lawyer for 30 years, who died April 8 after long illness. Native of Tennessee, Mr. Prince specialized in radio and television law and, at his death, was partner in law firm of Prince & Paul. He leaves his wife, former Janet Christian, of 9111 Burdette Road in Bethesda, Md.; daughter, Mrs. Martha Murray, of West Hyattsville, Md.; son, Robert F. Prince, of Bethesda home address, and two grandchildren.
"E-h-h-h, What’s up, Doc?"

One hundred of the most lavishly produced cartoons ever created by Warner Bros. for theatrical distribution are now available to television stations. These fully-animated post-'47 productions have never traveled the rabbit-ears of a TV set before. They star Bugs Bunny, Daffy Duck, Elmer Fudd, Foghorn Leghorn, Road Runner, Speedy Gonzales and other world-renowned Warner Bros. personalities. Running 6 to 6 1/2 minutes each, these 100 new-to-television cartoons are available in black-and-white or color—for Fall start. An-n-n-d... that’s what’s up, Bugs!

Warner Bros. Cartoons—Series ’64
It's yours. And yours is not quite the same as any other state. Its climate and crops and customs are unique. So are its politics and commerce and colleges. It takes experienced, enterprising newsmen—like the AP men you rely on to cover your statehouse—to gather and write expertly the wireworthy news within your state.

They know your state news is increasingly important to you and your newscast sponsors. That’s why AP’s unique news exchange, fed by the major sources of news in your state, can mean so much to your station. That’s why AP’s more experienced, more enterprising state news staff, can strengthen your programming.

ASSOCIATED PRESS THE PRESTIGE SERVICE
Enjoy Dynamic Programming with Spotmaster ... the International Standard of Excellence in Cartridge Tape Systems

**Check**

**SPOTMASTER**

-Compact and rack-mount models
-Recorder-playback and playback-only models
-Monophonic and stereo units
-Delayed programming option
-Superior quality

**NEW DELAYED PROGRAMMING OPTION**
The optional SPOTMASTER 500 A-DL (Delayed Programmer) provides a 5-second to 16-minute delay in the broadcast of program material. Permits instant censoring and deletion of objectionable material from interviews and other live origination while the program is on the air ... also meets many other delayed programming requirements. With the DL function switched off, the unit operates as a standard 500A recorder-playback. Available in rack or compact models.

**BROADCAST ELECTRONICS, INC.**
8800 Brookville Road, Silver Spring, Maryland
Telephone: Area Code 301 • JUNiper 8-4983

Canada:
Northern Electric COMPANY LIMITED
Branches from coast-to-coast in Canada

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**DATEBOOK**

A calendar of important meetings and events in the field of communications.
- Indicates first or revised listing.

**APRIL**

April 12-17—Ninety-fifth technical conference of Society of Motion Picture and Television Engineers. John M. Waner of Eastman Kodak Co., Hollywood, is program chairman. Papers committee chairman is C. Loren Graham of Kodak Color Technology Department in Rochester, N. Y. William Dozier, president of Greenway Production, Hollywood, and former senior vice president-TV production at Screen Gems, will speak at the April 13 luncheon on "The State of Television ... An Appraisal." Ambassador Hotel, Los Angeles.


April 13—Deadline for comments on FCC rulemaking to require public notice be given when applying for new or modified station call letters.

April 13—Rhode Island Broadcasters Association, Sheraton Biltmore, Providence.

April 14—Annual stockholders meeting of Storer Broadcasting Co., Miami.

April 14—Workshop for advertisers presented by the Film Producers Association of New York in cooperation with the Association of National Advertisers. Session will concern film distribution and marketing. Plaza hotel, New York.

April 15—Annual stockholders meeting of CBS Inc., to elect directors, to elect independent auditors and consider and act upon such other business as may come up. CBS Chicago, 630 North McClurg Court, Chicago.

April 15—Deadline for submission of summaries and abstracts of technical papers for inclusion in program of Western Electronic Show and Convention in Los Angeles, Aug. 25-28.

April 15—Annual stockholders meeting of General Telephone & Electronics Corp., Fort Wayne, Ind.

April 15-18 — Representatives from amateur radio societies in North and South America and adjacent islands meet in Mexico City for the First Pan American Congress of Radio Amateurs.

April 15-25—International motion pic-
The idea that won millions of supermarket sales

Over the years, tens of millions of customers have gone into supermarkets for Sealtest Feature Flavor Ice Creams.

The most popular dessert is ice cream. And stores which carry the largest selling ice cream in America—Sealtest—find it offers fast turnover with excellent profit return.

This didn’t just happen. Some years ago, working with Sealtest, the idea of selling a series of new and exclusive flavors was developed.

Each new flavor—Western Almond, Double Strawberry and many others—has been heavily promoted. For example, this year an avalanche of television spots advertised a perennial favorite—Sealtest Cherry Nugget Ice Cream. Sprightly and appetite-arousing commercials put Sealtest sales way out in front.

It all began with a fresh new selling idea—handled with skill and imagination in the commercial.

The commercial is the payoff

N. W. AYER & SON, INC.
IMPORTANT NEWS
FOR EVERY PROFESSIONAL SOUND MAN

TAPE SPEEDS: 3.75 and 7.5 inches per second
REEL SIZE: 5-, 7-, and 8-inch E.I.A. hubs
HEADS: Full-track Erase, Record and half-track play.
DIMENSIONS: 19" wide, 15 3/4" high, 12" deep

THIS IS THE BIG NEWS: The Model 1021 in the Magnecord new 1000 Series. Every professional sound man will want to obtain complete information, because here is a new tape recorder for monaural operation with maximum performance reliability insured by the name Magnecord — yet at the lowest conceivable price — and no accessories required!

ONLY $659

Magnecord
1021
(fully transistorized)

for more information write:
MAGNECORD
SALES DEPARTMENT
MIDWESTERN INSTRUMENTS
P. O. BOX 7509 / TULSA, OKLAHOMA / 74105

April 16—Annual stockholders meeting of Time Inc., Time-Life Building, New York.

April 16—Advertising seminar sponsored by the Women's Advertising Club of Baltimore. Speakers include Melvin A. Goldberg, vice president and director of research for National Association of Broadcasters, who will review the program of the newly incorporated Broadcast Rating Council; James G. Morton, special assistant to U. S. secretary of commerce, "The Importance of Advertising in an Expanding Economy;" and Willard R. Simmons, president of W. R. Simmons & Associates Research Inc., noon, Sheraton Belvedere hotel, Baltimore.

April 16—Southern California Broadcasters Association. Campbell-Ewald Co. executives will play several commercials that never got on air and tell why at luncheon meeting at Michael's restaurant, Hollywood.

April 16—Governor's Conference on Children and Health. Theme is "What can you do for good radio and TV programming for children and Youth?" Speakers include Donald H. McCanon, president of Westinghouse Broadcasting Co.; FCC Commissioner Robert E. Lee, and John Cox, assistant director of the radio-TV-press division of the National Education Association. Lord Baltimore hotel, Baltimore and Hanover Streets, Baltimore.

April 16-19—Joint meeting of Mississippi Association of Broadcasters and Louisiana Association of Broadcasters. Speakers include NAB President LeRoy Collins; FCC Chairman E. William Henry; Representative Walter Rogers (D-Tex.); Robert T. Mason, chairman of the All Industry Music License Committee, and Harry J. Daly of Daly & Ehrig, Washington. Broadwater hotel, Biloxi, Miss.

April 17-18—Fourteenth annual Radio-Television Conference and Banquet of Radio-Television Guild of San Francisco State College.

April 17-18—New Mexico Broadcasters Association, Western Skies hotel, Albuquerque.

April 17-18 — Two-day management seminar entitled "The Marketing Revolution In Electronics" by central division of Association of Electronic Manufacturers, Pheasant Run Lodge and Country Club, St. Charles, Ill.

April 17-24—The Golden Rose of Montreux international TV competition, sponsored by the city of Montreux

*Indicates first or revised listing.
WASHINGTON TYPES #4

the budget watchdog

Slashing personality. Has suits specially tailored with zippers on pockets. Divorced three times. Mental cruelty. Spends spare time accusing girls in office of making personal telephone calls. Lavish only in praise of WTOP RADIO, the important station in Washington, D.C. that's many things to many people.

WTOP RADIO
Washington, D.C.
Represented by CBS Radio Spot Sales

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY
ORE

SET

THALINE PRESENTATION creates:

More selling opportunities for you on the West Coast

THE ALL NEW KRCR TV Channel 7
REDDING - CHICO - RED BLUFF, CALIFORNIA

In the heart of America's Northern Sacramento Valley, a bustling Pacific market of well over $495,000,000 dollars.

CASCADE TELEVISION
KIMA-TV Yakima, Wash.
KBAS-TV Ephrata, Wash.
KEPT-TV Pasco, Wash.
KLEW-TV Lewiston, Idaho

THE CALORE TRIO
KREM-TV Eureka, Calif.
KOTI-TV Klamath Falls, Ore.
KBSS-TV Medford, Ore.

KRCR-TV 7
Redding - Chico, Cal.

KNTV-San Jose

KBAK-TV Bakersfield

KEY-T Santa Barbara

KHVR-TV Honolulu, Hawaii

KGUN-TV Tucson, Ariz.

adam young inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • SAN FRANCISCO

(Switzerland) and the Swiss Radio and Television Corp., Montreux.


April 19-25 — Television Newsfilm Workshop, Center for Continuing Education, University of Oklahoma, Norman.

April 20 — Hollywood Advertising Club. ABC-TV Day. Thomas W. Moore, president of ABC-TV, will speak. James C. Riddell, VP of ABC-TV Western Division, is chairman of the day. 12 noon. Hollywood Roosevelt hotel.

April 20—New deadline for comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was March 25.

April 21-24—Alpha Epsilon Rho, honorary radio-TV fraternity, annual national convention in Los Angeles at Hollywood Roosevelt hotel.


April 23—Deadline for reply comments on FCC rulemaking to require public notice be given when applying for new or modified station call letters.


April 23-26—Western States Advertising Agencies Association 14th annual conference. Speakers include: Ernest Loen, management consultant; Sol Dutka, Audits & Surveys; E. B. Weiss, Doyle Dane Bernbach; Riviera hotel, Palm Springs, Calif.

April 24—Spring conference of Oregon Association of Broadcasters, Village Green motor hotel, Cottage Grove, Ore.

April 24—Pennsylvania AP Broadcasters Association meeting, Boiling Springs.

April 25—Texas Community Antenna Television Association convention to New Hamilton hotel, Laredo.

April 26-May 2—Affiliated Advertising:

*Indicates first or revised listing.
WHO'S ON FIRST?
FIRST ON THE MARKET...

WSM-TV
NASHVILLE, TENN.
FIRST ON THE AIR...

WITH TV's FIRST 4-VIDICON COLOR FILM CAMERA SYSTEM

This transistorized 4-V camera overcomes the two greatest problems existing in color film today: registration and monochrome resolution. Some of the other stations who are first in their own markets with the G-E 4-V include: KMSP-TV, Minneapolis; WAST, Albany; WJXT, Jacksonville; WGEN-TV, Quincy, Ill.; WRGB, Schenectady; WRAL-TV, Raleigh; WESH-TV, Daytona Beach; WFIL-TV, Philadelphia; WNBF-TV, Binghamton; WAGA-TV, Atlanta; WWJ-TV, Detroit; WFBG-TV, Altoona; WJW-TV, Cleveland; KTVT, Fort Worth.

FIRST ON THE MARKET...

KERO-TV
BAKERSFIELD, CALIF.
FIRST ON THE AIR...

WITH TV’s ONLY 2nd GENERATION UHF KLYSTRON TRANSMITTER AND UHF ZIG-ZAG ANTENNA

In the early 1950’s G. E. pioneered UHF television Klystron Transmitters. Now—14 years later—others are catching up. G. E.’s second generation units are setting new standards for performance, stability, economy and compactness. Today, the transmitter and G. E.’s new high-gain, directional Zig-Zag Panel Antenna enable KERO-TV to increase overall market coverage beyond its previous VHF pattern. Four other stations will be first in their markets with G-E second-generation Klystron Transmitters by June.
In 1958, G.E. introduced television's first transistorized Studio Video Equipment, the Sync Generator, a unit which was 50% smaller and used less than one-half the power of previous models. To provide greater performance, economy and reliability, G. E. has continued to pioneer the design, development and improvement of transistorized broadcast equipment such as cameras, video distribution amplifiers, processing amplifiers, and power supplies.

UHF side-fire helical antenna (1951)
VHF high-channel helical antenna (1955)
"I.O. Guard" pickup tube life-extender (1957)
VHF low-channel helical antenna (1958)
Use of transistors in color studio camera (1958)
Use of transistors in monochrome studio I.O. camera (1958)
Transistorized remote vidicon studio camera (1961)
Transistorized monochrome film camera (1961)
VHF low- and high-channel Zig-Zag Panel Antennas (1963)

for the newest and finest in television equipment for broadcast and other applications...General Electric, pioneer in television progress. For further information on the complete line, contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communication Products, 212 West Division Street, Syracuse, New York 13204.
G.E. FIRST ON THE MARKET...

ABC-TV
WASHINGTON, D. C.
FIRST ON THE AIR...

WITH TV's
FIRST PROFESSIONAL
TRANSISTORIZED STUDIO
VIDICON CAMERA

First on the air—first in network operation. The PE-23-A/B/C system can do 80% of network or station studio programs—at operating cost as much as 90% less than a comparable image orthicon camera system and 50% less initial cost. Transistorized . . . eliminates day-to-day drift, reduces set-up time, saves up to 14 cubic feet of rack space.

G.E. FIRST ON THE MARKET...

WGR-TV
BUFFALO, N.Y.
FIRST ON THE AIR...

WITH G-E
2nd GENERATION
TRANSISTORIZED
AUDIO EQUIPMENT

In 1958, G.E. was the first to introduce transistorized Studio Audio Equipment, now used by hundreds of stations. Today, the BC-31-B Stereo Console, part of the second generation of G.E.'s complete transistorized line, offers broadcasters the widest range of inputs, controls and functions available today—for either stereo or monaural, single or dual channel, in AM, FM, TV studios or master control audio systems.

GENERAL ELECTRIC

GENERAL ELECTRIC
April 26-27—Texas Association of Broadcasters, Galves hotel, Galveston.

April 26-27—Board of directors meeting of the American Women in Radio and Television, Mayo hotel, Tulsa, Okla.

April 27—Annual stockholders meeting of Wometco Enterprises Inc., Forest Hills theater, Forest Hills, N. Y.


April 28—Annual stockholders meeting of Reeves Industries Inc., Roosevelt hotel, New York.

April 28—Board of Broadcast Governors, public hearings at 425 Sparks Street, Ottawa.

April 28—Annual awards luncheon of Station Representatives Association, Waldorf Astoria, New York.

April 29-May 1—Institute of Electrical and Electronics Engineers region 6 conference, co-sponsored by Instrument Society of America, Salt Lake City.

April 30—Deadline for comments on FCC rulemaking to establish rules to govern ex parte communications during adjudicatory and record rulemaking proceedings, which have been designated for hearing.

April 30—Deadline established by Congress that all TV receivers shipped by manufacturers in interstate commerce be able to receive all 82 VHF-UHF channels of the TV spectrum.

April 30—Annual banquet of Indiana University Radio and Television Department. Keynote speaker will be Melvin A. Goldberg, NAB vice president in charge of research. Bloomington, Ind.


May 1—Maine Association of Broadcasters, Lewiston.

May 1—Conference on radio and community service co-sponsored by the University of Southern California and the Southern California Broadcasters Association.

*Indicates first or revised listing.

Continued on page 26

Attention! All Agency and Media Time Buyers!

YOU ASKED FOR IT... WE'VE GOT IT!

THE COMPLETE DATA INC.

IN DEPTH SURVEY FOR HOUSTON

YOU'VE NEVER HAD IT SO GOOD FOR MAKING YOUR HOUSTON RADIO DECISION NOW

The Katz Agency, Inc.—National Representative
In Houston call Dave Morris. Jacksonville 3-2581

Stations DO Have Personality

ENTHUSIASM -- That's the keynote of OUR Les Biederman, up to his neck in an eager, very vocal push for civic improvements and growth of Northern Michigan.

Les starts campaigning and the public (most of it) joyfully joins in.

The enthusiasm boiling out of this man reflects in his stations. It is an enthusiasm that sells YOUR product.

LES BIEDERMAN, PRESIDENT

STATISTIC -- The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual drug sales of $20,825,000.

The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ
Soren H. Munkhof, Gen. Mgr.
Paul Bunyan Bldg., Traverse City

BROADCASTING, April 13, 1964
The ‘largest’ industry that couldn’t see TV

The construction industry has been variously called the “largest” and “one of the largest” industries in the nation. But until recently the builders and their materials manufacturers have been noticeably absent from TV with a very few exceptions.

A major reason for this apparent lack of TV enthusiasm is that the construction industry is composed of thousands of individual builders, contractors, subcontractors, building-materials dealers, architects, engineers, associations and manufacturers. This is unlike such concentrated time buyers as the auto industry with its “Big Three” and the soap industry with its pinpointed buying power.

Underlining this situation is the fact that TV network buys are expensive, and trial balloons can become very expensive experiments for small segments of an industry. This was the problem we faced three years ago in the forest-products end of the building-materials business.

Brinkley Breaks Ice • To break the ice, the Douglas Fir Plywood Association, representing most of the structural plywood manufacturers in the industry, solicited its membership for TV network funds and bought time on the David Brinkley show as one of the initial sponsors. We were a part of this, and found the results interesting enough to warrant making a presentation to our own management to expand Georgia-Pacific’s advertising budget to include network TV as well as our normal consumer and trade magazines, newspapers and some radio.

We were fortunate in having top management people willing to give the “new” medium a try, and we are large enough to at least get our feet wet on what appeared to be a sound investment. That this proved successful is evidenced by the fact that, after our trial with sports programs through 1963, we are back again in 1964 with such programs as the NBC Sugar Bowl (for the second time), the NCAA basketball finals on the Special Sports Network and the Coach’s All-American Football Game. Several other buys remain to be announced.

What does a prospective sponsor, thinking of dipping a tender toe in possibly chilly TV network waters, think about in reaching a decision? There are several answers to that question.

Why Sports? • Among the first, of course, was choosing the best type of program and message for the audience we had in mind. Our decision to center activity on sports programs was twofold—these programs draw large audiences, and the audiences are heavily loaded with male viewers, including retail building-materials dealers, builders and contractors who are primary customers of our building materials.

For 1963, as a starter, we participate in the Sugar Bowl, Senior Bowl, Bud Palmer Sports International, Wide World of Sports, NFL Football Highlights and PGA Golf Tourney, which gave us exposure through the year.

Such scheduling also gave us the opportunity to tie our TV commercials for specific products into special sales drives being conducted by our people at various times during the year. This meant concentration of commercials on current “drive” products of interest to the seven 17,000 retail building-materials dealers across the nation who sell our products—and of interest to people who trade at these retail centers during construction and modernizing of homes, apartments, commercial buildings, factories and summer cottages.

TV Pays Off • What happened? Our total sales in 1963 reached a record high of $451 million, up $72 million from 1962. There were many factors behind this gain, of course, but we certainly concede that results from our new TV approach to selling were very important factors.

TV cannot, of course, take full credit for such successes. A sales campaign of this type in the building-materials field must be a well-coordinated operation. In this instance the effort included print advertising in trade media to tie in with the TV “special offer.” There was special point-of-purchase material merchandising the TV show and the product, all keyed to needs of our retail building-materials dealers. Backup material was developed for our own sales force. Enthusiasm of our salesmen, and the real bargain in factory finished hardwood paneling, were very important factors. Thus TV must share credit it only for its own part in the success, even though it was an important part.

We’re now sold on TV’s value.

Two-Sided Job • It is interesting to note just how this movement into a “new” advertising medium came about. We had two major initial objectives. We needed an expanded advertising program that would do a two-sided job. The advertising vehicle had to be effective in helping the sales force move goods into the hands of retailers whom Georgia-Pacific supplies. Second, the medium had to be effective in helping us move goods out of those retail outlets into the hands of the consumer, the latter phase being relatively new to us and to most of our industry.

From the standpoint of local stations, this network experiment has had another interesting facet. We suggested to our local distribution branch managers that local TV tie-ins by retail dealers, using short spots, would help clinch sales while interest was being aroused by network programs on which our commercials appeared. There were several noteworthy successes with retailers using material furnished by us.

This local facet also has meant added business for individual radio stations that have been used successfully by a number of our dealers, again with our help. These radio spots have helped merchandise the TV commercials, aroused considerable interest before the actual programs were seen, and helped maintain interest after the big network shows. The “experiment” has proven well worth the gamble.

Robert O. Lee is a mountain climber as well as an advertising executive. A member of the American Alpine Club, the 42-year-old Portland, Ore., man led an American expedition on the Kanchenjunga Massif near Mount Everest in 1961. At Georgia-Pacific Corp., where he is director of public relations and advertising, Mr. Lee’s responsibilities cover such varied products as plywood, lumber, household tissues, containers, chemicals and even charcoal briquets. He joined G-P in 1956.
WE'D LIKE TO SHOW YOU OUR NEW BOOKS

One was first to show the trend. Now, the other shows it, too. In February - March the first book shows us out in front. We can't wait to see the other's next book.

WHICH IS WHICH? Your Paul Raymer man has both books. And he can't wait to tell you about the new radio story in Detroit.

THE STATION THAT KNOWS DETROIT

KNORR BROADCASTING CORPORATION

BROADCASTING, April 13, 1964
all over America, people of all ages are listening to the radio again, to

THE LIVES OF HARRY LIME
Orson Welles

CAPT. HORATIO HORNBLOWER
Michael Redgrave

SCARLET PIMPERNEL
Marius Goring

THEATRE ROYALE
Laurence Olivier

SECRETS OF SCOTLAND YARD
Clive Brook

THE QUEEN'S MEN
Royal Canadian Mounted Police

THE BLACK MUSEUM
Orson Welles

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

irving feld, 230 park ave., new york  mu 9-5857

Continued from page 23

sociation, 9 a.m.-2 p.m. Robert P. Sutton, SCBA chairman, will preside.

May 1-2—Distinguished Service in Journalism Awards banquet of Sigma
Delta Chi, region 11 conference and spring meeting of the national board of
directors, Westward Ho hotel, Phoenix, Ariz.

May 1-2—Annual convention of the Kansas Association of Radio Broad-
casters. Speakers include Jack Lacy, director of Kansas Economic Development
Commission; Richard Cheverton, Wood Grand Rapids, Mich.; and Stephen

May 3—Board of directors meeting of the American Women in Radio and
Television, Mayo hotel, Tulsa, Okla.

May 3-5—Eighth annual meeting of the Television Programming Conference,
an association of southwestern program-
ing executives. Speaker will be FCC
Commissioner Lee Loevinger. For ad-
tional information, contact John Ren-
shaw of KSLA-TV Shreveport, La., or Jay
Watson of WFAA-TV Dallas-Fort Worth.
Holiday Inn Central, Dallas.

May 4-6—Annual spring convention of the Kentucky Broadcasters Association.
James H. Topmiller Jr., WLAS Louisville, is chairman of convention com-
mittee. Louisville Sheraton hotel.


May 5-6—Missouri Broadcasters Association. Speaker will be LeRoy Collins,
NAB president. U. of Missouri, Co-
lumbia.

May 6—Deadline for entries in the 1964 creative competitions of the Ad-
vertising Association of the West, en-
compassing advertising in 10 media.
Radio entries should go to Stan Spero,
KMPC, 5939 Sunset Blvd., Los Angeles
90028. TV entries should go to Jack
O'Mara, Television Bureau of Adver-
tising, 444 N. Larchmont Blvd., Los
Angeles 90004.

May 6—Annual stockholders meeting of The Magnavox Co., Fort Wayne,
Ind.

May 7—Annual stockholders meeting of Scripps-Howard Broadcasting Co.,
First National Bank, Cincinnati.

May 7-9—Montana Broadcasters As-
sociation, Yogo Inn, Lewiston.

May 10-12—Meeting of the Pennsyl-
vania Association of Broadcasters, The
Inn, Buck Hill Falls, Pa.

May 11—Deadline for reply com-

*Indicates first or revised listing.
IN CASE YOU HAVEN'T SEEN YOUR PAUL RAYMER MAN YET...

HOOPER—February–March 1964

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SPECIAL PULSE (DETROIT METRO AREA) January–February 1964

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*The data used are estimates only, subject to errors and limitations inherent in indicated sources. WKNR does not assume responsibility for the accuracy, completeness or validity of such original data.

BROADCASTING, April 13, 1964
ments on FCC rulemaking to establish rules to govern ex parte communications during adjudicatory and record rulemaking proceedings which have been designated for hearing.

May 11—New deadline for reply comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities.

May 11-12—Spring meeting of Association of National Advertisers, Waldorf Astoria hotel, New York.

May 14—Spring managers meeting of New Jersey Association of Broadcasters, Wood Lawn, Rutgers University, New Brunswick, N. J.


May 14-16—Iowa Broadcasters Association, Congress Inn, Iowa City.


May 15-16—Annual spring meeting of West Virginia Broadcasters Association. Included will be association’s second annual engineering exhibit. Charleston Press Club, Charleston, W. Va.


May 18—FCC hearing on proposed TV program reporting form. Formerly scheduled for April 16.


May 21—Los Angeles Advertising Women, presentation banquet to award “Lulu” trophies to winners in the 18th annual achievement awards competition for ads and related material created by western advertising and publicity women, used between April 22, 1963, and April 21, 1964. Deadline for entries is April 27. Entry blanks and information available from LAAW, 4666 Forman Avenue, North Hollywood, Calif. Banquet to be held at the Hollywood Palladium.

May 21-22—Ohio Association of Broadcasters, Toledo.

May 21-22—Washington State Association of Broadcasters, Hilton Inn, Seattle.


May 21-23—Spring convention of the Alabama Broadcasters Association. Program participants include Representative Walter Rogers (D-Tex.) and Max Paglin, FCC general counsel and who is to be partner in Washington law firm of O’Bryan, Grove, Paglin, Jaskiewicz, Sells, Gilliam & Putrese. The Broadwater Beach hotel, Biloxi, Miss.

May 25—Oral proceeding on FCC proposed program reporting form for AM and FM services. Formerly scheduled for April 23.

May 25—Sixteenth annual Emmy awards presentation of National Academy of Television Arts and Sciences. Production will originate in Hollywood and New York and be telecast over NBC-TV network, 10-11:30 p.m. EDT.

JUNE

June 1-3—NBC Affiliates meeting, Beverly Hilton hotel, Beverly Hills, Calif.

June 2-4—International Symposium on Global Communications by Institute of Electrical & Electronics Engineers, University of Pennsylvania and Sheraton hotel, Philadelphia.

June 3—New deadline for reply comments.

*Indicates first or revised listing.

Transistor radios are a Mitsubishi specialty. This 9-transistor, 3-band (MW, SW1 & SW2), superheterodyne radio boasts a mesa-type high frequency transistors for highly stabilized shortwave reception and sensitivity. transistor-controlled illuminating lamps that act as a tuning indicator, plus a push button controlled dial light.

See these Mitsubishi transistor radios at your nearest electrical appliance dealer.
Happy Anniversary
DAVID NIVEN  MITZI GAYNOR  PATTY DUKE

The first time on TV . . .
Three of Hollywood's most enjoyable stars get fouled up in the hilarious hazards of homelife . . . exactly the kind of comedy-with-action your viewers love!

Running time:
105 MINUTES

WRITE, WIRE OR PHONE

u.a.a.  UNITED ARTISTS ASSOCIATED

a division of UNITED ARTISTS TELEVISION, INC.
555 Madison Avenue, New York 22, N.Y.  Area Code 212  688-4700
ments on UHF allocations tables proposed by the FCC and the National Association of Educational Broadcasters. Postponed from April 3.

June 3—New deadline for reply comments on FCC rulemaking to authorize six UHF channels for airborne ETV in six midwestern states. Postponed from April 3.

June 5-7—Spring convention of the Wyoming Association of Broadcasters. Dr. G. D. Humphrey, president of the University of Wyoming, will be presented the association's first annual award for distinguished service in betterment of radio and TV in Wyoming. Woot hotel, Jackson.


June 7-10—National convention of Advertising Federation of America. Fran Harris, women's editor at World, AM-ATV Detroit, is general chairman of 1964 Advertising Women of the Year committee. Award will be presented during AFA national convention, Chase-Park Plaza hotel, St. Louis.

June 8-10—Sixteenth world congress of International Advertising Association, Waldorf Astoria, New York.

June 11-13—Colorado Broadcasters Association, Vail Village, Lodge at Vail.

June 11-18—Summer convention of Georgia Association of Broadcasters, Callaway Gardens, Ga.

Indicates first or revised listing.

OPEN MIKE

Fine service

Editor: Your editorial of the April 6 issue on broadcasting and the speculators was long overdue. You've done a fine service for the professionals in this business and, for one, am sure others should take heed. This is a fine business with a demanding responsibility to the listening and viewing public.—C. E. Feltner Jr., American Diversified Services, Kingsport, Tenn.

Frank opinion

Editor: I was very flattered to be represented in Monday Memo] in your fine publication (Broadcasting, March 2).—Marvin H. Frank, president, W. B. Doner and Co., Chicago.
$200 Million Chesapeake Bay Bridge-Tunnel—Golden Link Between Booming Tidewater, Va. and the Industrial Northeast

Other current events in Tidewater (Norfolk-Newport News):
- Completion of new $25 million (world's largest) coal loading pier.
- $10 million expansion of Ford assembly plant in progress.
- Sears Roebuck constructing here their largest store on east coast.
- New $5 million downtown commercial center planned for '66 opening.
- Governor dedicates new Pier P, largest 1-deck merchandise pier on east coast.
- Hampton Roads now second only to New York in foreign commerce tonnage.

Tidewater, Va., is the hottest spot in the U. S. for a new business dollar! TideWTAR is a better way to spell it, and the best way to sell it!

WTAR TELEVISION & RADIO
CBS AFFILIATES FOR NORFOLK-NEWPORT NEWS, VA.
NOW . . . AVAILABLE

OUR HISTORY AND GUARANTEE

✓ Over fifteen years experience in the prize business.
✓ We guarantee the prizes will be as represented.
✓ We have never failed to deliver as promised.
✓ We have never been sued by a station, client, or contestant.

Here's the kind of prizes we're now furnishing to TV and Radio Stations:

- Vacation Trips
- Gas Ranges
- Luggage
- Dinette Sets
- Sewing Machines
- Diamond Rings
- Roaster Ovens
- Ironing Board & Iron Sets
- Perfume Sets
- Electric Mixalls
- Aluminum Sets
- Toasters
- Jewelry Sets
- Golf Bags
- Dishes
- Electric Clothes Dryers
- Freezers
- Encyclopedia Sets
- Washing Machines
- Knitting Machines
- Wristwatches
- Vacuum Cleaners
- Cooking Utensils
- Electric Shavers
- Cameras
- Bicycles
- Coffeemakers
- Bathroom Scales
- Pen & Pencil Sets
- Bedspreads & Draperies

We've delivered over $10,000,000 worth of Prizes over the past 15 years

FROM THE PRODUCERS OF TELLO-TEST—AMERICA'S MOST
For years, we have been servicing hundreds of stations with hard-to-get prizes—in connection with our TV and radio quiz shows. Now, for the first time in our history, we have decided to make our prize service available to take care of the personal needs and requirements of any local show in any market.

FOR THE FIRST TIME!

FOR LOCAL TELEVISION AND RADIO STATIONS

...Offered by America's oldest and most dependable Prize Service

WHY ARE WE SO SUCCESSFUL WITH PRIZES?

1. We charge the station a nominal fee.
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THIS IS THE CAT.

Unlike any other cat in the history of entertainment.

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BROADCASTING, April 13, 1964
Pay TV: now it’s a gut issue

Broadcasters and bureaucrats suddenly decide there’s chance for success of Pat Weaver’s system; now they’re figuring how to seize or kill it

The number one target of attention at last week’s convention of the National Association of Broadcasters was pay TV. Broadcasters were exhorted to strangle it, or stifle it—or seize control of it. The head of the FCC announced his determination to regulate it. If anyone had a kind word to say for it, he was lost in the tumult of invective against a system, still unborn, that suddenly had acquired the status of a menace.

To only the slightest concern of broadcasters, pay TV has been operating on the air in Hartford, Conn., for nearly two years and on a cable system in a Toronto suburb for longer. Neither operation has come anywhere near the black.

What has prompted the sudden reign of terror among broadcasters, and attracted the covetous attention of the heavy-handed regulators, is the planned beginning of a wired pay-TV system in Los Angeles and San Francisco with the slick Pat Weaver in charge, $25 million in the kitty from a stock issue and exclusive rights to the baseball games of California’s two National League teams. Suddenly pay TV is worth worrying about.

Grid of Wire • If Mr. Weaver’s Subscription Television Inc. works, the new theory runs, a network of wired pay TV can swiftly come into existence. It could be built from existing community antenna systems and could soon piece together enough customers to begin outbidding free-TV broadcasters for programming. This possibility figures prominently in the reasoning behind recent ventures by broadcasters into the community antenna field as a hedge against the future. It is also the source of the concern that has led the NAB television board to resolve to fight pay TV on wire or on the air and led LeRoy Collins, the NAB president, to make the war on pay TV the principal point of his speech last week to the annual convention.

“America does not need a class system in television based on the ability to pay,” said Mr. Collins. He urged broadcasters to propagandize against pay TV and to “puncture [the] promotional balloons” sent up by pay TV promoters.

In his speech to the convention the next day FCC Chairman E. William Henry said that in the development of CATV systems “the concept of paying for television has become an accepted fact in over a million homes.” He pointed to the recent theater television distribution of the Liston-Clay fight, which brought in more than $2.3 million in boxoffice receipts, as pay television of a kind and the connection of 88 CATV systems (with 200,000 subscribers) to the Liston-Clay theater network as “one brand of pay television [that] is already here.” Add to these the Weaver project in California, which Mr. Henry said later in a news conference had the earmarks of success, and the trend is evident. “The world is being wired for sight and sound,” he said. “Technical know-how is being ac-
PAY TV: NOW IT'S A GUT ISSUE continued

Mr. Henry said, the FCC could create for wired television systems "the same type of regulation, in theory, as in the granting of a broadcast license."

Controlled Tests • The purpose of assuming control over wired pay TV, Mr. Henry said, was to "keep it from spreading until we have a chance to see its effects."

In his speech Mr. Henry said that the "basic problem is the competitive effect of wired television upon our present advertiser-supported system."

The virtues of the existing system, he said, are several:

• Programs are free—although the advertising on television and in other media "adds to the cost of the products we purchase."

• The present system is available to rich and poor. Twenty percent of the families in the U. S. earn less than $3,000 a year, he said, but "it is a striking fact" that only eight percent of the homes in the United States are without a television set. "For millions of Americans with low incomes, the glow of the television set is one of life's few lights. That glow may often be dull, with programs to match, but who can say that its extinguishment is a matter of no concern?"

• Signals of the free-TV service travel to remote areas that are economically beyond the reach of cable.

• The present system is built upon the principle of local station ownership and local program origination. "Local news, local public affairs and other local programs may be only a fraction of the total programming produced by our system," Mr. Henry said, "but it is that fraction which justifies the vast frequencies now allocated for TV services. It is a growing fraction which we cannot give up."

Wired TV also has its merits, Mr. Henry said.

CATV started "and still has its heartland" in areas that lack "adequate off-the-air television service," Mr. Henry said. In those circumstances CATV performs "a real public service."

Holes in Free Service • To Mr. Henry the growth of CATV and the promise of pay TV by wire stem from "an inherent weakness in our advertiser-supported system"—the failure to make full TV service available to all parts of the country. Said Mr. Henry: "The men who seek to bring the programs of New York and Los Angeles stations to smaller communities via microwave relays and community antenna systems—the men behind the California pay-TV venture—are betting that the American viewer wants something more from his television set than the present system makes available."

Yet CATV, he said, must not be allowed to develop at the expense of on-air growth. "It must not be permitted, for example," said Mr. Henry, "to hamper the development of UHF."

The FCC is committed to the encouragement of new stations in the UHF range. The FCC chairman said he had been often asked why the FCC wanted to see more television stations when it had at hand the example of a proliferating radio service with a multitude of stations in intense competition that causes many to lose money. His answer is, he said, that because of competition radio now provides a vast range of program types. The present system allows radio broadcasters "to make a living, not a killing" as TV broadcasters make. A comparison with radio shows how far television has to go before meeting all the pub-
Repercussions rumble back from the West

Sylvester L. (Pat) Weaver, president of Subscription Television Inc., a California company attempting to inaugurate closed-circuit wireCATV pay TV in the Los Angeles and San Francisco areas this summer, lost no time in commenting on the statements made by National Association of Broadcasters President LeRoy Collins and FCC Chairman E. William Henry on the pay TV issue.

Mr. Weaver's reactions were as emphatic as they were prompt: He heartily endorsed Mr. Henry's remarks as "a very significant contribution," he decreed the stand of the NAB president as contrary to the facts, the public interest and the free enterprise system.

Noting that Chairman Henry clearly implied a willingness to let the public make up its own mind on pay TV, Mr. Weaver said: "He recognized and made a fair statement of the many important questions that are involved." For example, he said that subscription television service must bring to the public a greater variety of choice through specialized, high-quality programming; that is must be a supplemental service, not a substitute service, and that it must not bring with it the commercials of program sponsors.

"We are in complete accord with these views," Mr. Weaver declared. "Chairman Henry has described the very service we expect to provide."

Counter Punch • But the STV president lashed back hard at Mr. Collins. To the NAB president's statement that "eventually pay TV could actually destroy free TV as we know it," he retorted: "I do not concede for one moment that Mr. Collins has the background in our business to tell us what will happen in television because of new competition from a subscriber service... ."

To the Collins assertion that the success of pay TV would leave the public "saddled with a system which will mean little from its vantage point in paying for what it now receives," Mr. Weaver reaffirmed a statement he has made many times before: that 90% of the programming on the commercial TV networks is series-type shows and that "not one such series" will appear on the three STV channels. Instead, he said, "we will give the public regular programming styled to their interests... home, garden, fashion, self-improvement—virtually numberless subjects. Our regular programming will cover events and sports programs which are being increasingly blacked out by theater owners who wish only to keep their monopoly."

Mr. Weaver labeled the Collins speech as designed to enlist broadcaster support for the campaign of California theater owners to protect their business against new competition by outlawing it in advance. This point of view, he asserted, is an "open intervention against the freedom of communications guaranteed by the First Amendment of the Constitution."

"The open and candid nature of Mr. Collins's false assertions," Mr. Weaver declared, "makes him party to a controversy in which he takes sides against a host of responsible people and entities in communications who have taken the reasonable stand of letting a new business have a chance to be judged by the public on its merits. These publications and people include his own industry publication, BROADCASTING Magazine; as well as the Los Angeles Times, The Hearst papers, the New York Herald-Tribune, and the former chairman of the Federal Communications Commission, Newton Minow."

"You could admit, Mr. Collins, that in America the marketplace is the area in which decisions affecting innovations will be made, not in political pressure arenas, and not by monopolistic intrigues or the unbridled alliance of some motion picture theater owners and some broadcasters so obviously affected in their opinions by our new competition. Public interest is a term that comes weakly from those lips, when public need is placed second to program product and the notoriously high broadcast profits contrast to their protests against new competition."

If legal steps are necessary to protect STV stockholders, they will be taken, Mr. Weaver concluded.
sideration of CATV or pay TV regulation. Some proposals to regulate the programing of CATV or pay TV are dangerous, Mr. Loevinger said. "If they're adopted, you'll live to regret it," he told the broadcasters. "You can't regulate the competition without having the same regulation applied to you."

Mr. Loevinger said the FCC ought to stay out of program regulation in all services, on pay TV, CATV or free radio and television. To the broadcasters he suggested that if they want regulation of wired television they ought to ask for regulation that would apply to themselves as well as to the competition.

Chairman Henry's call for FCC authority over wired pay TV was reminiscent of sentiments expressed five years ago by Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, who introduced legislation to give the commission the same control over wired pay TV tests that it had over broadcast pay TV.

Last week Chairman Henry urged broadcasters, the Congress and the FCC to make critical decisions on wired television "before events make them for them." Representative Harris told the House years ago that "you cannot have uncontrolled tests of pay television by wire if tests of pay television by radio are subject to strict limitations prescribed by the FCC" (Broadcasting, April 13, 1959).

The measure would have given the commission authority to regulate intrastate wired pay TV as well as systems operating in interstate commerce. Later that year the FCC expressed concern about the Harris proposal and said it presented "unresolved problems of both legislative policy and constitutionality."

The bill died in committee.

Collins on Pay TV * FCC Chairman Henry's assertion of the need for government control over pay television came a day after the NAB president had urged broadcasters to fight pay TV in all forms.

In his speech on the opening day of the convention, Mr. Collins said that pay TV had emerged from the status of a "lurking shadow" to take on substance "in one form or another."

The potential of pay TV, said the NAB president, is being carefully examined by "some of our most substantial and forward-looking free broadcasters." The interest of these broadcasters in pay TV, he said, is generated "not necessarily out of desire to get into it as much as a feeling of need to protect their present investments."

If pay television were to develop into a "bonanza," said Mr. Collins, "broadcasters themselves are best equipped through present experience and expertise to successfully enter the pay television field." If the public elects to accept pay TV, he added, broadcasters "can, and doubtless will, provide it."

Exposure Needed * But broadcasters owe it to the public, he said, to expose the facts about pay TV. "As I view it," he said, "we cannot in good conscience sit by and watch the viewing public saddled with a system which will mean little more from its vantage point than paying for what it now receives free. Much of the public is being tempted by

A conversation with Shakespeare and friends

The spectacle of William Shakespeare confronted with an edict to conform his poetry to "the public interest" was conjured up in Elizabethan style—god wot, forsooth—at the annual breakfast meeting of the Society of Television Pioneers last week during the NAB convention.

"Conversation at the Boar's Head Inn," an occasionally interrupted soliloquy on "the devilment visited upon the likes of us by King Henry," was presented by members of "The Society of Television Pioneers Repertory Company" appropriately clad in beards, wigs and doublets, hip-length hose and cloaks, some of which almost fit.

Ernest Lee Jahneke Jr. of NBC in the starring role of Shakespeare was supported, if that's the word, by Carl Haverlin, former president of Broadcast Music Inc., as Hamlet; Ray Hamilton of Hamilton-Landis & Associates as Antony, and Sol Taishoff of Broadcasting and Television magazines as Polonious.

In the closest approach to business the membership re-elected by acclamation—for the seventh time in the society's seven years—the entire slate of officers. These are W. D. (Dub) Rogers, veteran Texas broadcaster, one of the society's founders, as president; Clyde Rembert of KRLD-TV Dallas, John Fetzer of the Fetzer stations, and Harold Hough of WBAP-TV Fort Worth, vice presidents, and Glenn Marshall Jr. of WJXT (TV) Jacksonville, Fla., secretary-treasurer.

Mr. Rembert presided in the absence of President Rogers, who was at home winning a place in a run-off to be held in the race for mayor of Lubbock.
Metro Charlotte is just the golden center. The full beauty of the market — 75 miles in diameter — is yours for the plucking when you buy WBT Radio. The populous Piedmont's top-audience radio station for two decades, only WBT's 50,000 watt signal delivers Charlotte PLUS ... a market of more than TWO MILLION PEOPLE with $2\frac{1}{2}$ BILLION in buying power. Your BLAIR man has the WBT story. And he doesn't soft petal it!
improbable promises by pay proponents, and they have not been effectively warned of the irreparable damage pay television would cause to our free broadcasting system in America.”

The NAB president urged the members to embark on a campaign to educate the public to the dangers of pay television.

**Threat of Destruction** To the broadcasters he said: “We should puncture a few promotional balloons. People should realize that high-priced talent cannot be expected to continue with advertiser-supported television if pay-TV revenues can offer substantially greater pay. People should realize that even 5 million sets paying a dollar a piece for a program toll would produce far more revenue than present-day TV can afford for a single advertiser-supported show.”

If pay TV works, said Mr. Collins, “talent would thus gravitate to the pay system with its enormous jackpot. This in turn would deprive free TV of talent, its most attractive commodity. From where then would come the money to produce the largely noncommercial documentaries, educational programs, and news which have little or no income potential for pay TV? Eventually pay television could actually destroy free TV as we know it today.”

**Opening Gun** • The first blast against pay TV at last week’s NAB convention came on Monday morning at a membership meeting of TV Stations Inc., New York, attended by 300 broadcasters, five FCC commissioners and several congressional staff members. Herb Jacobs, president of TV Stations Inc., in a rouser of a speech, said Congress, the FCC and broadcasters must unite at once to control pay TV “or you won’t get another chance.”

As head of TV Stations Inc., a group buyer of programs for its members, Mr. Jacobs is in a position to appraise program market trends. “Congress, the FCC and the broadcasters have to work in concert to have pay TV in the hands of broadcasters and the commission,” said Mr. Jacobs. “If you don’t act now, it could bury you.”

The economic potential of pay TV is “so huge as to defy the imagination,” said Mr. Jacobs.

But, he cautioned, the public interest must be protected against exploitation in the development of pay TV. “There is only one group of men in whose care this can be placed,” said Mr. Jacobs, “you the broadcasters, and you the Federal Communications Commission.”

**Brains in STV** • Referring to Subscription Television Inc., Mr. Jacobs noted that the people involved in the project are “among the shrewdest, most hardened businessmen. . . . You can expect them not to make the mistakes made in Bartlesville and Hartford.”

Mr. Jacobs was referring to a wired pay TV system that failed several years ago in Bartlesville, Okla., and to the existing UHF pay operation in which RKO General and Zenith Radio are joined in Hartford, Conn. Of both Mr. Jacobs said: “Each not only picked the wrong location for its test, but made the same programing errors.”

Warning the networks that they will not be safe from pay TV intrudes into their programing, Mr. Jacobs said, “the Los Angeles boys already have one big attraction—then the deluge. . . . They know the only way for them not to become another Hartford is with your best programs.”

**Spread of Wire** • Mr. Jacobs predicted that within five to seven years, 75% of the TV sets in the country will be within reach of cable systems. In Washington, Oregon and California there are now in actual operation or under construction 252 CATV systems which could be interconnected on a moment’s notice, Mr. Jacobs said. “That would blanket the West Coast from Vancouver to San Diego. And that covers almost 25 million people, and the rest of the country can go jump in the lake—the pay TV boys don’t need them,” Mr. Jacobs said.

Mr. Jacobs said the broadcasters must see that legislation is enacted, if needed, to put “all broadcasting—pay and free under one roof.”

The moment of truth for broadcasters has arrived, Mr. Jacobs said, and “you have no more time for procrastination and indecision.”
...the tenth largest consumer market in America

Within seventy miles of the intersection of Interstate routes 70 and 75 are the business centers of seven metropolitan areas...three and one-half million people...tenth largest consumer market in America! Situated in the geographical center of Megacity 70-75 are the transmitters of WHIO-TV, AM, FM—powered to reach a huge segment of this concentrated audience with a total buying power of over seven billion. Let George P. Hollingbery tell you how efficiently and economically you can reach it. Megacity 70-75!
Baseball's darkest hour was the winter of 1920-21, when the "Black Sox scandal" became public. Fans were shocked to learn eight Chicago White Sox players had thrown the 1919 World Series. Experts credit an "incorrigible" orphan with reviving interest in the game. George Herman Ruth's sensational play during the 1921 season — including a new record of 59 home runs — re-sold Americans on their national pastime.
People loved to see Babe Ruth smash home runs out of the park and trot around the bases. He glamorized baseball, initiating an exciting new era - one in which homers were stressed over defensive play. The Great Babe was so idolized, fans nicknamed gigantic new Yankee Stadium "The House that Ruth Built."

Babe Ruth was a born showman who always rose to the big moment, doing his greatest deeds when crowds were biggest. The crowds responded by making him the top baseball drawing card of all time. The Storer stations have remarkable popular appeal, too. They're individually programmed to fit specific community needs and preferences—and turn more listeners and viewers into buyers. In New York, Storer's great salesman is WHN, an important station in an important market.
Busby sessions for code boards

Radio group recommends cigarette amendments
as TV session debates liquor advertising,
program clutter and tobacco ad guidelines

Developments which may be of major significance were argued by the radio and television code boards of the National Association of Broadcasters as they met separately in Chicago last week in what had been announced officially as "routine" sessions.

While the radio board took the only definitive action, the TV meeting erupted into lengthy debates on such matters as cigarette advertising guidelines, liquor advertising and program clutter—all major topics of conversation throughout the industry today. The decisions and near decisions:

- The radio code board recommended two amendments to the code of good practices prohibiting cigarette commercials which make or imply any health claim or presented in such a manner as to appeal to minors. The TV code was amended last January to include the same prohibitions (Broadcasting, Jan. 27).

- The TV board discussed, but tabled for the present, a plan to prohibit membership in the NAB to any radio or TV station which accepts hard liquor advertising (see page 54).

- Lengthy discussions of proposed guidelines to the TV code to carry out the intent of the earlier amendments on cigarette advertising. The guidelines have not been adopted and will be discussed again at the next board meeting in about a month.

- A report by the code authority to the TV board on the attack on program clutter, including a discussion on the form planned amendments to the code should take. The amendments, not yet drafted in final form, are expected to spell out in concrete language the type and number of actual program interruptions for nonprogram announcements that will be permitted. Noncommercial spot announcements are expected to be exempted from clutter restrictions under present board plans. These amendments are expected to be drafted in time for the next NAB meeting with advertisers and agencies which is tentatively planned for mid-May after the TV code board meeting.

- The boards approved the plans of Code Director Howard H. Bell for a greatly strengthened enforcement program against violators. This will include public announcements of resignations or expulsions of both radio and TV subscribers.

Not Adequate: Mr. Bell said the proposed TV cigarette guidelines as now drafted are "not yet in a form that adequately covers the amendment."

When the code authority comes up with something helpful, "we ought to go with them." One of the stumbling block's at last Tuesday's TV code meeting was the question of who, within the code structure, would be competent to rule on whether a commercial makes a medical claim.

At its January board meetings in Sarasota, Fla., the NAB radio directors asked the code board to recommend specific amendments to the code covering cigarette commercials (Broadcasting, Feb. 3). The amendments will not become effective until they have been officially ratified by the radio board, which can either be by mail ballot or at the next regular meeting in June.

Under advertising standards in the codes, the amendment would add the following paragraph: "The advertising of tobacco products shall not state or imply claims regarding health and shall not be presented in such a manner as to indicate to the youth of our country that the use of tobacco products con-

Administration of the radio and TV code review boards of the NAB changed hands in Chicago last week, with new chairmen taking over at the close of the convention. Elmo Ellis (seated, l), WSB Atlanta, gets a briefing on radio code matters from his predecessor Cliff Gill, KEZY Anaheim, Calif. Looking on (standing l to r) are Clair McCollough, Steinman Stations and new chairman of the TV code board, and Howard H. Bell, who took over as code authority director last December. William Pabst, KTVU(TV) Oakland-San Francisco and outgoing TV chairman who left the board, was not present when the picture was taken at the convention.
ANNOUNCING...

A most significant advance in transmitter design: Continental's 317C 50 kw AM broadcast transmitter with High Efficiency Screen Modulated Power Amplifier.*

It provides higher efficiency at lower operating cost as compared to any other 50 kw transmitter.

It has the highest overall efficiency of any 50 kw transmitter known to be in existence today.

Both power amplifier tubes operate as conventional class “C” amplifier, requiring low RF drive and no neutralization. High level screen modulation system eliminates high power modulation transformer and reactor. Separate low power modulator tubes supply alternate half cycles of audio, with peak tube modulated by positive half cycles and carrier tube by negative half cycles. This novel arrangement allows modulator to operate similar to a push-pull class “B” amplifier with resulting high efficiencies.

Advancement of the state of the art has been made possible by use of newly developed high power tetrodes, and this unique modulating technique.

Compact design requires only 54 square feet of floor space. All components are self-contained within cabinets, including switch gear, power distribution and blowers. Only external component is the plate transformer which is in a self-contained enclosure that occupies 8 square feet of space. No transformer vaults are required.

*Patents applied for

For additional information and specifications, write:

LTV Continental Electronics DIVISION CONTINENTAL ELECTRONICS MANUFACTURING CO. Mailing Address: Box 5024 / Dallas, Texas 75222 / Telex CEPCO The Specialists In Super Power Radar & Radio Transmitters

BROADCASTING, April 13, 1964
FLASH!

O'TOOLE (RERUN) ... FIRST PLACE
FIRST TIME OUT ... ABC NETWORK!
BEATS PERRY MASON (FIRST RUN) AND
DR. KILDARE (FIRST RUN) THURS. 9 P.M.

"FAST MNA'S" MARCH 26th 1964 A.C. NEILSEN CO.

LATEST 30-MARKET NEILSEN

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NOW AVAILABLE FOR FALL START FOR MARKET BY MARKET PROGRAMMING . . . . LOOK
tributes to individual achievement, personal acceptance or is a habit worthy of imitation."

**Added To Code** This language was added to the program standards of the code: "The use of tobacco products shall not be presented in a manner to impress the youth of our country that it is a desirable habit worthy of imitation in that it contributes to health, individual achievement or social acceptance."

The radio code board last week also invited the four radio networks to become subscribers. Membership in the code has not been open in the past to the radio networks although the three TV networks are subscribers to the television code.

At the radio assembly Wednesday morning, retiring code board chairman Cliff Gill, KEZY Anaheim, Calif., said the "real test" of adherence to the code comes when a station refuses additional sales after reaching time standards maximums. He said it is preferable for the industry to police itself rather than have the government do the job.

Messes. Gill, Bell, J. Allen Jensen, KID Idaho Falls and Charles Stone, NAB radio code manager, participated in a panel on the code moderated by Elmo Ellis, WSF Atlanta. The panel agreed that broadcasters should not relax restrictions against liquor advertising. Mr. Gill pointed out that it is permissible to state in commercials for cocktail lounges that "your favorite beverages" are available.

Mr. Allen said that a station's operations should comply with the code if it is a leading force in the community and looked up to by the citizens. Mr. Bell said that the public must be made aware of the code and its standards and how it functions to assist broadcasters in better serving the public.

No relief from the time standards is contemplated for daytime stations, Mr. Gill said. Noting that he has a minority interest in KBEE Tucson, a daytimer, Mr. Gill said that the prestige of code membership helps the station make money. He said that protection of the public is the primary concern and that listeners make no distinction between daytime and fulltime stations.

The radio and TV code boards honored their retiring members for their service to the code authority during the convention. Certificates of recognition and appreciation were presented to William Pabst, KTVU(TV) Oakland-San Francisco (retiring chairman), and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., of the TV board and Cliff Gill (former chairman) and Robert Jones Jr., WFBA Baltimore, of the radio board. All four went on their respective boards at the close of the convention.

Mr. Bell presented the first annual code authority "award of merit" to the South Dakota Broadcasters Association, the first such state group to reach 100% membership in the radio code. Mort Henkin, KSOU-AM-TV Sioux Falls and SDBA president, accepted the award on behalf of the state's 29 radio stations.

At the final TV management session last Wednesday morning, Mr. Bell urged TV subscribers to get behind a saturation promotion campaign to push acceptance of the code by the public. "Isn't it about time we told the story of self-regulation and the code so that the public will know that somebody other than the FCC—the industry itself—is concerned about television problems?" Mr. Bell asked.

He asked the TV stations to participate in a "zeal for the seal" program to include on-the-air spots, newspaper

![Image of an ear and a phonograph record]
The two new members of the NAB radio code review board, Michael J. Cuneen (l.), WDLA Walton, N. Y., and Clint Formby, KPAN Hereford, Tex., attended their first board meeting in Chicago last week at which amend-
ments were approved restricting cigarette advertising. They succeeded Cliff Gill, KEZY Anaheim, Calif., retiring chairman, and Robert B. Jones Jr., WFBR Baltimore, on the radio code board.

“gyps, frauds and quacks.” He added: “It is in the best interests of advertising that strict codes of copy acceptance prevail among media.”

“In stating a preference for self-regulation over new government controls, Mr. Crichton noted that in 1963 the Federal Trade Commission considered only $16,000 radio and television commercials for possible advertising abuses. This figure, he said, is small when placed against the more than 191 million people in the United States. Said the 4-A’s president: “It seems to me that for the government to be concerned with such a small number of cases testifies to the existence of other conditioning influences which take effect before it ever becomes a case for government attention.”

New American cigarette features pipe tobacco

American Tobacco, New York, last week announced production of a new filter cigarette, Half and Half, which contains pipe tobacco similar to that marketed by the company under the same name for pipe smoking.

American has appointed Sullivan, Stauffer, Colwell & Bayles, New York, as agency on the new product. Initial marketing of the cigarette will be in Indianapolis and Buffalo, where spot television campaigns are scheduled.

SSC&B also handles American’s Pall Mall and Montclair cigarettes, two cigar lines and the Half and Half pipe tobacco.

Bufferin’s $11 million account goes to Grey

The Bristol-Myers Co. last week transferred its Bufferin account, estimated at $11 million, to Grey Advertising Inc., New York, from Young & Rubicam, that city, agency for Bufferin since 1948.

Bufferin is an active television advertiser, allotting approximately 90% of its billing to the medium. In 1963, when expenditures totaled about $14.5 million, Bufferin spent an estimated $13.6 million in network and spot television.

The switch in agencies, it was said, was made because of a Bristol-Myers policy of assigning competing products to different agencies. Y&R had been handling both Bufferin and a competing headache remedy, Excedrin. Y&R will continue to handle Excedrin, a $6 million account, as well as certain new Bristol-Myers products.

The acquisition of the Bufferin business raises to approximately $20 million the added billings obtained by Grey in the past six weeks. New business included Procter & Gamble Joy detergent, H. J. Heinz Co. (baby foods, pickles and relishes) and the Hamilton Watch Co.

Bufferin has been a participating advertiser on numerous network shows, including Ben Casey, International Showtime, Jack Paar Show, Jackie Gleason Show and The Defenders.

Market 1 Network affiliates meet

The newly formed Market 1 Network held its first affiliates’ meeting in Chicago on April 5 with emphasis on an expanding format, promotion and sales plans. Affiliates also approved Market 1’s turnabout decision which now is to retain a ban on liquor advertising (Broadcasting, April 6).

The network, affiliates were told, will concentrate its efforts on how best to sell Market 1 audience which the radio network defines as the over $10,000 per year college graduate (Broadcasting, March 30). Market 1 on April 1 acquired the 47 radio stations which had been affiliated with QXR Network. James Sondheim, former president of QXR, is president.

The network plans to expand the base of its program format to include business and current-events talk programs as well as classical, semiclassical and show music. Market 1 will be sold on a network basis, and, during the meeting a new rate structure was proposed to make the network more competitive with the operation of AM networks.
"Look for integrity, stability, alertness and you will always find ability"

ANONYMOUS
A novel reason for the liquor ad ban

Collins says it's to keep liquor sales from rising; Strouse wants liquor policy reviewed

LeRoy Collins said last week he would not be in the public interest if liquor sales increased. For that reason, he said, broadcasters ought to continue to reject liquor advertising.

The prohibition against liquor commercials was disputed in the same week by the chairman of the National Association of Broadcasters radio board. A day after Mr. Collins, the NAB president, had spoken in strong support of the ban against liquor advertising, Ben Strouse, WWOC Washington, the radio board chairman, took issue with the president's stand. Mr. Strouse said he thought that under certain conditions liquor advertising could be broadcast without adverse effects.

In delivering a speech to a radio assembly of the NAB convention Mr. Strouse departed from prepared text to say that his views on liquor advertising "are considerably at odds with the NAB management and probably with most of my fellow broadcasters."

Mr. Collins's statements on liquor advertising last week constituted a new interpretation of NAB policy.

It was the first time that any broadcasting leader has publicly suggested that the broadcasters' traditional ban against liquor commercials was conceived or continued as a deterrent to liquor sales. Hereafter the rejection of liquor advertising has been represented as a means of avoiding restrictive legislation that might endanger the large volume of beer and wine advertising that most broadcasters accept.

At a Chicago news conference April 5 preceding the National Association of Broadcasters convention the NAB president said that if radio and television advertising were made available, distillers would use it to increase their sales. "The sale of more hard liquor in this country is not to the public good," said Mr. Collins.

The next day, in his speech to the convention, Mr. Collins urged broadcasters "to remain steadfast in your support of the [radio and television] codes' prohibition against the advertisement of hard liquor." There are reasons of expediency to perpetuate the prohibition against liquor commercials, said Mr. Collins in his speech, "but we must recognize the basic issue. We know the persuasive power of broadcast advertising and do not feel that this great power should be used to promote the sale of more hard liquor. In all honesty we know that this would not further the public good."

Self-Denial • In his news conference the NAB president said he was "very pleased" that other stations had elected to stand by the codes after WOXR New York decided to accept liquor commercials (Broadcasting, March 23, et seq.). Mr. Collins predicted that if the general prohibition against liquor advertising prevailed, the legislative reprisals provoked by WOXR would fail to materialize.

Three weeks ago Senators Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, co-sponsored a bill to prohibit the broadcast of hard liquor advertising. That bill will "go no farther," Mr. Collins said, if other stations refuse to follow WOXR's example.

In taking public issue with Mr. Collins, Mr. Strouse proposed that the subject of liquor advertising be studied with a view to possible amendment of the codes.

"I believe very strongly in this maturing industry," said Mr. Strouse. "There are certain programs on certain stations in specific parts of the country which could carry liquor advertising without adverse effects on the community the station serves: particularly some hard-pressed FM stations with strictly adult programing."

Mr. Strouse said he realized that the more mention of the subject arouses opposition in Congress and among distillers. But he said a study ought to be made in search of answers to such questions as:

"What really would happen on Capitol Hill if selected stations under controlled conditions carried liquor advertising?

"What would be the reaction of our good friends among the breweries and in the wine industry?

"Is it true or false that we might face legislation which would outlaw beer or wine if we attempted to carry hard liquor?

"If hard liquor advertising were to be approved, what kind of rules could be drafted to prevent irresponsible stations from going hog-wild on this matter?"

Mr. Strouse said he thought the issue "requires intensive study and possible, eventual code amendments."

Liquor advertising was one of a number of subjects discussed by Mr. Collins in his news conference and his speech.

Cigarette Ads • He was asked in his news conference whether he saw an inconsistency between the rejection of liquor advertising and the acceptance of advertising for cigarettes, which have been labeled a health menace by the U. S. surgeon general's special committee on smoking and health.

Mr. Collins said that evidence was
WGN proudly announces another special service to the world of broadcasting. During the 1964-1965 World's Fair in New York, WGN has exclusive radio and television rights to the daily programs honoring Abraham Lincoln from the Lincoln Theatre of the Illinois “Land of Lincoln” pavilion. Special events in the theatre may range from addresses by world-famous Lincoln scholars or distinguished members of our government to the reading of an eighth grade Lincoln essay by its youthful author. For availability of newsfilms and audio tapes of these exclusive programs write: Tradition of Lincoln, WGN, Inc., 2501 West Bradley Place, Chicago, Illinois 60618.

"Public sentiment is everything. With public sentiment, nothing can fail; without it, nothing can succeed."

Ottawa, Illinois-21 August, 1858
clear that cigarettes were injurious and that cigarette consumption ought not to be encouraged. But as long as cigarettes could be legally sold and legally advertised, he said, a "certain range of cigarette advertising" was acceptable on radio and television.

He said he was "proud" of the recently adopted code amendments prohibiting cigarette commercials that appeal to youth. He indicated he hoped still more restrictions would be adopted. In response to a question he said he thought it wrong to broadcast cigarette commercials at times when a high proportion of youngsters are in the audience or in programs appealing to the young.

Collins and Clutter - In his news conference he also said that "overcommercialization" existed, especially in television. He referred to recent NAB code authority efforts to weed out the clutter of advertising and promotional announcements and said: "Progress is going to be very noticeable to the public very soon."

In his speech, which was delivered at the convention's first luncheon session last Monday, Mr. Collins set out other areas for broadcaster action.

Radio programming must be improved, said Mr. Collins. He pointed out that the NAB radio board had approved a program clinic project which will get under way later this year.

Pay television must be resisted, said the NAB president (see story page 38).

International broadcasting activities must be expanded, he said. He will soon appoint a committee to act in that field.

Schenley postpones liquor ads on WQXR

The controversial issue of hard liquor advertising over WQXR New York remained up in the air last week with a postponement in the planned commercial campaign of Schenley Industries, New York.

Schenley, through Norman, Craig & Kummel, New York, had intended to start liquor advertising over WQXR April 6, but last week the firm announced "copy problems" would prevent launching of the campaign until April 20.

Schenley declined further comment.

WQXR said Schenley's action will have no effect on the station's policy to accept hard liquor advertising after 10:30 p.m. every day but Sunday (BROADCASTING, March 23). Another prospective liquor advertiser, McKesson & Robbins, New York, earlier changed its plans and is now using its WQXR sponsorship to air commercials for liqueurs and wines (BROADCASTING, April 6).

A move to excommunicate liquor stations

Membership doors of the National Association of Broadcasters may be closed in the future to the small group of radio stations that accept liquor advertising. This was the intent behind lengthy discussions in Chicago last week at a closed meeting of the NAB TV code board.

The code board, however, decided to defer such a recommendation pending a determination of sentiment on the parent NAB board, which would be required to take such an action. Officially, the code board adopted a resolution "strongly reaffirming the present TV code provision which prohibits the advertising of hard liquor on TV as not in the public interest."

Unofficially, the board consensus reportedly was that stations which accept hard liquor commercials should not be permitted to belong to the NAB. Prominent among this group is WQXR New York (see below). The subject will be discussed with NAB directors before the next code board meeting in May.

Clearer definition of smoking perils sought

A national advertising campaign designed to "make the young understand the dangers of smoking" was proposed last week by Mrs. Esther Peterson, special assistant to the President for consumer affairs, at the third annual Moral Tone in Advertising awards luncheon (April 7), sponsored by Manhattan College, New York.

Although she did not say just how such a campaign would be carried out, Mrs. Peterson urged advertising "pace-setters" to refrain from "glamorizing" cigarettes when appealing to young people who have not yet taken up the habit already adopted by their elders. "These [cigarette] commercials are designed for the young and impressionable," she continued. "They are designed to recruit a continuous supply of new smokers."

"How long must we be subjected to ads which feature a lovely girl staring adoringly into the eyes of a man who smokes Brand X?" she asked. "How long must we suffer the rugged cowboy who proves his virility by lighting up a Y... Will the flowers and freshness of spring continue to lift up our spirit if we smoke Z's?"

"The young man wants to be rugged, the young girl wants to be popular; both want to be accepted—but what do these wishes have to do with smoking?"

Advertising "directed toward children," she stated, "creates more public ill will than any other advertising practice currently used. Parents are constantly fighting the influence of poor advertising on their children—the debasing of sex by treating it in a shallow manner, the glamorizing of the 'pretty' and the 'handsome' without ever recognizing the importance of intelligence and ability, the romanticizing of things which are harmful to mental and physical health—the false standards exemplified in too many television commercials."

Mrs. Peterson, who also is assistant secretary of labor for labor standards, acknowledged that "advertising has been a powerful force in helping to create for Americans the highest standard of living... in the world." But, she said, "advertising still leaves much to be desired." Commercials directed toward "the poor and uneducated who are least able to withstand its blandishments are a national disgrace."

She suggested that advertising could "do more to improve the quality of American life" and could use its "influence to improve radio and TV programming."

Awards were presented by Brother Gregory, F.S.C., president of Manhattan College, to advertisers and their agencies for outstanding newspaper and magazine advertisements.

New group opposes FTC cigarette rules

A new voice last week was added to the chorus of interests opposing the rules on the labeling and advertising of cigarettes proposed by the Federal Trade Commission.

The newly formed executive committee of the Growers of U. S. Tobacco filed a statement at the FTC strongly opposing the rules, which would require hazard-to-health warnings on cigarette labels and advertisements. A hearing on the proposal was held last month (BROADCASTING, March 23), but the record is open for new filings through Wednesday (April 15).

The committee, organized last week, represents more than 1.25 million tobacco workers. Fred S. Royster, Henderson, N. C., was named committee chairman.
THE VICTORIOUS WRITE-IN CANDIDATE!

BACHELOR FATHER
157 HALF HOURS

Ambassador for Primary Consideration
...Has already carried 48 out of 50 States!
Write in "Bachelor Father" on your schedule now!
The top TV advertisers for 1963

P&G NO. 1 AGAIN, UPS SPENDING $18.5 MILLION OVER 1962

A national advertiser in 1963 had to spend more than $29 million for network and spot TV combined (figured at gross time rates) to rate among the top 10 advertisers. In 1962, the level was about $6 million less.

General Mills, which ranked No. 10 among the top 100 advertisers in TV last year, accounted for $29.4 million in network and spot, a $7.4 million increase over 1962.

The computations were made last week by Broadcasting on the basis of Television Bureau of Advertising's release of the top 100 spot TV advertisers (gross time billing). A week earlier TVB had released an alphabetical listing of the top 100 in network TV.

Procter & Gamble Co. added on a hefty $18.5 million to its 1962 level to come in with $30.4 million as the nation's top TV advertiser. P&G's network shot up over $6 million, its spot billing increased over $10 million.

Colgate-Palmolive once again was No. 2, up from $47.3 million to $51.7 million. American Home Products, No. 3 in the previous year, took the second spot with $51.4 million (up from $44.8 million). Bristol-Myers, No. 6 in 1962, ran a close third last year by running $51.09 million. General Foods spent about $9.1 million more to stay in the No. 5 spot at $50.4 million.

Lever Bros., which spent several thousand dollars more last year than in 1962, nevertheless dropped from No. 3 in that year to No. 6 in 1963. Its total for network and spot combined: $46.9 million. General Motors, by increasing some $7 million over 1962, easily moved up a notch to No. 7 with $32.7 million.

(GM in this compilation includes dealer spot.)

The next ranking advertisers were R. J. Reynolds (No. 8) at $30.5 million and Alberto-Culver (No. 9) at $30.4 million.

High Spot for P&G • In the spot figures released last week, P&G by spending over $70.5 million, more than doubled the nearest contender, second-ranking General Foods at $29.2 million. Colgate-Palmolive was No. 3 in spot with $27.7 million, followed by Lever Bros. at $21.7 million.

In total, advertisers placed an estimated $871 million in national and regional spot TV last year, an increase of 20.8% over the $721.2 million estimated for 1962. Total gross time billing in network last year was $832,736,800. Combined network and spot came to $1.7 billion (Broadcasting, March

Source: N. C. Rorbaugh Co.

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COMMERCIAL PREVIEW: Banks get push from statesmen

George Washington, Ben Franklin and Franklin D. Roosevelt team up as subtle salesmen in a new TV commercial made for cooperative local bank advertising. The spot was created by Guild, Bascom & Bonfigli Inc., New York, for the Foundation for Commercial Banks, Philadelphia, in a series of "talking coin" spots.

George, Ben and FDR appear as faces on their respective coins, a quarter, a half dollar and a dime.

George and Ben, stars of the spot, appear in close-up, and their features change as they speak. They are supported by a chorus of FDR's.

Ben starts by asking George, applicant for a job at a full-service bank, if he has had any previous experience. It transpires that he hasn't, and Ben explains that full-service banks offer personal loans (FDR dimes form a profile of a man), home loans (dimes outline a house) and automobile loans (dimes shape into a car, complete with spinning wheels).

Just when it seems that George is too inexperienced to land the job, Ben relents, coining the following phrase: "You look like you have an honest face." But a look at Washington's face in the final frame makes the viewer wonder about Franklin's judgment.
KELLOGG'S GOES FOR A BIGGER BITE OF CEREAL SALES

You have to get up early to dish up healthy increases in today's tough food business. Kellogg's Corn Flakes includes the Blair Group Plan among its media buys to reach the audience Kellogg's wants to deliver its message to...

Blair is national in reach, but caters to local tastes. Through spot radio it zeros in on your market via National Survey #1. At the same time, popular local personalities add their special snap and flavor to your sales story.

Only the Blair Group Plan gives you such tight control of your market mix through its Bull's-Eye Marketing Service. No wonder Blair Radio is America's most influential group of stations. Order your tailor-made plan by calling your Blairman today.

Black & Decker success

Black & Decker, a Towson, Md., power tool manufacturer, wanted to make individuals and industrial accounts aware of its repair offices around the country, so it turned to local television news, weather and sports programs.

Viewers were offered free tool service and free accessories if they brought in a B&D tool with a serial number ending in zero. Business has since boomed in all 10 repair centers, and new industrial accounts have been traceable directly to the TV campaigns.

B&D says that the TV advertising has been “the best thing we’ve done in years.” The firm’s agency is VanSant, Dudgale & Co., Baltimore.

Dry foods (flour, mixes
rice etc.) $12,874,000
Fruits, vegetables, juices 11,282,000
Macaroni, noodles, etc 10,570,000
Meat poultry & fish 11,946,000
Soups 5,723,000
Miscellaneous foods 15,773,000
Miscellaneous frozen foods 2,809,000
Food stores 9,374,000
GARDEN SUPPLIES & EQUIPMENT
Gasoline & lubricants 33,018,000
Glass & oil 32,117,000
Oil additives 725,000
Miscellaneous 176,000
HOTELS, RESORTS, RESTAURANTS 814,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES 29,581,000
Cleaners, cleaners 19,395,000
Floor & furniture polishes, waxes 7,178,000
Glass cleaners 358,000
Home dry cleaners 220,000
Shoe polish 1,206,000
Miscellaneous cleaners 1,235,000
HOUSEHOLD EQUIPMENT—APPLIANCES 8,080,000
HOUSEHOLD FURNISHINGS 2,628,000
Beds, mattresses, springs 1,041,000
Furniture & other furnishings 1,587,000
HOUSEHOLD LAUNDRY PRODUCTS 62,155,000
Bleaches, starches 12,553,000
Packaged soaps, detergents 42,255,000
Miscellaneous 7,347,000
HOUSEHOLD PAPER PRODUCTS 18,932,000
Cleansing tissues 3,625,000
Food wraps 5,694,000
Napkins 205,000
Toilet tissue 2,635,000
Miscellaneous 6,753,000
HOUSEHOLD GENERAL 7,638,000
Brooms, brushes, mops 229,000
China, glassware, crockery containers 1,247,000
Disinfectants, deodorizers 1,332,000
Fuels (heating, etc.) 821,000
Insecticides, rodenticides 2,224,000
Kitchen utensils 701,000
Miscellaneous 1,084,000
NOTIONS 168,000
PET PRODUCTS 11,499,000
PUBLICATIONS 2,316,000
SPORTING GOODS, BICYCLES, TOYS 10,902,000
Bicycles & supplies 211,000
Toys & games 10,355,000
Miscellaneous 585,000
STATIONERY, OFFICE EQUIPMENT 892,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS 781,000
Radio & television sets 365,000
Records 189,000
TOBACCO PRODUCTS & SUPPLIES 38,857,000
Cigarettes 34,590,000
Cigars, pipe tobacco 3,742,000
Miscellaneous 496,000
TRANSPORTATION & TRAVEL 12,550,000
Air 8,432,000
Bus 2,110,000
Rail 1,087,000
Miscellaneous 915,000
WACHES, JEWELRY, CAMERAS 4,070,000
Cameras, accessories supplies 1,146,000
Clocks & watches 39,000
Jewelry 62,000
Pens & Pencils 2,660,000
Miscellaneous 163,000
MISCELLANEOUS 8,531,000
Trading stamps 883,000
Miscellaneous products 2,777,000
Miscellaneous stores 4,870,000
TOTAL $871,063,000
Nearly a million Southern Californians make this trip daily!

At KNXT, good news travels fast and far. It has to... to keep Southern Californians up-to-the-minute on what's happening throughout their booming, multifaceted state, the nation's largest.

Latest example: Channel 2's recently-established Sacramento News Bureau, the first and only news bureau established by a Los Angeles station in the state capital (365 miles away!). And the only television news bureau located right in the Capitol building. Each weeknight, on "The Big News" (which reaches more homes per quarter hour than all competing local news broadcasts combined*), viewers are taken to the Capitol via special filmed reports. For the first time, audiences are in close touch with the Governor, members of the State Assembly (50% of whom are from the KNXT coverage area) and other state officials for immediate word on matters of vital concern to themselves and their community.

KNXT's Sacramento News Bureau typifies local television that ranges far and wide to hit home. Thus, Southern Californians seeking a clear picture of important events—world, national and local—need travel only as far as Channel 2 on the dial. That's one reason they make that trip so often.

*Latest ARB estimates, subject to qualifications which KNXT will supply on request.
Xerox to Underwrite UN Specials

$4 Million Project of Six Programs Will Have Roster of Top Producers, Writers—and No Commercials

The Xerox Corp., Rochester, N. Y., is investing $4 million to underwrite the production and presentation of six 90-minute special programs, dramatizing various aspects of United Nations activities. The programs start in January 1965 on ABC-TV and NBC-TV. The agency is Papert, Koenig, Lois, New York.

An unusual sidelight to the project is that name writers, directors and actors have agreed to work for scale and producers have waived their fees. Any funds remaining from Xerox's $4 million investment and any residual income deriving from overseas sales and subsidiary sales will accrue to the Telsun Foundation, a nonprofit organization created specifically to develop this TV series. Telsun will distribute the revenue to agencies or affiliates of the UN.

Another unusual feature of the project is that Xerox, which manufactures office copying machines, has agreed to dispense with product commercials during the telecasts and will restrict its messages to institutional identifications.

Four of the programs will be carried on ABC-TV and two on NBC-TV. The dramatizations will stress the need to make and keep the peace and will focus on hitherto little-known but significant social and economic work of the UN. Producers will be given "wide freedom" in developing their projects, according to Telsun.

Among those participating in the undertaking as producer-directors are Peter Glenville, Stanley Kubrick, Joseph L. Mankiewicz, Otto Preminger, Robert Rossen and Sam Spiegel. Fred Zinnerman will serve as director for the program which Mr. Spiegel will produce.

Writers currently at work on dramatizations are Reginald Rose, Tad Mosel, Peter Stone and Mr. Kubrick. Two other writers will be announced at a future date. Among the composers who are donating their services are Elmer Bernstein, Henry Mancini, Richard Rodgers and Alex North. Many name actors have agreed to perform at minimum scale, it was said.

Joseph C. Wilson, president of the Xerox Corp., said it was the "highest of privileges" to be associated with a series that will help world understanding. He added: "It is our deeply considered judgment, cold and calculated, that this company will benefit by the association with the United Nations and with the participating artists. . . . Our objectives are to help men better communicate with each other, and, therefore, it is all important for Xerox to be favorably known throughout the world as an institution, which is willing to risk in order to improve understanding."

The series will be supervised by Edgar Rosenberg, who will serve as producer-executive and coordinator for Telsun. The Telsun board of directors consists of Mr. Wilson and Paul G. Hoffman, Mrs. Anna M. Rosenberg Hoffman, Mrs. Albert D. Lasker, Robert Benjamin, Eugene R. Black, Donald L. Clark, Andrew Heiskell, Sol M. Linowitz, John J. McCloy, Frederic Papert, William S. Renchard, and General Alfred M. Gruenther.

CBS-TV was asked to participate in the project but declined. Richard Salant, vice president and assistant to the president of CBS Inc., issued a memo Wednesday (April 8), outlining the background of negotiations with Telsun and the reasons for the network's refusal. The memo was addressed to Dr. Frank Stanton, CBS president.

He said Telsun officials approached the network last fall and said the project would cover a number of programs, dramatic, documentary as well as musical, that would show the UN in "some favorable way." Originally, Telsun urged CBS-TV to carry all six programs but later suggested that each network carry two shows, Mr. Salant reported.

The network declined to participate in the undertaking, Mr. Salant explained, because (1) CBS has a policy of producing its own public affairs and documentary shows dealing with current issues; (2) it was a policy of not presenting dramatic shows whose primary purpose is political and not dramatic, and (3) the presentation of programs featuring the United Nations conceivably could lead to a demand for equal time by organizations opposed to the UN.

Mr. Salant listed, in his memorandum, examples of extensive coverage of UN activities on CBS-TV and CBS Radio. A Telsun spokesman said CBS-TV was offered only two shows as were all networks and only dramatic presentations were proposed and not documentaries. He declined to make further comment on the CBS memorandum.

Xerox's Wilson
KOVR is now first in Sacramento-Stockton and it's easy to see why, with 5 of the top 10, and 10 of the top 20 shows on channel 13.

FIRST 5:00-7:30 PM
MON-FRI

FIRST 5:00-11:00 PM
MON-FRI

FIRST 7:30-11:00 PM
MON-SUN
Bunker blasts ad 'Establishment'

RAB president charges that Madison Avenue hierarchy has 'virtually exclusive reliance' on TV advertising

One of the toughest problems facing radio in its effort to improve its competitive position is the existence of a Madison Avenue 'Establishment,' whose members recognize only television.

Edmund C. Bunker, president of the Radd Advertising Bureau, made this argument in an appearance before the radio assembly at the National Association of Broadcasters convention in Chicago last week.

Mr. Bunker said he and other RAB officials are making "the most extensive coverage of agency media department in RAB's history." But, he added, "there is no overnight miracle possible in changing the thinking of those for whom virtually exclusive reliance on television has become a way of life."

"A hierarchy of people has been built up in recent years completely revolving around television. We might call this the Establishment," he said, "a kind of civil service in the grand old tradition of the British empire."

He said the Madison Avenue Establishment includes not only advertising agency executives and creative personnel but advertisers' brand managers "to whom advertising is television."

Encouraging Signs • Mr. Bunker said that one of the heartening developments in the past year was the manner in which radio competitors began to cooperate in various industrywide campaigns, including the all-out effort to develop dollar figures on expenditures for radio advertising.

Mike David, RAB's administrative vice president, said RAB plans to release a list of the top 200 spot radio advertisers for 1964, as well as figures on network radio accounts. The task of collecting the figures is already underway. RAB recently published the figures on the top 50 spot spenders in the radio medium (BROADCASTING, March 9).

Mr. David also announced that RAB plans to launch a drive to expand co-op billings—and in this connection he welcomed the FCC's proposed rule to prohibit double billing (BROADCASTING, March 30). Double billing generally involves a scheme whereby manufacturers are deceived into paying more than they actually are obligated to pay of a local dealer's co-op advertising costs. Mr. David said the proposed rule would help convince national advertisers that radio "has been disproportionately criticized for co-op abuses that apply to the smallest fraction of the radio broadcasters."

Therefore, he said, the commission's proposed rule "should provide us with a means of once and for all ending the attitude on the part of some national advertisers that radio co-op plans must be more carefully controlled than those for other media. This was always a myth and printed media had more means of inflating co-op than were ever dreamed of in broadcast circles, Mr. Bunker stated.

Cigarette Advertising • Mr. Bunker warned however, of the possible consequences of a rule proposed by another agency. The Federal Trade Commission's proposal to impose tight controls over cigarette advertising, he said, could result in $20 million being lost by radio to print advertising.

The RAB and NAB have gone on record with the view that the FTC lacks the authority to adopt the proposed regulations. And Mr. Bunker suggested that broadcasters, "in this election year," express their views on the matter to the members of their congressional delegation.

Development of valid measurement techniques, Mr. Bunker said, is of critical importance. "It can be the foundation on which the prosperity of radio rests for decades to come," he said.

Robert Alter, vice president and director of national sales, presented highlights of RAB's Radio Marketing Plan, which is designed to bring the advertiser's message specifically to those who make the buying decisions.

He recited a series of case histories that, he said, showed "radio now has the best story to tell in the history of the medium."

Included among the case histories were campaigns for Delta Airline, Ballantine beer, Eastman Kodak film,Ralston's Chex cereal and Metrecal, a weight-reduction product. "For all of this range of products," he said, "radio has been tremendously successful. In a number of cases where TV was paired with radio in separate markets," he added, "radio outperformed television."

Cash calls for heavier TV sales

Five honored for doing what TvB president wants: getting new accounts and adding to the old ones

Television needs to sell time to more advertisers and more time to current advertisers, the Television Bureau of Advertising said last week—and then honored five salesmen for "outstanding" examples of meeting the need.

The winners of TVB's second annual "outstanding salesmen" competition were announced as part of the bureau's presentation at the Wednesday morning television assembly of the National Association of Broadcasters convention in Chicago. Among the five co-equal winners was one—Warren Anderson, Wrex-TV Rockford, Ill.—who sold a program entitled Freedom University of the Air to a total of 65 different clients in one season.

Other award winners honored at the session were L. H. (Curt) Curtis, KSTV Salt Lake City; Arthur Harris, WRGB (TV) Schenectady, N. Y.; William Knowles, WOOD-TV Grand Rapids, Mich., and Paul Weiss, WTVJ (TV) Miami.

Norman E. Cash, TVB president, told the assembly that although television has been the No. 1 medium in sales for eight consecutive years and is still outgaining other media, too much of its business comes from too few industries. Expanding the client list, he said, is TVB's "first responsibility." He cited trade associations, which currently put only about 10% of their combined budgets into TV, as one of the bureau's major current targets.

Mr. Cash also saw a need for getting bigger budget shares from current television users: "When a company in the top 100 national advertisers spends almost 60% of its budget in television, it seems to believe it can now afford to look at other media—that 60% is enough. It's going to take something extra to sell this remaining 40%, too."

He also warned that magazines are becoming more competitive with television, and showed portions of TVB's "Heart Beat" film presentation, aimed at both national and local prospects who continue to use print.

The TVB session also presented the bureau's filmed interview with Leonard Lavin, whose Alberto-Culver Co. puts practically all of its advertising money into television and credits this strategy with a large share of its success. In the film Mr. Lavin calls television the "most economical and most effective selling medium there is," and says that "tosofar as television is not economical, I think it's the advertiser's fault."
Adults Only

The latest Pulse shows WIP Radio reaches 23% more adults, morning to night, than any other station in the Greater Philadelphia area.*

We planned it that way.

Our programming is a careful blending of the news, the music and the personalities that attract and hold listeners, and keep cash registers ringing all over the Delaware Valley. Nice things happen to people who advertise on WIP Radio.

WIP/610

610 AM/93.3 FM, HARVEY L. GLASCOCK, V.P. & GENERAL MANAGER, REPRESENTED NATIONALLY BY METRO RADIO SALES
METROPOLITAN BROADCASTING RADIO, A DIVISION OF METROMEDIA, INC.

*CCY/JAN/FEB PULSE, AVG. QTR. HOUR 6 AM-8 PM
Goldwater using TV in primary campaigns

Statewide live television hookups in prime time have become the major media strategy in Senator Barry Goldwater's (R-Ariz.) campaign to win the Republican presidential nomination.

Starting last Monday (April 6) in Oregon, and continuing in Illinois Friday (April 10) and in Illinois tonight (April 13), the senator's campaign organization has purchased prime time for 30-minute speeches by the candidate. Within the next 30 days Senator Goldwater will make televised appearances over statewide hookups in Indiana, Nebraska and California, and plans are afoot for a series of programs on a national TV network.

The senator said publicly in Oregon last week that he was adding television "to reach all the people." His campaign staff has been planning a major TV push since November, according to Lee Edwards, director of public information, of the Goldwater campaign headquarters.

Tonight's Illinois presentation will be the first showing of "A Choice, Not an Echo—the Barry Goldwater Story," a 30-minute documentary on the senator's life and philosophy prepared by Fuller & Smith & Ross, the campaign agency. The feature will be available for public service programming elsewhere, Mr. Edwards said.

Present TV plans call for heavy use of programs. More spots and some program segments were used in the New Hampshire primary campaign. Local agencies are being utilized in some instances (Broadcasting, March 2).

Why TV Now? • The shift to television was recommended in a lengthy memorandum on media strategy prepared by Mr. Edwards late in November, after the assassination of President Kennedy. He recommended TV "because he [Senator Goldwater] is so effective on it" and because the campaign faces a major "education job." The senator's opinions are "unusual" to a good many Americans, Mr. Edwards said.

So far TV buys have been worthwhile, judging from opinions of local campaign workers, according to Mr. Edwards. No polls or ratings of the television programs are being made, he said.

The senator's major address will be broadcast statewide "as much as possible" in every single state, Mr. Edwards said. The Goldwater schedule for live half-hours beyond today: from Indianapolis April 20, Portland, Ore., April 24 and Omaha, Neb., May 11. A Goldwater speech from Madison Square Garden in New York is being considered for national broadcast.

Cost of the appearances so far: $4,000 for time in Oregon and $10,000 in Illinois.

Radio is playing a "supplementary role" in the Goldwater strategy, Mr. Edwards said. Considerable radio is being used in California. Newspaper ads and volunteer organizations are being used to build audiences for the live TV shots, he added.

Business briefly . . .

Beech-Nut Life Savers Inc., New York, has scheduled a heavy TV concentration of 15-second announcements in 64 major markets starting April 19 to promote a new baby food premium during National Baby Week. Benton & Bowles, New York, is the agency for Beech-Nut baby foods.

R. J. Reynolds Tobacco Co., through William Esty, New York, and Sharptown Development Corp., Houston, have signed to sponsor the Houston Classic Golf Tournament April 18 (5-6 p.m. EST) and April 19 (4:30-5:30 p.m.) on 120 TV stations arranged by Sports Network Inc.


Burrus Mills Inc., Dallas, through Tracy-Locke Co., that city, has begun a campaign in the Southeast and Southwest. The campaign includes 30-second spots on 70 radio stations, and one-minute filmed spots on 22 TV stations.

RAB honors top radio commercials

The Radio Advertising Bureau handed out its annual awards for the top radio commercials of the year last week—and took the occasion to boost radio commercials over those presented on television.

"The radio commercial of today is operating at a far higher and fresher level than the television commercial or the stereotyped, tired images of printed advertising," said Edmund C. Bunker, RAB president. "That's one reason people don't resent radio commercials and the reason we have no clutter problem in radio."

Mr. Bunker announced the RAB awards for most effective commercials in the past year at the National Association of Broadcasters convention in Chicago last week. The number of awards was increased from 12 to 17 with the addition of five awards for regional commercials.

The companies receiving the awards and their advertising agencies will receive gold record plaques. The winners follow:


Regional radio commercials: P. Balantine & Sons, Ballantine beer, Esty; Bank of America, National Trust & Savings Association, Bank of America, Johnson & Lewis Inc.; California Oil Co., Chevron gas, BBDO; Mary Ellen's Inc., Mary Ellen's jams & jellies, Guild, Bascom & Bonfigli; Quantas Empire Airways Inc, Quantas Airline, Cunningham & Walsh.

Monster drawings draw big audience

Evilun, a lady attired in a weird manner, is the hostess of the KSLA-TV Shreveport, La., Terror series of late night horror movies, and a popular one at that. In one promotion she drew 5,000 entries in a contest to see who could draw or sculpture the ideal monster, then she helped break attendance records at the Louisiana Exhibit Building, where a showing of the "folk art" drew 62,000 people.

Movie monster Lon Chaney was imported from Hollywood to judge the show and pick from the 5,000 masterpiece the worst entry of all, a difficult assignment well done. Mr. Chaney signed his "Wolfman" scrawl for 2,500 autograph-seeking youngsters.
GET YOUR PITTSBURGHERS HERE!

In the food field, Kellogg does. They buy WIIC exclusively in the Pittsburgh market. There's just no better TV spot buy in the market. Check the figures and availabilities with Sales Manager Roger Rice or your Blair-TV man.

CHANNEL 11 WIIC NBC IN PITTSBURGH
Who says a good convention

TW3's Nancy Ames and friends spoofed broadcasters at NBC dinner.

George Whitney (l), KFMB San Diego, Dick Dinsmore of Desilu.

SESAC's suite swung with Hildegarde, Duke Ellington, others.

Triangle's pub served beef and ale to steady stream of delegates.

Art Linkletter brought on the talent at CBS banquet for its affiliates Sun-

BROADCASTING, April 13, 1964
At left: ABC-TV's dinner dance for affiliates. Below: NBC's Bob Sarnoff (center), MCA's Sonny Werblin (r).

has to be dull?

The American male at a convention is different from the American male in other habitats. He tends to take on common coloration (florid), to put on common dress (blue suit flecked with ashes), to speak in common idioms (“When you get in?” “Where’s the action?”).

He wears a badge on which his name and business affiliation are typed in letters large enough to be read by veteran delegates whose eyesight fails before their compulsion to attend conventions. If he is without a badge it is because he is a network president or unemployed.

Sometimes the delegates assemble in large bodies to nod through speeches or in small bodies to make policy, as they call it. All these rituals are arduous, and no delegate would be human if he resisted the relaxations described on this spread and the next.

MGM's Mary Beth was among most helpful hostesses.

day night in Chicago's new Continental hotel.

Fran Allison at ABC Radio party.

K&E's Jean Nicholson visited MGM.

RCA's moonmaids, improved versions of current Dick Tracy character, sent some engineers out of this world at RCA equipment display.
Left: one of Desilu Sales’ models freshens up.

George Burns, Connie Stevens of new “Wendy and Me.”

GE’s models helped keep an array of cameras in focus

Almost everybody
Bosun's whistles at Four Star.

Trans-Lux pirate meets a caller.

Happy days at the Ampex suite.

King Features had toys to take home.

The '20's at United Artists

had something for the boys

Traffic builders for Lee-Jeffreys suite operated as shown in pictures at left, above and at right.

BROADCASTING, April 13, 1964
TIO previews TV spots at meeting

The first two of a series of 20-second spot announcements stressing the diversity of television programs, prepared by the Television Information Office for on-air use by stations, were previewed at the National Association of Broadcasters convention in Chicago last week.

They were shown by Roy Danish, TIO director, as part of a TIO presentation that also reported on research, special reports, advertising, library services and other TIO activities to improve public understanding of television.

Another feature of the presentation was a mock panel discussion in which actors cast as educational and community leaders criticized television and a panel of broadcasters gave their replies—in all cases using material taken from TIO publications. The broadcaster panelists were Paul Blue, KZL-TV Denver; Joseph Dougherty, WPRO-TV Providence, R. I., and C. George Henderson, WSOCTV Charlotte, N. C.

Mr. Danish announced that a TIO advertising campaign on behalf of television has won a Saturday Review award for “distinguished advertising in the public interest.” The advertisement related the 1,500 hours of TV each month to the 1,500 books published each month, and urged viewers to be as choosy about picking TV programs as about selecting books.

The spot announcements shown to the assembly may be used alone or in connection with local program promotional announcements. The theme of both is “What do you like? The free choice is yours on television.”

Mr. Danish also reported on the recent Elmo Roper study, commissioned by TIO, which showed that public opinion ranks television substantially ahead of other media. A slide presentation based on the Roper findings has been sent to TIO sponsors (members) for use in community relations activities and in sales promotion.

Drumbeats . . .

Movie promotion: Metro-Goldwyn-Mayer, which is releasing “The Unsinkable Molly Brown” this summer, plans to promote the feature film with a five-minute TV film produced by MGM-TV called “The Story of a Dress.” The featurette, scheduled to go to television stations at the same time the film is released, details the history of one of the gowns worn in the movie by Debbie Reynolds.

Clown drawing: McDonald’s Drive-Ins in St. Louis, a sponsor of Corky the Clown Show on KSDK-TV that city, held a contest on the children’s program, asking moppets to draw a picture of Corky in a McDonald’s cap. The five-week contest drew more than 13,000 entries with a portable TV set and transistor radios offered each week. McDonald’s has renewed its sponsorship of the program on a long-term basis.

‘Concentration’ is now supermarket game

NBC-TV’s daytime Concentration program with Hugh Downs is the theme of a new supermarket promotion game which will tie in newspaper and spot television and radio advertising by grocery chains.

The new “Concentration” game is played with cards handed out in the food stores. When the cards match up with cards printed in local newspaper advertising, the holder may win merchandise or cash prizes.

Filmed television announcements and radio spots in which Hugh Downs explains the game, are provided to the stores for placement on local stations.

Henry Reichman Sales Builders, which created the game, said the Purity chain in California has already begun the game and that other chains would soon begin. The contest runs in 10-week cycles.

The 90 Purity stores have used radio but no television in introducing the promotion.

A-K’s Shoelather award

The 1963-64 Shoelather awards, presented annually by Avery-Knodel Inc., New York, were won this year by Arthur O’Connor, manager of the representative firm’s Detroit office and Donald F. McCarty, director of radio market development in New York.

The awards presented by J. W. (Bill) Knodel, A-K president, honor Avery-Knodel employees for outstanding sales service on behalf of stations represented by the firm.

Enter Miss Spotless

“Susan Spotless” makes her debut this month in a national advertising campaign to reduce litter. Sponsored by Keep America Beautiful Inc. and The Advertising Council, the campaign will include spot TV and radio commercials for use between April and September. All advertising messages carry the familiar admonition by Miss Spotless that “every litter bit hurts.”
She brews a great pot of coffee and swings a mean typewriter. But don't ask her what a roll-top is. She'll tell you it's a new kind of hair-do. For she lives in one world—today's world. We at WABC know her world. So...

We give her news (every half hour). Allan Jefferys' reviews (all the latest Broadway shows). And the music modern America digs. Herb Oscar Anderson gets her day off to a bright start...tells her how to dress for the weather, how late her train will be. When she's home for an evening, Scott Muni keeps her purring with music and masculine charm. The Bruce Morrow Show tucks her in at night. But if she doesn't feel like sleeping, there's always Bob Lewis' All Night Satellite...WABC stays with our gal...and she stays with WABC.

One more thing about this girl wonder: she shops on her lunch hour till the cash registers ring till! Got the picture? Give her the word on...

WABC

\* AN ABC OWNED RADIO STATION \*

Represented by Blair Radio
Strouse cites NAB's radio member growth

Says this, and passage of Rogers's bill is proof of association's value to broadcasters

The growth in the National Association of Broadcasters' radio membership and the House of Representatives' overwhelming opposition to the FCC proposal to limit broadcast commercials are among the signs of the NAB's value to broadcasters.

This was the message delivered by Ben Strouse, president and general manager of WWDC-AM-FM Washington and chairman of the NAB radio board, in a report on NAB radio activities during the past year, at the association's convention in Chicago last week.

Mr. Strouse reported that 200 AM and FM radio stations joined the NAB in the past year. He called the increase "an indication that more and more radio stations are looking to the NAB as something more than just a trade or business association." He said stations realize that the NAB is needed for effective government relations, public relations and industry self-government.

He said the passage by the House—by a 317-43 vote—of the bill to prevent the FCC from setting commercial time standards was "the most dramatic industry event of recent months." And he said the result was a "dramatic demonstration of cooperation between the NAB, state associations and individual broadcasters all over the country."

But Mr. Strouse also said that while the House action "slaps down the FCC," it also says to broadcasters "do a good job of self-policing, or else."

Warned Broadcasters • Mr. Strouse warned broadcasters that although many of them are "rugged individualists and prefer no regulation at all," it is utopian to expect no regulation. "Next best to no regulation," he said, "is a minimum of governmental regulation, and this can best be achieved by effective self-regulation."

Mr. Strouse caused a stir among his audience when, in a departure from his prepared text, he said the radio code should be flexible enough to accommodate new developments—like hard liquor advertising. Mr. Strouse, who emphasized he was speaking for himself and not the NAB, said broadcasters should study the potential impact of hard-liquor advertising on broadcast stations before rejecting the idea (see page 54).

Sherrill W. Taylor, newly appointed NAB vice president for radio, outlined NAB plans for helping broadcasters in programming matters. He said four clinics will be held next September to provide forums in which broadcasters explore programming ideas and exchange ideas. As a follow-up to the clinics, Mr. Taylor said, he hopes to publish a monthly publication which would be "a kind of printed catalyst for the regular dissemination of program news to the NAB radio membership."

Renewal Problems • At the Wednesday radio session, Robert Rawson, chief of the FCC renewal and transfer division, answered delegates' questions on license renewal matters. He said his staff is closely analyzing station logs to make sure that licensees live up to the standards they set for themselves. During debate on the passage of the Rogers bill in the House, congressmen made it clear that they expected the FCC to consider overcommercialization on a case-by-case basis even though the bill prohibits the adoption of a general rule, he said. The commission will question the commercial practices of those stations which carry the most advertising, Mr. Rawson warned.

He did not disclose the amount of commercial time that would be safe but said a station could expect an inquiry if it carried five or more minutes of commercial time per 15-minute segment. Variations of any of the promises or program percentages made in a renewal application because of unusual local circumstances usually can be easily explained to the commission, he said. "If your composite week is not typical, explain why."

James H. Butts, engineering director of KBTM-TV Denver, said that automation in radio is here to stay and will continue to grow. He said that much controversy still surrounds the merits of automation with some equipment manufacturers hesitating to recommend installation of automatic systems in some stations.

The panelists agreed on the following advantages offered by automation: reduction of manpower and operating costs; more efficient use of existing personnel; frees program personnel from mechanical duties to devote their time to more creative functions, and to improve production while expanding program control.

Records & Radio • The $600 million-a-year recording industry depends on radio to build its stars and sell its records, Henry Brief, executive secretary of the Record Industry Association of America, told the NAB radio executives. Deploiring what he called the "seeming decline of the era of the radio personality," he said name radio performers can be "as important to your future as young talent is to ours. They should be developed and encouraged."

Registration at convention topped 3,800

Registration for the 42d annual convention of the National Association of Broadcasters in Chicago last week reached 3,826, almost 300 above the previous record convention attendance of 3,540 a year ago. These figures do not include hundreds of others representing film companies, equipment exhibitors and broadcast-related companies who were in Chicago for the NAB sessions. One equipment manufacturer sent an army of 300 to the convention, none of whom were in the official total. There were 2,929 registered management delegates and 897 for the engineering conference.
A NEW MAGNETIC RECORDING TAPE THAT OUTPERFORMS ALL OTHERS

A MAJOR BREAKTHROUGH IN THE DEVELOPMENT OF AUDIO TAPE

At last, a magnetic recording tape that provides superior physical and magnetic characteristics, and guarantees the four most important performance features: high output level... durability and wear-ability... distortion-free recording... no print-through.

Gold Stripe magnetic recording tape is specially made for audio use by MAC Panel Company, one of the leading manufacturers of magnetic tape used in digital and analog computers. Through extensive research and development, all of the features previously found only in the most expensive computer tapes have now been incorporated in Gold Stripe.

4 Reasons why Gold Stripe is better for your critical audio recording & playback:

1. 20% higher output level. This means over-modulation is reduced. Gold Stripe tape can be operated over a greater dynamic level without distortion.
2. Extremely durable... excellent wear-ability with no stretching. 5 to 10 times longer wear has been proved in laboratory tests and in tests made by radio and television engineers. Gold Stripe’s ruggedness prevents damaged segments at the beginning or end of a reel, eliminates breakage due to rough handling.
3. Flawless coating prevents head build-up... assures distortion-free recording.
   Gold Stripe’s “Magne-Flo” coating process provides a uniform oxide thickness throughout the surface of the tape. A unique oxide formulation assures more uniform oxide dispersion. Also, Gold Stripe’s “four-zone” drying process and a quality controlled finishing stage guarantee a smooth, hard, defect-free surface. With Gold Stripe, there’s no possibility of slippage during recording or playback due to oxide accumulating on the idler wheel or recording head.
4. No audible print-through. Both speech and music recorded on Gold Stripe tape can be played back with the same fidelity months—even years—later with no audible print-through.

Gold Stripe is truly a professional quality recording tape... yet all of its superior features combine to make it the most economical on the market. And, every reel carries a written replacement guarantee, so you can’t lose. But, don’t take our word for it, decide for yourself; look at the extra hard surface, the flawless coating... listen to the clarity and fidelity of every sound... test it with your most critical equipment.

Gold Stripe is available on 1.5 mil Du Pont Mylar; 1200 feet, splice free, on 7-inch reels. Why not try Gold Stripe soon... just fill in the coupon.

---
Gold Stripe, Dept. B413, 2060 Brentwood St., High Point, N. C.
Please send me... reels of GOLD STRIPE recording tape. I understand reels will be shipped PREPAID and the station will be billed at the rate indicated below:
  I to 11 Reels @ $2.25 12+ Reels @ $2.05

Name ____________________________
Title ____________________________
Station __________________________
Address __________________________
City ____________________________
State ____________________________

2060 BRENWOOD STREET / HIGH POINT, NORTH CAROLINA
NAFMB meets, sees a rosy future for FM

‘New spirit of optimism’ hailed; Schulke resigns;
Cox and panel explore issue of AM-FM duplication

FM broadcasting—the young and growing giant.

That was the picture presented April 3-5 in Chicago at the annual convention of the National Association of FM Broadcasters and the FM day program of the National Association of Broadcasters convention.

Speakers and panelists detailed the past and potential growth of FM and heard audience research reports to be used as ammunition in attracting new advertisers to the medium (Broadcasting, April 6).

There also were arguments for and against duplication of AM-FM programming by stations under common ownership.

The NAFMB board accepted the resignation of President James Schulke (Closed Circuit, March 30), who failed to meet financial requirements under a two-year contract which still had a year to go (see page 78).

FM Interest: "Today, the broadcasting industry is genuinely interested in FM—not curious, not skeptical," Everett Dillard, WASH(FM) Washington and newly elected NAB FM director, told the convention. "A new spirit of optimism abounds. There is no longer the question of 'will FM make it?'" the veteran FM broadcaster said.

Mr. Dillard called on the FM broadcasters to put "this young growing giant to a useful purpose... to find ways to gather in the dollars that it already can and should be getting in its own right and on its own merits... We meet for one purpose only, each of us to determine in his own way how to more quickly transform FM into a full mass medium status. In this respect we are on the one-yard line, and need only the unified push necessary to cross the goal line."

Jointly owned AM-FM operations should shun duplicated programming to ensure the efficient use of limited spectrum space and to offer the public all the services possible. "This is the ultimate conclusion that the entire industry should reach," FCC Commissioner Kenneth A. Cox told the 300 delegates.

Commissioner Cox, speaking at the NAFMB luncheon April 4, stressed that FM broadcasters must re-evaluate the basic tenets behind their programing broadcast. Among the questions they should ask themselves are, he said: Do you want to reach a mass audience and sell time on the basis of ratings as AM and TV do? Do you want to appeal solely to a "quality" audience with limited commercial appeal for advertisers? Or do you want programing in the middle appealing to both the masses and the elite?

Program Service: "You will always have a delicate problem deciding where the balance is," Commissioner Cox said. But, he stressed, whether in a large or small market, FM broadcasting should provide a program service that is not otherwise available to the public.

Only by greatly reducing duplication, he said, can FM ever reach the stature it deserves with the public and advertisers. FM cannot build a firm foundation by giving its services away in combination with AM, he said. He urged the FM broadcasters to emphasize the particular advantages of their medium over standard radio and television. "In seeking advertisers," he said, "offer them as many reasons as possible for defecting" from another broadcast medium. "Do not sell FM as only a quality medium" appealing to minorities, he said.

The commissioner pointed out that the FCC now is considering a rulemaking which would prohibit an FM station from duplicating its sister AM outlet more than 50% of the time. This, he said, is a good starting point in helping FM increase its stature, but noted that the rulemaking was proposed a year ago by only a 4-3 vote and may never be adopted by the FCC. The proposal also looks toward an eventual prohibition of an AM-FM combination in the same market.

Duplication Panel: A panel on "FM
For stimulating conversation,
call Brad Crandall, PL 7-8866

YOU'RE ON THE AIR WHEN YOU CALL WNBC RADIO, PL 7-8866. TALK SPORTS WITH BILL MAZER FROM 4:30-6 PM. TALK ANYTHING WITH BRAD CRANDALL FROM 7:45 PM TO MIDNIGHT. AND LISTEN TO THE NEWEST SOUND IN NEW YORK—YOUR OWN VOICE AND YOUR NEIGHBOR'S—ON WNBC RADIO, 660 ON YOUR DIAL.

To hear your own commercials on WNBC Radio, call CI 7-8300. (Ask for Joe Frazer or NBC Spot Sales.)
programing—Duplication or Nonduplication,” moderated by Harold Tanner, WLDM (FM) Detroit, was divided on the issue. Merrill Lindsay, WSOY-AM-FM Decatur, Ill., said his stations duplicate and that it “just doesn’t make sense” to say flatly that stations should not combine their programing without considering all factors.

Richard L. Kaye, WCRB-AM-FM Boston, good music stations, said his stations duplicate all 19 hours daily because of public demand. He said the stations recently tried separate programing but the public complained and asked for duplication.

WLAL-AM-FM Minneapolis program separately, except for news and public affairs, according to WLON’S N. L. Benson. The public needs and wants this additional program service, he said.

Henry Slavick, WMCA-AM-FM Memphis, said his stations duplicated for 12 years but two years ago separated their programs. He said that nonduplication will cause FM to grow “by leaps and bounds.”

Mr. Tanner said the decision to duplicate or not rests with individual stations and that the FCC should not force separate programing in any percentage. Such a rule would cause “chaos,” he charged, and double the odds against FM in its fight to achieve parity with AM.

Mr. Schulke said that a “true profitability” climate for FM radio is “just around the corner.” He predicted that the last half of 1964 will bring forth “a whole new level of FM revenues. . . . I confidently believe that with the fiscal year starting July 1 FM will produce over-all revenues of $40 million” (compared to $13.5 million in 1962).

Ben Strouse, WWDC-AM-FM Washington and chairman of the NAB radio board, reported on radio activities of the association during the past year. He said that the four radio program clinics planned this fall by the NAB will be of particular interest to FM broadcasters.

Schulke out as NAFMB head
Leaves after one year of two-year contract; new president sought

President James A. Schulke and the National Association of FM Broadcasters agreed to go their separate ways following the annual convention of the NAFMB in Chicago April 3-5.

Although Mr. Schulke had served only one year of a two-year contract, he failed to meet certain financial stipulations during his first 12 months and the NAFMB board of directors accepted his resignation in Chicago. The action by both the president and the board had been expected (CLOSED CIRCUIT, March 30).

Mr. Schulke’s contract, effective March 31, 1963, provided that his employment would terminate if the surplus of funds in the NAFMB treasury did not exceed $75,000 beyond obligations at the end of the first year. The surplus fell “well below” the stipulated amount and Mr. Schulke submitted his resignation in a March 27 letter to T. Mitchell Hastings Jr., WBCN (FM) Boston, NAFMB chairman at that time. Mr. Hastings was succeeded as chairman of the convention by Abe Voron, WQAL (FM) Philadelphia.

The NAFMB president later offered to stay on the job for approximately three months to devise presentations for FM based on audience surveys by The Pulse Inc. commissioned by the association (BROADCASTING, April 6). Mr. Schulke and many of the FM broadcasters felt that, in order to obtain the full value of the Pulse surveys, considerable additional analysis and presentation would be necessary. He therefore suggested that the NAFMB board agree to a short-term arrangement for fund raising and to prepare the research raw data for presentation to advertisers and advertising agencies.

The board, however, rejected this and decided to accept Mr. Schulke’s resignation immediately. The NAFMB membership accepted the board’s recommendation although a half-dozen FM broadcasters urged that the resignation be rejected.

In opening remarks to the NAFMB convention April 3 (prior to the general membership meeting), Mr. Schulke pointed out that he had a two-year contract providing that the second year is void unless a specified sum of money is available for the second year. “Unfortunately, this clause in our agreement does become operable since we have not had a general membership fund raising spot campaign sufficient to meet the terms of the agreement,” he said. “For this reason, as I stand before you today I am . . . not now officially the president of the NAFMB.”

Prior to joining NAFMB, Mr. Schulke was director of advertising and sales promotion for Magnavox Corp., a corporation which has put approximately $200,000 into NAFMB. The association, which has not charged membership dues for the past year, will again assess its members.

Behind the dispute between Mr. Schulke and the NAFMB board reportedly was a conflict over the importance of research of FM audience vs. selling. Some board members criticized Mr. Schulke for spending all of his time on research. The board members, it was reported, felt that the president should have worked closer with them.

Mr. Schulke pointed to the advances made by FM and the association the past year (see page 76) in explaining his position. “For this I am proud,” he said. He said the raw research now exists to make useful sales force and that all that remains is for the information to be put to use. Such research, he said, was a must to show that FM is a “third” broadcasting medium deserving the support of national advertisers.

Mr. Voron, the new NAFMB board chairman, said that the progress of NAFMB during the past year is “due in large measure to the efforts . . .” of Mr. Schulke. He said the association had its most successful and best attended convention in history.

He said the NAFMB New York office will be maintained and that several applications for president have already been received. A presidential advisory committee, consisting of Mr. Voron, Stan Hamilton, WMAL-FM Washington, Frank Knott, WPKN (FM) Tampa and Dave Polinger, WTPF (FM) New York, was named.

Mr. Schulke reportedly received a base salary of $20,000 annually, plus commissions which totaled between $5-10,000.

NAFMB honors two

Mrs. Edwin Armstrong, widow of the inventor of FM broadcasting, and the late J. Frank Beatty were honored by the National Association of FM Broadcasters at its annual convention in Chicago.

Mrs. Armstrong received the award “In grateful appreciation for significant contributions to FM radio” over the years. Major Edwin Armstrong put the first regularly scheduled FM program on the air 25 years ago from his station in Alpine, N. J. Columbia University and NAFMB also announced at the convention annual “major awards" competition for FM stations in honor of Major Armstrong (BROADCASTING, April 6).

Mr. Beatty, a senior editor of BROADCASTING Magazine was honored for his contributions to FM through journalism. Mr. Beatty died last fall after covering the industry for the magazine for 30 years.
Harris cites need for professionalism

To survive as a free enterprise medium, broadcasting must become more professional and less commercial-minded, the chairman of the House Commerce Committee told the National Association of Broadcasters convention last week.

"Broadcasting is too important to be left exclusively to the mores of the marketplace," Representative Oren Harris (D-Okla.) said in raising several questions, including how radio and television can best provide a public service and who has the responsibility for deciding what will be broadcast.

"Who is to call the shots?" he asked. "Perhaps we politicians should not have the only say on some of these questions, but do you broadcasters claim you should? ... This is a most troublesome question which cannot remain unanswered."

Congressman Harris pointed out that broadcasters are constantly seeking more freedoms and less regulation. But, he asked, how are the additional freedoms to be used? "In particular, what is to be the role of broadcasters with respect to the broadcasting of public affairs?" Suggesting an answer, he said that public affairs programs must be the responsibility of broadcast "professionals—not of broadcast businessmen."

There often can be a very thin line between covering public affairs and broadcasters staging them by writing the script, selecting the cast and directing their performance, he warned. "Public affairs that are carried on under klieg lights with cameras whirring and operators jostling for positions unavoidably become quite different things from what they are without this," he said.

Representative Harris spoke Monday afternoon just ahead of a panel discussion on "Freedom and Fairness: The Right to Know" (see page 96).

NCTA is happy with Henry's Chicago speech

A top figure in community antenna television congratulated FCC Chairman E. William Henry for his Chicago speech last week (see page 35) and put in a plug for legislation on which CATV operators have been urging FCC support for several months.

"I am sure that the members of our association [National Community Television Association] are in entire accord with your discussion of the CATV business," Fred J. Stevenson, NCTA national chairman, wrote Chairman Henry Thursday (April 8). "In fact, the proposed legislation which the commission and the NCTA together drafted with respect to the regulation of CATV would accomplish this desired objective of the commission," Mr. Stevenson continued.

Aware that the FCC is awaiting comment on the proposal from the National Association of Broadcasters, Mr. Stevenson added: "NCTA still stands ready to support this proposed bill and we are anxious to receive an expression from the commission as to whether it is still willing to proceed with its introduction in the Congress."

The NAB's initial reaction when shown working documents that outlined tentative FCC-NCTA agreements indicated that they would never do and a new, tough regulatory approach was needed (BROADCASTING, March 23).

The element of Chairman Henry's speech that pleased Mr. Stevenson best was his comment that "CATV provides a useful, though limited service" and ways should be found to "integrate it fully into our national television system." CATV should not be permitted to hamper UHF development, Chairman Henry said, but he called for "strenuous effort to find measures which will allow both kinds of television to survive."

NAB committee plans new building

Plans were made last week by the National Association of Broadcasters building committee to remove legal roadblocks standing in the way of construction of a new NAB headquarters in Washington. The committee, however, still has not made a decision on whether to recommend that the NAB build on its present property, elsewhere in Washington or rent space under a long-term lease.

Norman Glasgow, Washington attorney with Wilkes & Artis, was retained by the NAB last week to seek rezoning laws for the present property at 18th and N Streets, N.W. No difficulty is anticipated in this regard by the NAB, as the property across the street has just been rezoned.

If the zoning venture is successful, the committee plans to hire an architect to design a building. If the NAB does build, a decision also must be made on the type of structure and whether it will be high-rise with the NAB serving as landlord to other tenants.

Clair McCollough, president of the Steinman Stations, is chairman of the building committee.
Again the FCC gets in the answer seat
AND DIFFERENCES AMONG THE MEMBERS ENLIVEN ANNUAL QUIZ

With FCC Commissioner Lee Loewinger supplying the pepper, the FCC provided a dash of spice to the closing hours of the National Association of Broadcasters convention last week.

For 2 1/2 hours, the seven commissioners, participating in an annual convention feature, fielded questions prepared by convention delegates. And during a good part of that time, Commissioner Loewinger was taking issue with points made by his colleagues.

He warned broadcasters they would "regret" the imposition of restrictive regulation on community-antenna and pay-TV systems. He said the FCC should resist the temptation to "play God" by attempting to preserve democracy by itself. And he suggested the commission is exceeding its constitutional authority in asking licensees about religious programing.

The CATV-pay-TV question came up early in the discussion. Commissioner Kenneth A. Cox, in response to a question, said CATV's are a potential forerunner of pay TV.

They condition subscribers to paying without having the same regulation apply to you," he said. "The commission shouldn't get into the regulation of programing on pay TV, CATV or everyday TV or radio."

And regulation of programing on the wired systems, he said, will lead to regulation of programing on commercial television. He advised broadcasters to support only those regulatory proposals they would willingly accept for themselves.

His warning to the commission not to try to play God came in a discussion of the impact that the use of computers by broadcasters covering elections might have on the election process.

Commissioner Frederick W. Ford noted there is some concern that the announcement of election "results," as arrived by the machines shortly after polls close in the East, might have an effect on how—or whether—people would vote in western states, where the polls would still be open.

Suggests Review * Commissioner Ford suggested that broadcasters review the problem, "recognize their responsibility and be guided by the fairness doctrine. But Commissioner Loewinger used the discussion as a vehicle for expressing his concern over the commission's questioning of licensees about their religious programing.

Religion Not FCC Matter * He said the commission has the right to find out what kind of service a broadcaster has provided. But insofar as the program reporting form in the renewal application implies a requirement that religion be carried, he said, the commission is exceeding its constitutional authority. And he said he believes the commission staff has been interpreting the questions about religion, as well as other categories of programing, as requirements, that broadcasters carry programs in those categories.

The FCC has no right to require or suppress religious programing, he said. "The government must stand apart from religion."

Commissioner Cox and Chairman Henry promptly challenged the view that a question implies a requirement. "Since Commissioner Loewinger con-

The seven FCC commissioners engaged in their annual rite last week of submitting to questions from broadcasters attending the National Association of Broadcasters convention. William Quartron, WMT-TV Cedar Rapids, Iowa, chairman of the combined NAB boards, was moderator. The commissioners are (l-r): Kenneth A. Cox, Robert E. Lee, Rosel H. Hyde, Chairman E. William Henry, Robert T. Bartley, Frederick W. Ford and Lee Loewinger.

for television and can be hooked into pay systems easily, he said, adding: "What will happen depends on Congress, the FCC and you."

Loewinger's Warning * But then Commissioner Loewinger thrust himself into the developing debate over extending FCC powers. If efforts to suppress community antennas and pay TV succeed, he told the broadcasters, "you'll live to regret it."

"You can't regulate competition ability" and recommend solutions before "a crisis develops."

Commissioner Loewinger said he is "very concerned" about the effect of computers on elections. But, he added, "this is no problem for the FCC, which should not attempt to preserve democracy all by itself."

"There is a tendency on the part of those in authority to play God—it's got to be resisted," he said.

Commissioner Cox, however, said not enough is known about the impact of computers on elections. "I think it's something you and we must look at."

The issue involving religious pro-

programing came up in connection with the fairness doctrine. But Commissioner Loewinger used the discussion as a vehicle for expressing his concern over the commission's questioning of licensees about their religious programing.

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Chairman Henry told the broadcasters, and "no commissioner would substitute his judgment for yours."

**Fairness Doctrine** Among other matters, the FCC's fairness doctrine, based on the volume of questions, appeared to be the single issue of most concern to broadcasters, particularly those planning to editorialize in this election year. Chairman Henry sought to reassure his audience on the commission's attitude, declaring that "if we make one point, it's that you have a great deal of discretion in meeting your obligations under the fairness doctrine. We don't want to get involved except in the most flagrant cases [of unfairness by broadcasters]."

Commissioner Ford said a primer on the doctrine now in preparation will be issued shortly. It will give the commission's view on various fairness questions in terms of "specific, factual situations" that have occurred, he said. The commissioners also offered some qualified predictions as to when action on various long-pending matters will be taken. Chairman Henry stuck to a prediction he made several weeks ago and said the freeze on AM applications would be lifted in May or early June. Lifting of the freeze, however, hinges on commission decisions on a highly controversial proposal to remake AM allocations policy.

**Clear Channels** The chairman also said the commission would take up clear-channel matters in May. These include proposals to increase the power of the clear-channel stations. He said action would be taken "shortly thereafter" on applications for II-A stations to be placed on the 12 clear-channel stations that are unduplicated.

Commissioner Rosel H. Hyde said he expects action "in a few weeks" on the proposed rule providing for presunrise operation by daytime-only stations.

And Commissioner Robert T. Bulley said the next step in the effort to revise the commission's program reporting form for television will be taken Thursday (April 16). The commission has already drafted a proposed revision. But this week it will consider a draft prepared by a special committee composed of representatives of broadcasters, the communications bar and FCC staff.

With TV set-makers required by law to make only all-channel sets for interstate commerce after April 30, there have been reports the manufacturers have been stepping up their production of VHF-only sets (*Broadcasting*, April 6). However, Commissioner Robert E. Lee said, there has been "no significant" stockpiling of VHF-only sets.

He said the set manufacturers have assured him they are not stockpiling. He said there "may be stockpiling at the retail level, but not enough to alarm me—about six months worth."

**McGannon calls for leadership**

Donald H. McGannon, winner of the National Association of Broadcasters' Distinguished Service Award for 1964, has called on broadcasters to lead their communities in the fight for civil rights and against poverty.

Mr. McGannon, president of Westinghouse Broadcasting Co., said broadcasters have a direct stake in expanding the limits of democracy.

At the same time, he gave "an accounting" to the framers of the Communications Act of 1934, in which he maintained that the "intellectual critics" of broadcasting do not understand the function of modern mass communications.

Mr. McGannon spoke before some 2,000 broadcasters after being presented with the Distinguished Service Award by LeRoy Collins, NAB president, at the opening session of the NAB convention.

**Urges Fight for Civil Rights** In urging broadcasters to support the fight for civil rights for all citizens, Mr. McGannon said broadcasters have a great obligation to lead their communities on this issue. "You are not only businessmen but you are and must be thought leaders and action leaders in your communities," he said. "To fail in this regard would be an irreparable default."

Similarly, he said, broadcasters must make the public more fully aware of what "'grinding poverty' means to millions of the 'submerged poor.'"

"How can we—whose whole existence takes its strength from the meaning of expanding democracy—validly take any other position than to help achieve more democracy rather than less in our communities?" he asked.

Mr. McGannon, in his "accounting" to the authors of the Communications Act, said he felt the system they helped fashion was performing as intended—that is, providing broadcasting service to all.

Critics of broadcasting, he said, complain of "the hogwash" on television and of lack of diversity in programming. Yet, he said, "commercial television already serves more Americans, more often, in more different ways, for more time each day, than any other American institution. It does so, moreover, entirely at the election of the people themselves, who have invested more than $16 billion of their own money for home sets on which to watch what appeals to them."

Mr. McGannon compared intellectual critics of broadcasting to those who favor political leadership by an elite and who lack faith in the public's ability to make sound decisions. But, he added, the "cold judgment of history has already shown" that the system of public judgment, "both in politics and in broadcasting, does work better than any other tried anywhere else."

Mr. McGannon was honored for the hole Westinghouse has played in sponsoring national program conferences, and for diligently seeking "new sources of programming."
Bell System honored by Broadcast Pioneers

BAKER, ROGERS AND STORER ALSO CITED WITH AWARDS

The Broadcast Pioneers departed from tradition last week to honor a corporation rather than an individual at their annual Awards Dinner, held at the National Association of Broadcasters Convention in Chicago.

A special award went to the Bell Telephone System in recognition of its 40 years of research and development that helped broadcasting develop from the crystal set stage to the international communications satellite.

Frederick R. Kappel, chairman of the board of American Telephone & Telegraph, Bell's parent company, accepted the award.

Others honored at the dinner were Representative Walter E. Rogers (D-Tex.), chairman of the House Communications Subcommittee; the late Dr. W. R. G. Baker and George B. Storer, chairman of Storer Broadcasting Corp.

Ernest Lee Jahncke Jr., NBC vice president and Broadcast Pioneers president, presided at the ceremony.

Mr. Kappel, in accepting the special award, recalled that AT&T became, literally, a pioneer broadcaster when it established WEAF New York (now WNBC) on an experimental basis in 1922. He said AT&T helped establish the present system of broadcasting when it initiated toll broadcasting—that is, charging for broadcast time basically on the same basis as the sale of time for a telephone call.

Changes Role • AT&T sold the station in 1926, and since then has made its mark on broadcasting through the development of technology. Mr. Kappel noted that company scientists had pioneered in crystal control to keep stations on frequency and had demonstrated television on April 7, 1927.

Through the years, he noted, Bell discoveries and inventions have "rippled out in many directions," becoming key factors in the development of many industries. He said Bell is introducing "new instruments, new transmission systems, and new switching systems that make communication services far more capable and versatile."

These developments, he said, help make possible the Telstar, Relay and Syncom communications satellites.

Representative Rogers has been the leader in a number of legislative efforts to curb the powers of the FCC. He sponsored the bill, overwhelmingly approved by the House but still pending in the Senate, to prohibit the commission from setting limits on the time and frequency of broadcast commercials through rulemaking.

The presentation accompanying the special citation expressed "grateful recognition" for his leadership in Congress in developing a "free communications system" and for his "stalwart defense of our free institutions."

The late Dr. Baker, an engineer with General Electric Corp. from 1922 to 1957, received the 1964 Hall of Fame award for his contributions to broadcasting, including his work in the development of monochromatic and color television. Robert C. Wilson, general manager of the GE's radio and television division, accepted the award.

Mr. Storer, a broadcaster for nearly 40 years, received a citation for his early leadership in broadcasting and for contribution to "a general upgrading" of broadcasting.

Haverlin, Smith hold options in Pasadena bid

Carl Haverlin, former president of Broadcast Music Inc., and Calvin J. Smith, president and general manager of KFAC Los Angeles, are awaiting approval from the California Corporation Commission that will allow them to exercise options to purchase 1.35% and 2.7%, respectively, of Voice of Pasadena Inc.

Voice of Pasadena is one of twenty applicants for the facilities of KRLA Pasadena-Los Angeles (BROADCASTING, April 6). KRLA, operating on 1110 kc, has been ordered off the air by May 1, due to a nonrenewal of its license. The license was held by Donald R. Cooke.

Mr. Haverlin is presently acting as a consultant to Tanner Engineering Co., developer of audience rating devices (see story page 102).

All radio and TV back on the air in Alaska

All Alaska radio and TV stations were back on the air last week as the state slowly returned to normal following the massive Good Friday earthquake and resultant tidal waves (BROADCASTING, April 6).

Other broadcasters, the Air Force, an airline and a trucking company combined forces to help the last station, KIBH Seward, resume operations. KIBH's transmitter was completely destroyed, Ray Doyle of the station said. KVI Seattle culminated a search on behalf of KIBH with a 250 w transmitter discarded a year ago by KAPA Raymond, Wash. KAPA donated the transmitter to the Seward outlet and it was transported there free of charge by the O-N-C Motor Freight Co., Northwest Orient Airlines and the Air Force.

Although it's back on the air, KTVA (tv) Anchorage already has begun a search for a new home. Located in a new, 14-story building so severely damaged by the quake, that it has been

Mr. Kappel, FCC Chairman E. William Henry, Mr. Jahncke

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condemned, authorities let the KTVA personnel return on a temporary basis. The building is so twisted that it will be demolished and KTVA must move out. Franklin Butte, chief engineer who lived in the building, said that “even with a three degree tilt in our tower, we’re still shooting out a very good picture.”

DBA reports greater sympathy in Washington

A better regulatory appreciation of the “short-hours” problems of daytime radio broadcasters was reported to the 10th anniversary meeting of the Daytime Broadcasters Association, held April 5 in Chicago during the National Association of Broadcasters convention.

The approximately 75 DBA members on hand were told of FCC actions affecting individual daytime stations during the past six months that indicated, officials said, greater sympathy with the daytimers’ efforts to extend their hours of operation, particularly during the short days of winter.

It was also noted that FCC Chairman E. William Henry had said publicly earlier this year that he hoped some relief for daytimers would be forthcoming during the current session of Congress.

DBA officials said that when DBA was organized they had not expected to have to wage a 10-year fight, but that they were prepared for another 10-year battle if necessary.

DBA leaders participating in the session included Richard Adams, WXXO Framingham, Mass., president; Ray Livesay, WLBH Mattoon, Ill., board chairman; Israel Cohen, WCAP Lowell, Mass., vice president; Benedict Cottone, Washington attorney for DBA; Everett Dillard, Washington engineering consultant, and Ralph J. Bitzer, engineering consultant, of St. Louis.

Affiliates ‘elated’ with NBC Radio progress

NBC Radio won the praise of its affiliates executive committee last week after network officials gave a progress report at a special meeting April 5 in Chicago during the National Association of Broadcasters convention.

Lyell Bremser, KFAB Omaha, chairman of the committee, said the group was “well aware of NBC Radio’s unquestioned leadership” but was “more elated—particularly because of the close cooperation we’ve had—over the outstanding improvement of the entire

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network's services in just the last year.”

He predicted that NBC Radio affiliates would be “ticked to death to receive this committee’s report” on the meeting.

Robert W. Sarnoff, NBC board chairman; David C. Adams, senior executive vice president, and William K. McDaniel, executive vice president in charge of the radio network, led the NBC group at the session. Affiliates executive committee members on hand were Chairman Bremser and John B. Tansey, WAVA Richmond, Va., vice chairman; Thomas S. Carr, WBAL Baltimore, secretary; Les Biederman, WTGM Traverse City, Mich.; Gustav Brandborg, KXVO Tulsa; Robert J. Rich, WDSM Superior, Wis., and Carl George, WGAR Cleveland, who was a new appointee to the committee.

Newhouse buys KTVI(TV) St. Louis

The acquisition of 100% ownership of channel 2 KTVI(TV) St. Louis by Newhouse Broadcasting Corp. was announced last week.

Already a 26% owner, Newhouse Broadcasting is acquiring the remaining 74% for $7.5 million from Harry Tenenbaum and Paul E. Peltason, both of whom own 34.10%, and Herbert J. Klein and Richard Steinmetz, who hold the remaining 5.8%.

Mr. Tenenbaum, president of Signal Hill Telecasting Corp., is under post-surgical care after removal of an intestinal malignancy (Broadcasting, April 16). Mr. Peltason, long-time partner of Mr. Tenenbaum, is executive vice president-general manager of KTVI and will remain as operating head following the transfer. The transaction must be approved by the FCC.

Since 1957 Newhouse Broadcasting has had an agreement with the majority stockholders for first refusal rights to buy up their interests.

Signal Hill started out with channel 36 in St. Louis but received authority to use channel 2 when it was moved into St. Louis in 1957 from Springfield, Ill. The move of the VHF frequency was protested and was the subject of two court cases, but the FCC’s decision was upheld.

Newhouse Broadcasting, part of the S. J. Newhouse publishing-broadcasting chain, owns the St. Louis Globe-Democrat in St. Louis, through which it originally received its minority interest in KTVI. Other Newhouse stations: wsys-AM-FM-TV Syracuse, N. Y.; WYES-TV Elmira-Corning, N. Y.; WAFI-AM-FM-TV Birmingham, Ala.; WPYA-FM-TV Harrisburg, Pa.; 50% of KOKI-AM-FM-TV Portland, Ore. E. R. Vadeboncoeur is president of Newhouse Broadcasting.

Newhouse newspapers are published in those cities as well as in other cities throughout the country.

Changing hands

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

- KTVI(TV) St. Louis: 74% interest sold by Harry Tenenbaum, Paul E. Peltason and others to Newhouse Broadcasting Corp. for $7.5 million (see story this page).
- WQXI Atlanta: Sold by Esquire Inc. to Jupiter Broadcasting of Georgia Inc. for $1.3 million (Closed Circuit, April 6). Jupiter is controlled by Fox, Wells & Rogers investment firm, which is majority owner also of wsat Cincinnati, and holds a minority interest in Springfield Television Inc. (WWLP-TV Springfield, Mass., and other stations). For some years Fox, Wells & Rogers was the majority stockholder in KOGO-AM-FM-TV San Diego, sold in 1962 to Time-Life Broadcast Inc. for $6,125,000.
- KZXY Anaheim, Calif.: Sold by Cliff Gill, Sherill Corwin, Dan Russell and others to group headed by Harry H. Thomson for approximately $1 million including agreement not to compete. Mr. Thomson owns WLUP Orlando, Fla. Mr. Gill owns 10% of KCEE-AM-FM Tucson, Ariz.; Mr. Corwin owns KGUD Santa Barbara, Calif. KZXY operates fulltime on 1190 kc with 1 kw. Broker was Blackburn & Co.
- WRSJ Bayamon (San Juan), P. R.: Sold by Julio Morales Ortiz and Clement L. Littauer to the Transportation Corp. of America for $650,000. TCA, headed by O. Roy Chalk, owns Trans-Caribbean Airlines, District of Columbia Transit Co. (buses), railroad company in Central America and New York Spanish-language dailies El Diario and La Prensa. Sellers hold CP for UHF stations in San Juan, Mayaguez and Ponce. WRSJ operates fulltime on 1560 kc with 5 kw day and 250 w night. It was bought by Mr. Ortiz in 1961 for $70,000.

COMMUNITY ANTENNA TV

- General TV Systems Inc., Naples, Fla.: Sold by Douglas D. Danser and associates to D. D. Palmer interests for $1.6 million. System provides five channels to 3,000 subscribers and is second Palmer CATV acquisition (Broadcasting, Feb. 24). Palmer group owns WHO-AM-FM-TV Des Moines and WOJAM-FM-TV Davenport, both Iowa and CATV system with 4,000 subscribers in Palm Desert, Calif.
Auto ratings device shown

Radio assembly sees models of machine that can check radio listening in cars

A potential breakthrough in efforts to find a reliable method for measuring automobile radio audiences was disclosed last week at the National Association of Broadcasters convention in Chicago.

The latest development in the effort to provide research tools for radio involves a meter designed to be attached to a car radio and keep a record of stations listened to over a 30-day period.

Edmund C. Bunker, president of Radio Advertising Bureau, and Melvin A. Goldberg, NAB vice president and director of research, mentioned the meter in their talks before the radio assembly at the convention. Two prototypes of the device—which weighs about four pounds and is approximately 3 inches wide, five inches high and 4½ inches deep—were on display in the RAB suite during the convention.

Other Announcements • The disclosure of the work being done on the meter was one of several announcements last week indicating an increased tempo in the work of the NAB and RAB in their radio research program.

Mr. Bunker announced that the NAB-RAB radio methodology study steering committee has approved its first study and that it will be in the field in May. He said it is a basic project designed to uncover the degree of accuracy in listeners' identification of the stations they tune in. George B. Storer Jr., chairman of the steering committee, said its next meeting is tentatively set for April 28.

In addition, the committee has decided to hire a fulltime executive director to help speed up the pace of the committee's work. The decision to hire the official was reached at a meeting Monday. With someone available fulltime to carry out committee decisions, Mr. Bunker said, the NAB-RAB study takes on the atmosphere of a "crash program."

In discussing the measuring device, RAB officials say a "number of bugs" still have to be worked out of it. And it is yet to be installed in an automobile. However, Mr. Bunker sees two potential uses for the device.

Yardstick • He said it could be used as a yardstick for measuring the reliability of other ratings techniques. It could, for instance, check the memory of a person asked to recall stations to which he has listened. It also could be used as a measuring device itself. However, one possible drawback is cost. Mr. Bunker said a survey in which the meter was used to measure audience would cost about $300 per car involved.

Mr. Bunker said RAB spent "several thousand dollars" on the two prototypes, and is negotiating for further development of the meter.

An RAB official said the device was developed by Teleglobe Cosmotronics, New York. That firm is headed by Solomon Saggall, who also is president of a company that has developed a pay television system. Mr. Bunker said the device was originally designed for another purpose but that RAB officials, who were looking for a measuring device, saw it could be used for radio audience measurement purposes.

Mr. Bunker said the company, which is not in the ratings business, was unwilling to invest funds in the necessary adaptation. As a result, he said, RAB decided to invest the "seed money" itself. "Some one had to," he said.

In discussing the NAB-RAB committee's plan to hire a research director, Mr. Storer said, "We have no prechosen candidate to head this important post. The NAB-RAB committee is made up of some of the most capable research people in the broadcasting industry and we'll draw on this vast fund of knowledge to ensure that we get the right person for our executive director." He said the committee is seeking "an acknowledged researcher," but one who also has an understanding of and an appreciation for radio. "We can promise him all the help he needs on requests, and we will guarantee him a minimum of interference," Mr. Storer said. "We have the funds and the physical resources to bring his assignment to fruition. We need only the right person to head the day-by-day professional research. We welcome candidates," Mr. Storer concluded.

The committee is comprised of Chairman Storer, president, Storer Broadcasting Co.; Hugh M. Beville, NBC, New York; Thomas S. Carr, WBBF, Baltimore; Miles David, RAB, New York; Charles E. Gates, WGN, Chicago; Ralph Glazer, Westinghouse Broadcasting Co., New York; Melvin A. Goldberg, NAB, New York; Robert F. Hurleigh, MBS, New York; Robert Kieve, WAFR Rochester, N. Y.; Mary L. McKenna, Metromedia Inc., New York; Ben Sanders, WABC Spencer, Iowa; William D. Shaw, KSFRO San Francisco; Ben Strouse, WWDC Washington; Sherril Taylor, NAB, Washington; Dr. Alfred N. Watson, RAB, New York.

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Henry points to trouble spots ahead

FCC Chairman E. William Henry's speech to the National Association of Broadcasters last week generally was rated by delegates as one of the best-written and most sharply worded to be given by an FCC chairman to any NAB convention. Henry, in announcing his determination to seize control of pay TV and community antenna operations (see page 35), the chairman spoke resolutely of other plans of regulation.

He said that although the FCC had turned away from adoption of a rule limiting the number of commercials on radio and television, it would wind up with commercial standards reached by other means. Now that overcommercialization is being examined in a case-by-case approach as licenses come up for renewal, "we are moving toward the development of sound regulatory standards in this field," said Mr. Henry.

"The process," he said, "may be painful to some—more painful, I think, than a rule would have been—but it is healthy and necessary."

Short-Sighted Broadcasters, he suggested had been unwise in encouraging members of the House to adopt the Rogers bill to prohibit the FCC from making rules to limit commercials. (Representative Walter Rogers [D-Tex.], author of the bill and chairman of the House Communications Subcommittee, had received a standing ovation when introduced with others at the head table just before Mr. Henry's NAB speech.)

"I would also remind you," said Mr. Henry, "when and if the commission decides to look reality in the face and put overcommercialization to the test of a hearing, you may want a specific rule then as much as you shun it now.

"You might then even recognize that legislation to prevent rulemaking in this field is not a protective barricade, but a sandbag in disguise."

Question of Noise * The FCC chairman also announced his determination to get action in the commission's inquiry into loud commercials.

"Recorded commercials are louder than program content 99 and 44/100% of the time," Mr. Henry said. "You may slice them lengthwise or crosswise, color a discussion of them with technical terms and put meters in front of them that register different things at different times, but most radio and television commercials are simply too loud."

Mr. Henry said that TV commercials are "intentionally made loud for two reasons: first, to make an impression on the average viewer and, second, to hold the attention of Aunt Nellie, who heads for the kitchen to stir the soup at every program interruption."

Loudness, he said, is "primarily a matter of excess compression," a condition that he did not describe. Later at a news conference he said that although he was unfamiliar with the technical phenomenon, compression could be introduced in the recording process to create the loudness that he said audiences find objectionable.

(The introduction of compression in a recording may be roughly compared to turning up the pressure in a garden hose to a point where the flow of water is broken. Use of a device called a limiter, recording engineers can balance out the high surges of sound and the dips in volume.)

At a news conference that followed his speech he was asked how he hoped to regulate loudness when the problem was created not by broadcasters, whom the commission controls, but by producers of commercials, who are outside the FCC's jurisdiction. He said the standards would be applied to the broadcasters and it would be up to them to see that producers toed the line.

The Money Motive * The FCC chairman in his speech criticized broadcasters as motivated more by money than by principle. When the FCC proposed to adopt a rule limiting the controversy between the Austin CATV competitors. The commission had also asked both companies to supply the number of their subscribers (BROADCASTING, April 6).

TV Cable has alleged that the option agreement between Capital Cable and Texas Broadcasting has allowed the station to exercise some management control over the CATV system. A commission official said at the time the information about the option was requested that the FCC couldn't make any judgments "until we get a look at the option agreement."

Private Affair * Capital said that the nature of the agreement is private and that the commission lacks the authority to demand to see the details of the document. But the company added: "If we are wrong in this, we would welcome the commission's specifically pointing out to us the relevance of this option agreement to the referenced proceeding."

Capital further stated that disclosure...
ing commercials, broadcasters must-ered a counterattack that led to the passage of the Rogers bill and the FCC's vote to abandon the rule-making. When the Pacifica Foundation's radio licenses were put on de-
ferred status while the commission consid-
ered complaints of obscenity and Communist affiliation, no broad- 
casters rose to defend Pacifica, he said.

The final action of the FCC in absolving Pacifica of all charges, said Mr. Henry, "will stand as a bulwark against the enemies of free broad-
casting and free speech."

As for the silence of broadcasters on the Pacifica case, Mr. Henry asked: "Which state association sent delegations to Congress charging that the FCC had deferred the Pacifica licenses for an unwarranted period and was operating outside its juris-
diction? Which of you wrote me a letter urging the commission to dis-
miss these charges and to reaffirm the commission's time-honored ad-
herence to the principles of free broad-
casting? Where were your lib-
ertarian lawyers and their amicus briefs—your industry statesmen with
their ringing speeches?"

The broadcasters' contrasting re-
actions in the commercial rulemak-
ing and the Pacifica case "cast a dis-
turbing light on the basic motiva-
tions of an industry licensed to do
business in the public interest."

"And you might similarly gain in-
sight into the reasons why, for all
your magnificent services to the pub-
ic, your critics remain vocal. When
you display more interest in defend-
ing your freedom to suffocate the
public with commercials than in up-
holding your freedom to provide provoc-
tive variety—when you cry "censorship" and call for faith in the
founding fathers' wisdom only to
protect your balance sheet—when
you remain silent in the face of a
threat which could shake the First
Amendment's proud oak to its very
roots—you tarnish the ideals en-
shrined in the Constitution and in-
vite an attitude of suspicion. You
join the forces of crass complacency
—in an industry and at a time in the
history of this nation when com-
placency of any sort is both mis-
placed and dangerous."

Networks and Programs * In de-
levering his speech Mr. Henry elim-
inated a few passages that were in
the text, including one containing a
brief reference to the "increased ac-
tivity in our inquiry into the control
of networks over the sources of pro-
gram supply."

At his news conference later he
was asked if the deletion indicated
that he had decided the network
issue was too trivial to mention. No,
said Mr. Henry, he was simply try-
ing to cut the length of his speech.
"The degree of network control
over sources of program supply
should be decreased," he said. The
commission staff is now working on
a proposal that the FCC expects to
get in late spring or early summer,
Mr. Henry said.

of the agreement could be used by TV
Cable "in a competitive manner to the
detriment of Capital Cable Co." All
the company would reveal is that the
option extends for three years from
January 1963 and that the 50% may
be acquired by KTBC-TV by paying half
the cost of the property. And until that
option is exercised, Capital said, "Texas
Broadcasting has no connection with
nor voice in management or financing of
Capital Cable Co."

Capital asserted that its use of KTBC-
TV's antenna tower is of no special sig-
nificance and that it is sure that TV
Cable could have requested and re-
ceived similar facilities.

Both CATV companies complied
with the commission's request for the
number of their subscribers. As of
March 20, Capital Cable said, it had
706 customers; TV Cable said that it
had, as of March 23, 2,284.

Late Start * Capital Cable said it had
relatively few subscribers because of a
late start in constructing its system. The
company said that after it was denied
microwave facilities (due to a refusal
to accept a nonduplication clause), it
had to change over to a more costly
wire system.

TV Cable said that approximately
70% of its subscribers are located in
areas of Austin in which itself and Cap-
tal Cable don't compete, but that in
areas where the two compete, it loses
customers proportionately to the growth
of Capital Cable. TV Cable attributed
this to the nonduplication condition un-
der which it now operates. TV Cable said
that as of March 28 it had lost 223 sub-
scribers, of whom 137 they disconnected
because of the blackout of KTBC-TV.

TV Cable predicted that if it were
not required to protect KTBC-TV the
company would reach a minimum of
3,500 subscribers.

Capital Cable told the FCC that TV
Cable's efforts to appeal the local pro-
tection clause "indicate that [its] . . . ac-
ceptance of the nonduplication condi-
tion was with the intention to use every
means at its command, including trying
its case in the newspapers and inferring
political favoritism when none exists, in
an effort to avoid having 'to abide with'
the nonduplication condition." TV Ca-
ble accepted the protection clause to
gain a competitive advantage—as can
be seen by the latter's greater number
of subscribers, Capital said.

Freedom academy sponsors suggested

A former broadcaster now a con-
gressman proposed last week that the
National Association of Broadcasters
and the American Newspaper Publishers
Association sponsor a freedom academy.

Representative Donald K. Bruce (R-
Ind.) said the news media should un-
dertake establishment of such an insti-
tution "to keep it completely out of the
hands of the political sphere." Speaking
at a House hearing on legis-
lative proposals for a government-
backed academy to train specialists in
fighting the cold war, Representative
Bruce suggested that the government
be kept out of such an operation. "I
can't think of any source with a stronger
aura of freedom than the news media," he
said.

Representative Bruce was in broad-
casting for 19 years. Before his elec-
tion to the House in 1960 he was a news
commentator and business manager at
wire Indianapolis.

Representative Bruce's comments
came Tuesday (April 7) as the House
Unamerican Activities Committee heard
testimony about the sponsorship by
three newspaper chains of "Operation
Amigo," a foreign high school student
exchange program conducted by the
Knight, Copley and Scripps-Howard
newspaper chains. The congressman
said he was impressed by the respon-
sible cooperation of the newspapers.
He had been thinking that the news media
might be the proper supporters of a
freedom academy, and when he heard
the story of "Operation Amigo," he
said, it seemed to be "the appropriate
time to throw out the idea publicly."

Congress has considered freedom
academy proposals for several years.
The first was introduced by Senator
Karl Mundt (R-S.D.) with a charge that
Communists had infiltrated U.S.
radio, television and the motion pic-
ture industries (Broadcasting, April
20, 1959). His bill eventually won
Senate passage, but Congress adjourned
before it could be taken up by the
House. Senator Mundt has introduced
the bill each Congress since then, and
it is still pending.
Future bright, radio men agree
Better music, local sales effectiveness, advantages of talk format discussed

The prospects for radio in programing and sales appear bright, according to the three speakers at the third annual Mark Century Programing Seminar held Tuesday (April 7) during the NAB convention in Chicago last week.

Station music formats are moving toward a "quality of sound and quality of concept that gives the stations additional exposure without appearing overexposed and obtrusive," according to Mitch Leigh, president of Music Makers, New York.

Speaking on "What's Ahead in Radio—Music," Mr. Leigh said the "instrumental ID is the coming thing. Once the station's musical call-letter identification is established," he asserted, "the instrumental ID can be used with much more frequency than regular jingles."

The Radio Advertising Bureau was praised by John F. Crohan, vice president of WCOP-AM-FM Boston, for its "outstanding positive approach on the national level" in promoting radio as a "highly effective sales tool."

However, Mr. Crohan said, there is more need for individual stations to publicize their own success stories at the local level.

In "What's Ahead in Radio—Sales," Mr. Crohan accused broadcasters of making "it pretty difficult to buy radio. We have ridiculous rate cards and inequitable rates." These must be overcome, he said, to help the medium.

He cautioned broadcasters to stop knocking competitors in their zeal for advertising. Such action, he said, hurts all stations.

Broadcasters, Mr. Crohan noted, are becoming more resourceful, and "through patience and repeat calls are starting to crack the retail barrier."

Dave Wright, manager of CFCF Montreal, told of changing his station's format to a basic talk-news operation in an attempt to lift its position among

Small-market TV men discuss cost cutting, building sales

Is there money to be made in public service broadcasting? Can local live programing be profitable? Should broadcasters involve themselves in local government?

Broadcasters heard affirmative answers to these questions at a panel discussion on small market television stations, held at the National Association of Broadcasters convention in Chicago last week.

Five panelists, representing stations in markets of less than 100,000 viewers, discussed their methods of cutting costs, increasing revenue and attracting audiences.

Richard B. Biddle, president of WVL-AM Florence, Ala., advised his listeners to be alert for the money in public service. He described himself as a "Rotarian who believes that 'he profits most who serves best'" but who is also aware that "you have got to make a buck, and the more you are able to make, the more you are able to invest in the public interest, convenience and necessity."

Mr. Biddle said his station has won the national Alfred P. Sloan Award and 11 straight National Public Interest Awards for an annual Teen-Age Safe Driving Promotion. And the station's involvement in the campaign, he said, is profitable.

Top-Dollar Show • "Once a year," he said, "we sell the Teen-Age Safe Driving Promotion, and we sell it for top dollar and furthermore we tap sources of revenue usually otherwise for the most part untapped in many communities."

J. M. Walters, vice president and general manager of WLT(TV) Bowling Green, Ky., said he is winning audiences and advertisers with local live programing. He said the station carries 100 live programs weekly, including a country-music jubilee, sports and news, and a late night variety show featuring short appearances by new talent.

Audience reaction has been excellent, he said, as "more and more people talk about the shows." He also said that although ratings are not always high, the mail pull of the live shows is often enough to impress advertisers.

Harry W. Hoth, who is not only president of KROD-TV Colorado Springs, Colo., but mayor of that city, warned broadcasters of the importance of getting involved in government at all levels. "We're sitting on our hands and letting government—local, state and federal—take away our freedoms," he said. If broadcasters want "good, clean honest government," he said, they must interest themselves in government and politics in their communities.

Cost Controls • Ray Johnson, executive vice president and general manager of KXED-TV Medford, Ore., stressed the need for small-market stations to keep tight control over costs. He has instituted a three-step plan at his station to reduce unnecessary dollar drain:

1. Responsibility for purchasing is divided among himself, the chief engineer, the program director and the bookkeeper-office manager.
2. He audits all bills and wage and hour slips before payment is made.
3. He reviews monthly departmental expenses with the department heads, working directly from the monthly profit and loss statement.

He reported all departmental costs are down this year, except for sales. But since sales costs are up because salesmen are compensated on an incentive basis and because the sales promotion budget has been increased, "I, of course, am not unhappy about this increase," he said.

Stanley Lyons, general manager of WAGM-AM-TV Presque Isle, Me., said his station, to deal with a multitude of competitors in a small market, turned its sales department into an advertising department.

His staffers, he said, no longer are radio, TV or even company sales—men—but are responsible primarily to each of their individual retail clients.

He said a program is underway to transform radio and television "pitchmen" to "advertising counselors." In addition, he said, the company compiles comprehensive data on clients and products for the preparation of promotion brochures.

Progress made by the programs thus far, he said, has been gratifying. "The stuff likes it, the advertiser likes it, and both radio and TV local sales have steadily gained since its inception."

Richard D. Dudley, president and general manager of WSAU-TV Wausau, Wis., moderated the discussion.
the four English-speaking stations in the city.

In his talk on "What's Ahead in Radio—Programming," Mr. Wright said the decision to move to the new format was based on a look at "what the opposition was doing and not providing."

Three of the station's six daytime blocks are now originated and produced in the newscast, he said, and 70% of each day's material is prepared the day before.

The key to success of such an operation, which relies heavily on undated material, is "news evaluation ... it gives the audience a reason to listen, keeping them off guard so they never know what's happening next." The pretape of phone interviews also allows for timely preparation of spot TV copy, he noted.

Success of the new format can be found in the first quarter sales figures, Mr. Wright said. Local sales were up 38% over the 1963 period and national sales in Montreal were up 14%.

Craig re-elected head of clear-channel group

Edwin Craig, wsmt Nashville, was re-elected chairman and Harold Hough treasurer at the annual meeting of the Clear Channel Broadcasting Service in Chicago Sunday (April 5). Each of the 13 stations which make up the independently owned Class 1-A clear channel radio stations was represented at the meeting.

Reports were heard from R. Russell Eagan, legal counsel and Roy Battles, director of the Washington office, treasurer Hough and wsmt's John H. DeWitt, chairman of the CCBS engineering committee. Members of the executive committee re-elected were Ward Quaal wgn Chicago; Victor Sholis, whas Louisville and James Shouse, wlr Cincinnati.

The CCBS is 30 years old this year and continues with its original policy of assisting its members in achieving the best possible interference-free nighttime AM radio service to the nation's "white areas," Mr. Battles pointed out.

C&M asks for change in call letter rulemaking

Cohn & Marks, a Washington communications law firm, in suggesting a number of revisions last week to FCC regarding agency's pending rulemaking to codify procedures under which station call letters may be sought, proposed that station owners be required to give public notice of any request for modified or new calls. And that operating stations located within a 35-mile radius be served with written notification (Broadcasting, March 9).

Cohn & Marks also proposed that the FCC rules should prohibit any call letter requests until an applicant has received a construction permit for the station. The firm noted that this would be in accord with informal procedures now used by the commission.

Comments on the commission's proposed call letter rules were due today (Monday), with replies due April 23.

Three new faces chosen for TV board

Three members of the National Association of Broadcasters television board of directors were re-elected and three new members were chosen in balloting last Wednesday (April 8) at the NAB convention.

Those re-elected—the only directors whose terms were expiring and who were eligible for re-election—were Gordon Gray, Wktv(tv) Utica, N. Y., and Kauz-tv Wichita Falls, Tex.; Payson Hall, Meredith Broadcasting Co., Des Moines, Iowa, and Mike Shapiro, Wfao-tv Dallas.

New members elected were Robert W. Ferguson, Wtrf-tv Wheeling, W. Va.; John T. Murphy, Crosley Broadcasting Corp., Cincinnati, and J. S. (Dody) Sinclair, Wjar-tv Providence, R. I. The terms are for two years, starting at the close of last week's convention.

Other nominees in the balloting were Bennet H. Korn of the Metro-media stations; Fred Fletcher, Wral-tv Raleigh, N. C.; D. A. Noel, WHBQ-tv Memphis, and Wilson C. Wearn, Southeastern Broadcasting stations.

Georgia school plans seminar

Broadcast executives will meet for a management seminar Aug. 9-15 at the Georgia State College of Atlanta, a school of business administration.

The school's Dr. Francis Bridges is coordinator of the Georgia Broadcast Executive Management Seminar. He has been working with the Georgia Association of Broadcasters in arranging the meeting.

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90 BROADCASTING, April 13, 1964
The quest for new TV programs

NAB panel discusses the future form of programs, and the need for a huge talent search to develop new writers, performers, producers and directors

The future form of television programing is unknown, where it will come from is not certain, but this much is clear: Broadcasters and TV programers at all levels face a monumental job in finding and developing the new talent needed to conceive, write, perform, produce and direct it.

That was the message for broadcasters last week at a lively panel session before a packed house at the Tuesday-morning television assembly of the National Association of Broadcasters convention. It was the first full-dress programing session in recent NAB convention history but probably will lead to an annual series.

The panel brought together program executives representing all principal categories of program suppliers. It consisted of Michael Dann, CBS-TV network programing vice president; Hubbell Robinson Jr. of the independent production firm bearing his name; Richard M. Pack, programing vice president of Westinghouse Broadcasting Co.; representing the viewpoint of station groups; W. Robert Rich, vice president of Seven Arts Associated Corp., syndicators; and Joseph E. Levine, president of Embassy Pictures, feature motion picture producer.

Jules Power, ABC-TV executive producer, was participating producer of the program. Herb Jacobs, president of TV Stations Inc., and William Carlyle of NAB, who figured prominently in arranging the session, were co-producers. Clair R. McCollough of the Steinman Stations was moderator.

Shortage Ahead • Broadcasters, Mr. Robinson predicted, will face a serious shortage of programing in the next two years. And while they face this scarcity, he said, independent producers have an "over-abundance" of talent to help meet the need—an imbalance he said he hoped to discuss in detail with broad-
"somehow" find a way to offer "an abundance" of first-run half-hours again, and that other developments may lead to the production of "good and economical feature films for first-run on television." At the local level, he suggested, small mobile tape units and other technological advances should enable actuality programing to flourish.

Syndication Going Up? • Mr. Rich felt that, aside from the quantities of syndicated film currently available, there are signs of an upswing in first-run syndication production—even though first-run "is a terrible gamble" for syndicators—and suggested that local live syndicated programing and possibly syndicated game shows might be developed further as program sources.

Mr. Robinson thought there was "still a great chance for big box-office drama" for television.

Mr. Levine saw a trend already developing—in the track records being established by feature films on TV, for instance—for the use of longer programs.

"Except for 'fun and game' shows and situation comedies," he said, "I believe the half-hour segments will go by the boards. It would appear to me that an ordinary 60-minute show kills an evening, and a two-hour show or two hours of compatible programing completes an evening. It's becoming increasingly important [on the networks] to 'slot' an evening rather than 'slot' a show."

Mr. Levine cautioned broadcasters that they must provide "spectacular or unusual" programing, and get away from the 'boy gets girl' theme—a piece of advice not accepted unquestioningly by some of the other panelists.

The TV programer of the future, according to Mr. Dann, "must be completely flexible and be receptive to all forms, all techniques and all possible sources of supply.

A Proper Balance • "The future of television depends on keeping all avenues open—on maintaining the proper balance between live and film programing—between New York and Hollywood production—between U.S. originations and overseas remotes—between long, short and middle-sized programs."

Mr. Pack stressed that "good people" are TV's biggest need: "We must, especially stations, give more time, attention and money to find and develop people, for behind the camera and in front of the camera—not just directors, producers, writers, cameramen, newsmen, but executive talent too."

"Local stations cannot allow themselves to become mere pushbutton-ride-the-network satellites, programing local hours only from cans of film and relaying live production only to news programs, cartoon show hosts and movie jockeys. Stations must become 'farm teams' where young people can break in, learn their craft."

Mr. Rich told the broadcasters that "film syndication alone can completely meet" their programing needs and urged them to take advantage of the know-how amassed by film salesmen.

He also urged broadcasters to "raise program management to high executive status" instead of relegating it to "an inferior position."

Mr. Rich acknowledged that syndication has problems, including "an acute shortage of prime time for our programs" occasional lack of help from agencies and station representatives in finding sponsors for film shows and sometimes failure of stations to promote and merchandise syndicated properties.

But, he said, "many of these obstacles are being rectified by understanding and cooperation among all concerned, and we look ahead with much confidence."

Interest in programs quickens

Exhibitors almost unanimous in singing praises

of convention; suppliers in and out of TFE report

increased traffic and sales this year

Film salesmen, packagers of radio specialties and program syndicators left Chicago's National Association of Broadcasters convention last week with that tired but smile-to-the-bank look. They had just survived days of unusually good selling.

The typical reaction from the suites at the Conrad Hilton to the second annual Television Film Exhibit at the Pick-Congress and elsewhere about town:

* Allied Artists TV Corp.: "More action and good leads than any convention I've ever been to."

* Embassy Pictures Corp.: "We did better the first night this year than the whole convention last year."

* Seven Arts Associated Corp.: "Selling went very well."

* Hollywood Television Service: "Traffic ran high so long we had to keep open after midnight."

Interest for color programs drew special note in several instances as did increased attendance of agency and advertiser representatives. Buying activity of new TV stations about to go on the air also sparked considerable comment.

The radio packagers were highly pleased with response to their new station packages and dramatic shows. There was a marked feeling, they reported, that broadcasters in all size markets were out looking for quality product this year.

The selling enthusiasm this year appeared to match the traditional entertainment efforts along hospitality row.

A big traffic flow, "the biggest we've ever had at an NAB convention," was noted by John F. Tobin, vice president and director of domestic syndication, ABC Films. A lot of people showed interest in Breaking Point, which was offered for syndication at the convention, and there was continued interest in The New Breed and I'm Dickens, He's Fenster.

Big Success • "The TFE was an unqualified success," according to Robert B. Morin, vice president, Allied Artists Television Corp. "And the TFE showed the NAB what show business is all about. The film group did a whale of a job projecting their image and selling their product."

His suggestion: "The NAB can use some of the flair on tap at the TFE."

Citing his firm's sales success for the event, Mr. Morin remarked further, "I can only judge that the film buyers were greatly impressed by the business Allied Artists Television closed."

Milton Moritz of American International TV Inc. said the exhibit was "very successful, especially since we were just making our entrance into TV distribution. TFE made it possible to meet program directors, buyers, and also to acquaint our customers with our new company. Overall effect was to the benefit of our company and because of it, some sales actually were made at the convention which might
Barr Sheets, Buena Vista Distribution Co. (Walt Disney), said it was the most successful convention we've had. People were really interested in program product this year and we enjoyed the most traffic to date." Buena Vista, which exhibited for its third year, markets Mickey Mouse Club, running in 106 markets. The Chicago meeting can be credited with another 20 some markets, Mr. Sheets estimated. He also noted higher agency-advertiser traffic there.

CBS Films Inc.'s suite "was extremely busy," according to Jim Victory, vice president-domestic sales. "We've seen just about all of our station clients here," he said, "and we've written lots of business."

Mr. Victory said the four new properties being released for syndication by CBS Films drew high interest while the older series, Have Gun, Will Travel, "continues to get lots of action." The new programs are America, Marshall Dillon, True and a package of one-hour sports spectaculars.

E. Johnny Graff, vice president for television, Embassy Pictures, said "we got tremendous traffic from the larger markets." Embassy's Adventure 26 series was sold to 12 markets during the exhibit, Mr. Graff said, "and our other groups were active too." Station interest in more adventure film was noted by Joseph E. Levine, Embassy president, a trend he said he found helpfully previewed in a recent study of station programming needs (Broadcasting, March 30).

Less Traffic ● Richard Dinsmore, vice president and general manager of Desilu Sales Inc., reported that traffic during TFE was "a little less" than last year, but a substantial number of visitors to the company's suite was generated via various promotional gimmicks, a live elephant and a chimpanzee. No sales were made during the session, he reported, but "considerable interest" was expressed by station buyers in Desilu's Greatest Show on Earth series, which is going into syndication this fall.

"There was more business and less socializing this year than last," according to Len Firestone, vice president and general manager, Four Star Distribution Corp. He said some of the station interest in film programming appeared generated by the fall schedules of "ABC and CBS which are giving back some prime-time to stations."

He added that since the FCC banned network option time during the 1963-64 season (Broadcasting, June 3, 1963), the coming season allows the stations to program accordingly. "In 1964-65," he said, "we will see more pre-emptions by stations." Four Star's most popular convention product, he said, was Ensign O'Toole, which finishes an ABC-TV run this season and goes into fall syndication. He also noted high interest in third and fourth runs of the Rifleman.

Business Great ● "The most activity in recent years," was the way the convention was described by Dave Bloom, general manager of Hollywood Television Service. He reported "excellent business," including one of the largest feature film sales to a UHF station in the midwest which purchased a package of 500 titles.

"Activity was strong from UHF operators this year and from stations soon to sign on the air," Mr. Bloom reported. He noted particular high interest this year in color programs. "The trend appears to be away from off-network programs to additional quality feature programs," he said, "with heavy emphasis on features with running times of 90 minutes and longer."

Dave Martin, director of public relations-advertising, Jayark Films Corp., said he was "overall very well pleased with the results and we would probably go into it again next year."

Better Than Ever ● Al Brodax, TV director, King Features Syndicate, said TFE was even better for us this year. We saw more station executives and had opportunity to discuss new program plans, and we closed more sales than last year. The firm's most popular package, he said, is Popeye.

John D. Langlois, president, Langworth Feature Programs Inc., called it the "best convention we've been to. We did more business than we've had in the past three years, and we're very happy with the response."

Arthur Alexander, president, M&A Broadcasting Inc. He felt it still too early to say there is a definite trend in this direction in the business, however, because of the diversity of drama product categories about which questions were asked.

Phil Nolan, Mars executive producer, said a lot of small market station operators listened to the daytime serial offerings "and almost as a group they said they would like tapes so they could play them to their local advertisers for reaction."

Mars also got considerable traffic for its library of production elements for "do-it-yourself" commercials, they said. Stations appear to be thinking more individually, it was noted, and "me-tooism" was especially lacking among popular music station operators.

At MCA-TV, Hal Golden, vice president and director of syndicated sales, said "we were happily surprised with the flow of traffic." During the convention MCA-TV held a two-day sales
meeting and will "be better able to serve as program consultants to local stations with the insight gained from the meetings and talks at the NAB sessions," Mr. Golden said.

Keith Culverhouse, director of advertising, MGM-TV, said there was "lots of traffic in the suite and things went well. We did exactly what we expected."

Pete Rodgers, senior vice president, National Telefilm Associates, noted that his firm was not a member of the TFE last year, said, "We were extremely—and I mean extremely—pleased and satisfied with the entire presentation and operation of the TFE." He remarked also that the attendance was "tremendous" and that he was impressed at the serious interest of station managers and program directors in talking business. Color features drew special attention, he observed.

First-Run Demand: Seymour Reed, president of Official Films Inc., left Chicago looking for a bright sales year. He reported demand for first-run product, especially half-hour series such as his firm's Biography, Battle Line and this fall's new entry, Survival!, was at an all-time high this year.

Station managers and program directors visited Official's suite in record numbers, he said, and "all of them stressed their need for even more first-run product."

Growing interest of broadcasters in the "quality" sound approach and the use of creative ideas for local commercial production were noted by Bill Tanner, managing director, and Wilson Northcross, vice president, Pepper Sound Studios. Broadcasters today "are much more critical of product as to the creative content, writing and recording techniques," they said.

Pepper's new "Big Top" package was sold to 23 stations during the convention and the "creative sales" library service was sold to 19 stations. Mr. Tanner also observed heavy advertiser-agency traffic at this year's exhibit.

Quality Traffic: At Screen Gems, Robert Seidelman, vice president in charge of syndication, said reaction and traffic in his suite this year was "one of the best, if not the best in years, and it was quality traffic." He said there was a lot of discussion about programming for next year and much of its was about specific products. Broadcasters appeared highly anxious for "good products, especially features," he noted.

There was good interest shown in Empire, now on an ABC-TV run, he said, and much interest in Route 66, which has not yet been put in release. Naked City, he said, continues to move along nicely.

The SESAC's continuous live entertainment drew big crowds throughout the four-day event but the fun meter's of the short story or the one act play."

Other subjects worthy of study, Mr. Leonard said, include the use of the laugh track, why anthology series are not as successful as series with continuing characters and why TV has developed so many male stars but few female attractions.

Mr. Leonard said that theater art departments of universities have "the clear responsibility" to undertake such research, and added that networks and talent guilds would be pleased to cooperate in the projects.

Wanted: research into TV's dynamics

Sheldon Leonard, executive producer of T&L television productions, last week called for a study of the dynamics of television to provide a fund of knowledge that "will lead to higher quality in our nation's TV programming."

Mr. Leonard's remarks came during a speech at Syracuse University's Television-Radio Center. He said that Syracuse could do well to take the lead in university research into such questions as whether there is "an emerging form for the half-hour teleplays comparable to the structure of the best convention and a programing panel to the NAB convention was a "good sign," in the opinion of Jac Liebenguth, general sales manager, Storer Programs Inc. Mr. Liebenguth said existence of the panel means "official recognition of programming as the backbone of the industry."

The Littlest Hobo was the biggest Storer seller, Mr. Liebenguth said, and the firm "made many more sales than we expected."

Hardie Frieberg, president, Telesynd Division of Waverly Corp., was "very pleased" with the week's sales success and noted that this year "we had unexpected traffic." All of the firm's packages drew much interest, he said, with the Lone Ranger still riding hard.

Michael Laurence, director of public relations, Trans-Lux Television Corp., said "tremendous interest was generated in Mack and Maff for Reaction to the creations." He said he was also pleased with broadcasters interest in a petition to President Johnson requesting designation of the word 'news' instead of 'press' for White House 'press' conferences and for the position of White House 'press secretary.'

Joseph Kotler, vice president, Warn Bros. Television Division, observed that generally "reaction to TFE '64 was excellent—better, I would say, than last year." All of his firm's district managers have set up specific meetings in various markets during the week ahead "as a direct result of interest stimulated at the convention," he said.
Our jets can carry everything from people to production equipment. *People*... United offers more service to the political conventions from more U.S. cities than any other airline. Comfortable and frequent service... the kind of service that only the airline with the world's largest jet fleet can provide.

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Give your local United Air Lines office a call today. We'll be happy to help you with your transportation plans and airline reservations to the conventions now. And we'll take Extra Care with everything—from commentators to cameras.
The battle for free access to news

RADIO-TV BEHAVIOR TERMED PARAMOUNT FOR ENTRANCE TO COURTS

Radio and television have reached the point where they should be no more encumbered by a governmental "fairness" requirement than newspapers are, a panel of broadcasters—and a leading newspaper editor—agreed last week.

The panel, examining "Freedom and Fairness: The Right to Know" at the Monday-afternoon session of the National Association of Broadcasters convention, also agreed that media, particularly television and radio, must watch their coverage behavior more carefully—and continuously—in order to earn access to cover court and other public proceedings.

Even occasional lapses in the decorum of broadcast newsmen, it was emphasized, can perpetuate the notion that radio and TV coverage is always noisy and obtrusive.


Anello Contentions • Mr. Anello contended that with stations far outnumbering newspapers there was no reason why newspapers should—but broadcasters should not—be free to comment "without the government looking over your shoulders." He wondered whether the FCC's role shouldn't be reviewed when frequencies are not in short supply.

Mr. Wiggins said he had contended almost 10 years ago that the necessity for such regulation would disappear when the number of channels was not exceeded by the number of applicants. He also noted that newspapers face a problem akin to the broadcasters' so-called shortage of frequencies, in that woodpulp for new print is "a diminishing natural resource."

The panelists did not contend that they have no obligation to be "fair," but insisted that there is a distinction, as Mr. Howell put it, between being fair and being required to do so by "an arbitrary rule."

Mr. Anello went further, arguing that what is important is that the community get varying points of view—and that this can be accomplished as a matter of course because different stations have different viewpoints. Thus he felt that it is unnecessary to require any one station to present all viewpoints. Moreover, he contended, there is "substantial doubt" about the constitutionality of any fairness doctrine imposed by government.

Principles Argued • There was also substantial feeling that principles enunciated by the U. S. Supreme Court in its so-called New York Times decision a few weeks ago should also apply to FCC regulation and particularly its fairness doctrine. The court ruled that public officials' right to sue for libel should be limited because the possibility of big suits can inhibit newspapers in their comment.

Similarly, Mr. Anello stressed, broadcasters are reluctant to test FCC regulations, even when they doubt their validity, for fear that they will lose their licenses.

Freedom, Mr. Howell insisted, "includes the freedom to make mistakes."

Mr. Dille felt that the question of editorializing for or against a political candidate should be left to the broadcast licensee. Mr. Harris doubted that a broadcaster would be justified, at this point, in backing a political candidate editorially, but stressed that, if a broadcaster did, he should give equal time to opposing candidates.

Wiggins Disagrees • Mr. Wiggins took issue with the recent proposal by Dr. Frank Stanton, president of CBS Inc., that a panel of journalists, lawyers and other experts help to devise a code to govern media in their coverage of judicial and legislative proceedings (Broadcasting, March 30). The various media already have their own codes, Mr. Wiggins noted, also asserting that "it was out of just such a panel of lawyers and journalists" that the bar association's Canon 35, barring cameras and microphones from courtrooms, first emerged.

Mr. Wiggins thought "the television industry's generous offer to subject all the media to a new code in order to

TV access advocated by NBC's Goodman

"Television has proved itself too valuable an instrument of information to be barred arbitrarily from courtrooms, from legislative chambers or hearing rooms or from any other precinct that is or should be open to the public," Julian Goodman, NBC vice president for news and public affairs, told the Association for Professional Broadcasting Education in Chicago last week.

Coverage of President Kennedy's assassination and subsequent events again showed that TV and its viewing public "have proved their maturity beyond any dispute," he said.

He scorned the argument "that our cameras, which were permitted inside the UN General Assembly during the missile crisis and inside the church during the funeral of President Kennedy, are too distracting to be allowed to cover the Senate hearing of the Bobby Baker case . . . . It is ironic that some of those who still insist that television should be denied access to certain news events have cited its coverage of three developments related to the assassination of the President," he continued. These were the arrest of Lee Harvey Oswald, his murder and the conclusion of the Jack Ruby trial.

Mr. Goodman pointed out that TV would have been derelict in its responsibilities in the case of the Oswald arrest "if it had undertaken to withhold from its reporting the information publicly released to all media . . . . "Whether television or the other media should have been present in the Dallas courthouse basement may be a debatable question," he said, "but once the decision to admit them had been made by law enforcement officials, then it was up to those authorities to provide the proper security for their prisoner."

Live TV was admitted to the Ruby trial but once, Mr. Goodman related, "to cover the reading of the verdict by Judge [Joe B.] Brown." Afterwards, TV remained to cover the news conferences held by defense counsel inside the court, he noted.

"It is not for me to say whether these conferences detracted from the dignity of the court or the legal profession," Mr. Goodman said, "but I should point out to those who are unhappy at the occurrence of such conferences that they were a twice-daily occurrence throughout the trial. Live television did not create them. It simply reported them on the
The public's right to know and the broadcaster's right to contribute to that knowledge through coverage and comment were the subject of this panel on "Freedom and Fairness" at a Monday-afternoon session of the NAB convention: (l to r) Douglas A. Anello, NAB; Jack Harris, KPRC-AM-TV Houston; John F. Dille Jr., WSJV(TV) Elkhart-South Bend, Ind.; Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo.; J. R. Wiggins, "The Washington (D.C.) Post," and Theodore Koop, CBS Inc., Washington, who was moderator.

make amends for Dallas" was going a little too far. "I am not sure that there is any better solution," he said, "than a little firmer resolution to use the best and most inconspicuous equipment available and to put it into the hands of the most courteous news-gatherers we can find, and to limit their number to the requirements of public order."

Panelists generally agreed that, as Mr. Harris described it, "they're not all wrong, these people [judges, lawmakers, etc.] who close their doors to us," because at times newsmen and their associates have been "noisy and rude."

Need Better Code = Mr. Harris felt that broadcasters, particularly local broadcasters, do need a better code to guide their news coverage operations. Radio and TV, he said, will not have doors opened to them until they have earned the right "in the eyes of the people who can open them."

Mr. Howell said that TV must overcome greater obstacles than radio in proving it can operate unobtrusively—but it can be done," he said.

"Actually," he continued, "we all know that live TV cameras are noiseless and require no more than minimum lighting. This is not so with film cameras. Perhaps part of the atmosphere of the Lindberg trial which brought about the expulsion of newsreel cameras has been permitted to once more creep in through the use of similar equipment for TV. The current trend toward miniaturizing TV cameras will aid in making their use more acceptable, but we may have to rely more upon these instruments and less upon film equipment even when it is for the purpose of recording significant portions of a trial or hearing."

"If there is any basis, in fact, for restriction of cameras which might become destructive due to noise or extra lighting requirements, this should NOT be used as a means of issuing a blanket prohibition against all the tools of our trade. Certainly in no case should there be the slightest question concerning the use of microphones. These can be readily concealed in their entirety." In their fight for equal access, Mr. Howell continued, broadcasters must first "overcome our own faults through cooperative efforts and the imposition of self-discipline," which "may call for submerging some of our competitive instincts." He urged broadcasters to carry their fight to the public as well as to public officials.

one occasion it was present."

At its April 5 meeting, APBE awarded two $1,100 Harold E. Fellows memorial scholarships to broadcasting students. Winners were Arthur W. Cohen, who has been announcer and news editor at WFYI Mineola, N. Y., and Robert F. Inman, program director, WJRO Tuscaloosa, Ala. Dr. Hugh Cordier, University of Illinois, was elected APBE president succeeding W. Earl Dougherty, KXEO Mexico, Mo.

TV Committeeman tells of ASCAP fight

The fees that the American Society of Composers, Authors and Publishers charges television stations for the use of its music are "exhobitant and unrealistic and far out of line with its fees in other industries," broadcasters were told last week.

Robert H. Smith, WCYB-TV Bristol, Va., a member of the All-Industry Television Station Music License Committee, said the committee is determined to press its fight for "reasonable" rates for ASCAP music. He spoke at the Wednesday-morning television assembly of the National Association of Broadcasters convention in Chicago.

Mr. Smith said the committee, now awaiting the outcome of an appeal in its current rate making litigation with ASCAP, is "in good financial shape" to continue its fight, but urged broadcasters to contribute both to assure the availability of funds and to show the solidarity of their support for the committee.

The group, headed by Charles Tower of Corinthian Broadcasting, launched its second solicitation of funds in February and now has pledges totaling $268,000, Mr. Smith reported. Stations are asked to pledge four times their highest quarter-hour rates, paying one-fourth now, the rest when needed (CLOSED CIRCUIT, March 16).

Where it Went = Mr. Smith said that the first solicitation, in 1961, raised approximately $400,000, of which about 67% has been disbursed for legal fees, 8% for research and 7% for committee expenses, leaving 18% on hand.

He also reported that Dr. Frederick Stewart, an economist, has been conducting research for the committee and that this proves that the fight the committee is making is "right."

To demonstrate the "inequity" of ASCAP's TV-station fees, Mr. Smith noted that while broadcasters are charged on the basis of their adjusted gross revenues, many hotels and other

BROADCASTING, April 13, 1964
public places using ASCAP music are charged according to the amounts they pay their performers.

Television's ASCAP payments—totaling at least $10 million a year for TV stations alone—amount to a "subsidy" of ASCAP and "are not conducive" to the continued growth of television, he asserted.

Mr. Smith reported that the committee is pleased with the work of its legal counsel, the New York firm of Donovan, Leisure, Newton & Irvine, which, he noted, is expert in antitrust law—an area the committee regards as extremely important in the ASCAP case.

Question of BMI • Apparently alluding to court-sponsored negotiations two years ago in which ASCAP demanded that broadcasters be divorced from their ownership of Broadcast Music Inc., ASCAP's only major competitor, Mr. Smith stressed that broadcasters' ownership of Broadcast Music Inc., that broadcasters years ago ing to acquire, the counsel, the committee has never sought to "disrupt BMI's activity." But, he pointed out, ASCAP continually complains about broadcasters' ownership of BMI.

The committee is seeking new ASCAP licenses that would require TV stations to pay ASCAP only for music used in their local programs—not, as now, for music in feature films and syndicated programs.

The U. S. Southern District Court in New York has ruled that, under the consent decree governing ASCAP's operations, ASCAP cannot be forced to offer that type of license. After two appeals to the U. S. Supreme Court, the case is now before the U. S. Second Circuit Court of Appeals in New York (Broadcasting, April 6).

Mr. Smith said a decision is expected this month or next. Barring a negotiated settlement, the loser in that decision is expected to take the case back to the Supreme Court.

ABA, editors rally behind access study

Praise and offers of assistance from legal and journalistic quarters have greeted a proposal made last month (Broadcasting, March 30) by CBS President Frank Stanton for the establishment of standards of behavior by all news media in court and crime coverage.

The American Bar Association, which has often criticized news coverage of judicial proceedings and opposed putting television cameras in the courtrooms, congratulated Dr. Stanton for his suggestion that The Brookings Institution undertake a study that would lead to the establishment of a governing code of fair practices.

ABA President Walter E. Craig said he "was confident that the American Bar Association would lend its full assistance towards reaching the objectives outlined by Dr. Stanton."

Several newspaper editors have supported Dr. Stanton's proposal and asked that the American Newspaper Publisher's Association be given an opportunity to join in the financial support of the project.

Those who agreed with Dr. Stanton that standards of court reporting procedures should be determined also agreed that television's coverage of the Ruby trial in Dallas in connection with the assassination of President Kennedy left much to be desired.

By making specific recommendations on the use of the Brookings Institution to conduct the study, one newspaper editor said, Dr. Stanton may finally have pushed the matter "beyond the talking stage, which is now necessary."

San Francisco has new production firm

Independent Producers Associated has been organized in San Francisco for the production of TV programs and commercials and for both theatrical and industrial films. President of IPA is Bruce P. Campbell, a one-time associate of the late Alfred Levy, founder of Talent Associates-Paramount Ltd. Other IPA officers are Morton P. Beebe, vice president; George G. Walker, secretary, and Robert Nagy, treasurer.
Patterson-Machen sought for free TV

The fight between Floyd Patterson, former heavyweight champion, and Eddie Machen, to take place in Stockholm, in July, will be broadcast on regular commercial television for fight fans to watch at home without charge, instead of restricted to paying audiences in theaters, if present plans work out. John Vrba, president of the Fourth Network, organization which lines up TV stations for special events coverage, is working with the promoters of the Patterson-Machen event. Winner of the bout is expected to be given a chance to meet heavyweight champion Cassius Clay in a title fight later in the year.

The Patterson-Machen affair is tentatively set for either July 5 or July 12, according to Don Johnson, Fourth Network vice president. It will probably begin at 5 p.m. Stockholm time (11 a.m. EDT), which would give the Fourth Network people a good chance to tape it, fly the tape to New York and get it on the air that night, probably at 10 p.m. New York time. The bout will be carried on the Eurovision TV Network, Mr. Johnson said, and the Fourth Network would make a "protection tape" of the fight off the network in London as well as one at ringside in Stockholm.

It is estimated that the Fourth Network may be able to line up well over 100 TV stations, perhaps twice that number, for the Patterson-Machen fight, since it is the first major fisticuffs to be available for free TV in some time.

MCA-TV sees big gross for Indianapolis race

MCA-TV has set its sights on \$2 million to \$3 million" in gross revenue for the first telecast of the Indianapolis 500 mile auto race May 30, which it will beam live into a closed-circuit network of an anticipated 200-225 theater and arena outlets seating 600,000-800,000 persons.

Ticket prices will range from \$3 to \$5, an MCA spokesman said, for the approximately four hours of racing that the event usually consumes. Even though the race is on Memorial Day, MCA expects that the early starting time of 12 noon, EST, will encourage racing enthusiasts to see the race before engaging in other activities.

MCA has a seven-year option on television rights to the race and is installing permanent equipment at the Indianapolis Speedway to defray the cost in later years. Twelve cameras, 30 microphones and four announcers will be used to provide complete coverage of the race.

Program executives plan TV seminar

The National Association of Television Program Executives announced last week that a program seminar has been scheduled for May 11 and 12 at the Hilton hotel in New York City.

Announcement was made by Stan Cohen, director of program planning and promotion at WDSU-TV New Orleans and interim board chairman of the association.

Topics of discussion and panel members are:

- "TV Station Programming: Art or Business," Mike Shapiro, general manager of WFAA-TV Dallas-Fort Worth, and Bennett Korn, president of the Metromedia stations. "The Network's Relationship to Local Programming," Mike Dann, vice president for programs, CBS-TV; Julius Barnathan, vice president and general manager of ABC network, and Grant Tinker, vice president for programs, NBC-TV.


Larry Laurent, television-radio editor of The Washington Post, will be luncheon speaker on Monday, May 11.

The interim board members of NATPE are: Stan Cohen, WDSU-TV New Orleans (chairman); Roy A. Smith, WLAC-TV Nashville (secretary-treasurer); Tom Jones, Triangle stations; Pete Kizer, WOOD-TV Grand Rapids, Mich., and Lew Klein, WFIL-TV Philadelphia.

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Another example of Crosley 42 years of leadership
AMST opposes FCC's UHF program plans
UNANIMOUS BOARD DECISION SUPPORTED BY MEMBERS

The Association of Maximum Service Telecasters has announced its opposition to various sharing plans being considered by the FCC as a means of making network programs available to UHF stations in top markets.

The AMST's decision to oppose the plans was adopted unanimously by the association's board of directors at a special meeting during the National Association of Broadcasters convention in Chicago last week.

AMST officials said the decision was later supported "enthusiastically" by the more than 170 representatives of member stations who attended the association's eighth annual membership meeting.

Two sharing plans are being considered at the FCC.

Under one plan, stations in the top markets having less than three VHF outlets would be prohibited from taking more than one-third of their programming from a single network. Thus, each of the three networks that wanted full exposure for its output would have to make one-third of its programs available to a UHF station.

Under the other proposal, suggested by ABC, no network could have more VHF affiliates than any other in the top 18 markets having fewer than three VHF stations. This would result in CBS and NBC giving up VHF affiliates and taking UHF stations as replacements.

The FCC plans to discuss the proposals with the heads of the three networks. CBS and NBC have already made clear their opposition to them.

AMST said these proposals present "very serious questions" under the constitutional guarantee of free speech and the no-censorship provision of the Communications Act.

The association said the proposals would "interfere with a licensee's freedom to exercise its own judgment to select its programs. They threaten UHF development by seeking to impose a forced feeding approach, whereas the Congress recognized in the all-channel receiver legislation that sound nationwide UHF development would require a period of seven years or longer to become effective, and that such development be consistent with sound business principles."

The membership was briefed on the sharing proposals by Ernest Jennies, of Covington and Burling, the association's legal counsel. Lester W. Lindow, AMST's executive director, reported on the "continuing threats to high technical quality wide area television service from a number of proposed short-spaced VHF move-ins."

In another development, the AMST membership adopted a resolution to continue to work for the "sound development" of an 82-channel national television system.

**New Board Elected to the AMST**


The board of directors for 1964-1965 met immediately following the membership meeting and elected the following officers: president, Jack Harris; 1st vice president, Charles H. Crutchfield; 2d vice president, Lawrence H. Rogers II; secretary-treasurer, Harold Essex; and assistant secretary-treasurer, Lester W. Lindow.

The following directors were appointed to the executive committee: Messrs. Harris, Essex, Petersmeyer, Crutchfield, DeWitt, Hayes, and Rogers II.

The following were appointed to the technical committee: Orrin W. Towner, WHAS-TV Louisville, Ky., chairman; Messrs. DeWitt, and Epperson; Clyde Haehnle, Crosley Broadcasting Corp., Cincinnati; Thomas E. Howard, Jefferson Standard Broadcasting Co., Charlotte, N. C.; Clyde M. Hunt, Post-Newsweek Stations, Washington; Phillip B. Laeser, WTMJ-TV Milwaukee; Carl G. Nopper, WMAR-TV Baltimore, and Henry E. Rhea, WFIL-TV Philadelphia.

LBJ's audience

An estimated 40.3 million persons saw *Conversation with the President*, a taped program telecast on all three networks, March 15, 6-7 p.m. EST. A. C. Nielsen Co. said last week that an estimated 17.44 million homes, or 34% of American homes owning TV sets, were tuned to the program that featured an informal interview with President Johnson by a panel of reporters.

Nielsen said the average family viewing the program saw 45 minutes out of the hour. The firm also reported that the first *Conversation* program—an interview with the late President Kennedy telecast Dec. 17, 1962, was viewed by an estimated 22 million homes, or 44% of U. S. TV homes. The JFK telecast was seen by an estimated 48.4 million persons.

The greater audience for the Kennedy telecast was explained in part by the longer hour it appeared on the networks—from 7:30 to 8:30 p.m. on ABC-TV and CBS-TV, and 8:30 to 9:30 on NBC-TV.

Nielsen noted that the later time and two different time periods would normally reach larger television audiences.

CBS owned radio outlets talk about talk shows

Consideration of plans to place more emphasis on talk programming held much of the attention of the general managers and program directors from CBS owned radio stations at meetings in Chicago before the National Association of Broadcasters convention last week. The sessions were held at WBBM there, which has dropped its live music policy after four decades of that format.

Other CBS owned radio stations besides WBBM are KCBS San Francisco, KMOX St. Louis, KNX Los Angeles, WCAU Philadelphia, WOR New York and WEEI Boston. "All seven stations now devote significant portions of their schedules to such programming," it was noted by Fred Ruegg, vice president, station administration, CBS Radio Division, who headed the New York executive group which also took part.

Mr. Ruegg said the meeting took note of the fact that the sound basis of an effective talk format has been proven by the record of KMOX over more than four years. He said the St. Louis station, under the direction of Robert F. Hyland, vice president-general manager
there, was the "first to initiate talk pro-
gramming as a block concept," a concept
which he said later was adopted by
other company-owned outlets.

The format innovations at the host
station also highlighted the discussions
in view of the fact that WBBM was one
of the country's last major radio sta-
tions to extensively use live music in
recent years. The policy change took
effect April 3.

WBBM's big morning show, Music
Wagon, aired Monday through Friday
8:15-10 a.m. and the vestigial vehicle
of live music there, now features rec-
ords and celebrity interviews by host
Mal Bellairs. The station also has ex-
panded its late afternoon news to two
full hours starting at 4:30 p.m. Service
features from WBBM's traffic helicopter
and consulting meteorological team also
are included.

WBBM's staff of 25 musicians were
switched from commercial to sustaining
contract, reportedly dropping each man
from about $280 a week to $230. Some
of them are expected to be used soon
on WBBM-TV, however. The musician
contract was renegotiated earlier this
year, has over two years to run and
provided for about a 3% increase. It
is part of the network package.

Radio program clinics
scheduled by NAB

Tentative dates have been set for the
four clinics on radio programming this
fall to be sponsored by the National
Association of Broadcasters. Meeting
in Chicago last Thursday, the NAB pro-
gram committee set these dates and
cities, with hotels to be announced
later:

Sept. 25—Tarrytown, N. Y.
Sept. 28—Memphis.
Sept. 30—Omaha.
Oct. 2—Palo Alto.

In his convention speech, NAB Pres-
ident LeRoy Collins promised that the
best programing brains in the industry
would serve as faculty at the clinics.
Sherri Taylor, NAB vice president for
radio, will be in charge of planning the
sessions.

Co-chairmen of the program com-
mittee are Joseph Baudino, Westing-
house Broadcasting Co. vice president
in Washington, and Allan Page, KGWA
Enid, Okla.

Programatic sold
to Schedumatic

Programatic Broadcasting Service has
been sold to the newly formed Schedu-
matic Corp., New York, it was an-
nounced last week by Charles C. Cow-
ley, president of Muzak, which oper-
ated Programatic. The sale price was
not disclosed.

Programatic is an automated service
for radio stations. John Esau, who re-
signed as director of broadcast opera-
tions at Programatic to form Schedu-
matic (BROADCASTING, March 30), re-
ported last week that Programatic will
continue the O-Vation Music Service
and expand into a more "tailored" formu-
la, supplying station subscribers with
classical, popular standards and jazz
music.

Mr. Cowley said that Muzak intends
to expand further in the background
music field in which the company has
grown substantially, particularly inter-
nationally, in recent years.

UA sells 'East Side' early

United Artists Television sold East
Side/West Side in seven markets in ad-
vance of its official release to syndica-
tion during the NAB convention, Pier-
re Weis, vice president and general
manager, UA-TV syndication division,
announced last week.

The series, which consists of 26 hour
episodes and was presented on CBS-
TV this past season, has been sold to
WNEW-TV New York, WTVG(TV)
Washington, KTJ(TV) Los Angeles, WAT-
VO Chicago, WTTV(TV) Indianapolis,
KPHO-TV Phoenix, Ariz., and KVOS-
TV Bellingham, Wash.

'Wonder of Birds' under way

Triangle Stations is producing for
autumn syndication a series of 65 five-
minute colorcasts titled The Wonder of
Birds.

The series, which will illustrate the
personalities and characteristics of dif-
ferent birds, is being filmed at the
Boehm Aviaries in Washington's Cross-
ing, N. J. John Toutkaldjian is directing
the series and Charles Keller is execu-
tive producer.

'Breaking Point' syndicated

The release of the Breaking Point
one-hour series to syndication was an-
nounced last week by Henry G. Plitt,
president of ABC Films. The 30-epi-
sode series has been sold to WNED-
TV New York, WTVG(TV) Washington and
KTTV(TV) Los Angeles for start in the
fall. Breaking Point is now on ABC-TV.
HAS TANNER SOLVED MEASUREMENT?

Though reaction varies many experts okay mobile TV audience survey device; inventors promise radio measurement soon

A new mobile system for television and radio audience measurement was the talk of last week's National Association of Broadcasters convention in Chicago, but for all the excitement there remained broad differences of opinion as to what its exact utility and future role might be.

The system, developed by the Tanner Engineering Co. of Wilmington, Calif., was exhibited as a technique for measuring TV audiences, but company representatives disclosed privately that a version for radio measurement is in the works. They said that although they could not yet reveal the technical details, they expect to have it ready for public display within six months.

Some observers felt a radio version would offer great potential for measurement of the car-radio audience in particular—an area that many broadcasters consider badly in need of more comprehensive measurement. Prototypes of another device to measure automobile listening were also shown at the convention (see page 85).

The TV technique, called Tanner Electronic Survey Tabulation (TEST), is also said to be capable of distinguishing between color and black-and-white sets. It is designed to be incorporated in electronic gear installed in a station wagon that, according to its developers, simply rolls up and down streets at speeds upward of five miles an hour, counting all TV sets in use within 500 yards, identifying the stations to which they are tuned and keeping a running tally of its findings.

Up to 3,500 sets can be counted by one truck in half an hour, according to James L. Tanner, 28-year-old inventor. The technique differs from several electronic measurement systems advanced in the past, he said, in that it picks up, magnetically, the horizontal scanning signal radiating from sets in operation, whereas other systems usually have depended on the sets' local oscillator radiations.

Finds Program In addition, the TEST system compares each of these radiated signals with the signals transmitted by local stations to determine the channel to which the set is tuned.

The truck and associated equipment shown by the Tanner organization in the NAB exhibit hall were under almost constant examination by broadcasters, network executives and engineers, representatives of rating firms, other research experts and others interested in broadcast audience measurement—including Representative Oren Harris (D-Ark.), who led the congressional investigation of "the ratings mess" a year ago, and several of his own and other congressional aides.

The reaction ranged from practically unqualified enthusiasm to hearty disbelief, with the largest number taking the middle-ground position that they wanted more information before reaching firm conclusions.

Mr. Tanner and his brother, Thomas, administrative and sales head of the Tanner company, said they are interested in engineering, not the operation of an audience research company, and accordingly would like to lease the equipment to a research organization.

They and Carl Haverlin, former broadcaster and recently retired president of Broadcast Music Inc., who is serving as their adviser, said their first hope is that some tripartite organization encompassing broadcasters, advertisers and agencies—and possibly with the support of existing ratings services as well—may take over the use of TEST as a measurement system. If that does not happen, however, they expect it to be developed as an audience research service on some privately operated basis.

Criticism The first criticism usually advanced is that since TEST does not purport to count sets that are not tuned on, it can at best supply figures on total tune-in and share of audience, but not ratings. They also question whether TEST's data can be projected to give representative national or even local figures. Some agency executives and broadcast salesmen also point out that the system does not provide a basis for cost-per-thousand data.

Other researchers contend that it is possible to overcome these objections by "prelisting" the areas to be covered by the truck. This would involve a "census" of those areas to determine, for instance, how many sets there are. Similarly it is pointed out that a "sample" of streets and rural areas could be constructed in such a way as to be representative of the entire community or even the nation. But in both cases some authorities feel that a serious question of economic feasibility is involved.

Aside from the expense of prelisting, some researchers point out that the Nielsen national TV sample, for instance, consists of 546 counties or "sampling points," each of which presumably would require at least one and perhaps more TEST trucks if the Tanner system were used. At the Tanner's estimate of $15,000 to $20,000 as the cost per truck, this would mean an initial equipment outlay of $8 million to $11 million.

Other sources, however, feel that a maximum of 100 sampling points, and perhaps no more than 50, would be sufficient for a national sample. In that case the initial equipment cost might be as low as $750,000 and not more than $2 million.

Mr. Haverlin and the Tanners—and a substantial number of broadcasters and research authorities—feel that TEST can answer one major specific need merely by supplying data on "the raw brute force" of television.

Several broadcasters stressed the importance of having this sort of measurement to show, instantaneously, how well a particular program fared both in terms of its over-all tune-in and in

Equipment study April 20

BROADCASTING's annual review of new developments in equipment shown at the convention of the National Association of Broadcasters will make up a special study in the April 20 issue of the magazine.

During the 42d convention a team of BROADCASTING reporters interviewed each of the convention exhibitors, examined the products on display and talked with broadcasters about their reactions. These findings will make up the Equipment Special Report which will be a feature of next week's issue. The report will be divided into topical subjects such as automation, cameras and lenses, miniaturization, transmitter improvements and a number of others.
share of audience. This sort of information, they felt, could have a vital bearing in both selling and programing, and a number of broadcasters indicated they were ready to participate in such a service as soon as it can be made available.

With a measurement of "raw brute force" provided by TEST, some authorities suggested, the finer points of audience measurement, such as demographic and other audience composition data, could be supplied, as now, by existing ratings companies.

Even without prelisting the areas to be covered by TEST, however, it was felt that some degree of demographic data would be inherent in the driving- its own system in preference to others, but aside from that he said he felt it important that there be more than one measurement service in operation.

Mr. McGannon said a Westinghouse engineer, Ben Wolfe of KPIX(TV) San Francisco, had participated in tests of the Tanner system in San Francisco and had submitted a "very upbeat" report on it.

He also disclosed that it was the council's awareness of the Tanner system that led to the appointment of a committee under Julius Barnathan of ABC-TV to study new developments in audience measurement (Broadcasting, April 6).

Mr. McGannon said he hoped to see the system in operation in California—and a new test is planned in Chicago—possibly this week—in cooperation with WON Chicago. The truck was not taken on the road during the NAB convention; it had developed a defective axle en route from California.

Radio Watches • The possibilities of the system for radio audience measurement are being watched carefully. Robert Hurleigh, president of MBS, said after examining the equipment in Chicago, "I'm very excited—this is the kind of thing we need. These people deserve 100% support and encouragement, and when they're ready with their radio system six months from now, we can put our money where our mouth is."

Robert Pauley, president of ABC Radio, also examined the system carefully in Chicago and was described as highly enthusiastic, but could not be reached immediately for an elaboration of his views. Others predicted that the system, used as a stationary device at strategic traffic centers, would be ideal way to count auto radio audiences.

Although they declined to give technical details of their system, the Tanners said it could distinguish between AM and FM sets—and, as in television, identify the stations to which they were tuned.

Among the skeptics last week was Jack Gross, the American Research Bureau's sales manager for advertising agencies and networks. He said ARB had examined the system—and many other electronic techniques—and was "not interested in it," not so much on engineering grounds as because the truck system, in that most families in any given neighborhood tend to have certain common characteristics, particularly as to income level, education, etc.

Donald H. McGannon of Westinghouse Broadcasting Co., chairman of the Broadcast Rating Council and of the NAB research committee, said the Tanner system might "revolutionize" audience measurement if its promise materializes, but he thought its main use to the council would be as a "verification" tool for checking the findings of ratings services.

No Rating Service • Use of the test system by an existing or new rating service is of course possible, he observed, but he said the rating council itself does not intend to set up a rating service of its own using this or any other system.

He felt that there would be legal questions to face if the council adopted have a report on the Tanner system from the committee by about June 1.

From a technical standpoint, the chief questions raised by engineer-observers had to do with whether the system is able to count "all" sets that are in operation within its range, whether it can give an accurate count when there are many sets within a small area (as in an apartment house), whether it may not "double-count" in backtracking on a street parallel to one already counted, and whether it is able to pick up radiations from older or weaker sets.

The Tanners appear confident on these and all other points, asserting that it can count as many as 40 signals per second and has proved its capability. Nevertheless, a number of engineers indicated they want to see it in operation under all sorts of circumstances before committing themselves fully.

Some have already had a chance to roof. Inside the unit (r), James L. Tanner, inventor of TEST, sits before the prototype control panel which is being used in the exhibit model only to visually depict the method by which the sets are counted. In production models the only equipment in the trucks will be a unit that counts the sets and records these figures on tape.
The pros and cons of allocations for airborne ETV

A major consideration in establishing UHF assignments is the rulemaking requested by the Midwest Program on Airborne Television Instruction, which would permanently reserve channels 72, 74, 76, 78, 80 and 82 for airborne ETV service in Illinois, Indiana, Kentucky, Ohio, Michigan and Wisconsin. The FCC, in issuing the proposed reservations, also asked for comments on the feasibility of airborne TV using the new Fixed Instructional Service on the 2500 mc to 2690 mc band (Broadcasting, Oct. 28, 1963).

MPATI presently operates an experimental airborne ETV system on UHF channels 72 and 76. The system has its headquarters in Lafayette, Ind. MPATI said that there are presently 1,300 schools and colleges subscribing to its service.

The commission has been flooded with supporting comments from midwestern schools, boards of education and teachers associations. But strong opposition came from the National Association of Educational Broadcasters, NBC and the Association of Maximum Service Telecasters.

Lost Channels * The NAEB said that the use of six UHF channels for the MPATI service would delete as many as 50 channels from the TV allocations table it has proposed, and 32 channels from the table proposed by the FCC (see story page 105). The NAEB added that of the 50 channels lost, 46 could not be replaced by revising assignments. The association claimed that if interference standards were considered the MPATI proposal would delete upwards of 100 channel assignments from the NAEB table.

The NAEB also questioned the validity of the MPATI program. The association said that the regional character of the operation would be detrimental the fulfillment of local expression and program needs. A central program source, such as MPATI, would also have an adverse effect on the development of local ETV stations, NAEB said.

The NAEB said that less than 10% of the schools in the proposed service area of MPATI now subscribe to its service, and that the commission should ask for a reliable financial showing from MPATI.

The association would not object to the present two channel service and suggested that MPATI should consider microwave links to achieve area coverage.

Six Are Best, But * MPATI said that six channels on a permanent basis would provide the fullest means to an efficient airborne ETV system. This would allow for the presenting of economical, programed instruction.

However, MPATI suggested that if the channels are not allocated on a regular basis that they be reserved for 10-year periods, thus allowing for review of the service's operation. A second alternative was proposed. If the commission should grant only the two channels now used by

trend in audience research is toward more data on individuals than on homes or sets-tuned.

Other industry executives who have seen the device have expressed enthusiasm for its ability to measure the viewing pattern of a community thoroughly and rapidly, but indicated doubts about its potential as the basis for a new nationwide ratings service by itself.

"The Tanner system looks like a good way to count viewers, much better than phone calls or diaries and much less expensive than audimeters," said Ron Glesson, director of research, sales development and merchandising for KABC-TV Los Angeles.

"But," he added, "it's a popularity poll, not a ratings system. It can provide greater numbers of TV sets, but it can't provide a representative sample of all the homes in a TV station's coverage area. It can't provide ratings figures or sets-in-use figures, such as the currently active ratings services do. And it has no means for supplying audience composition information or other demographic data."

An agency executive who declined to be quoted by name said the value of the Tanner technique "really depends on what you want to prove and how you want to use it. It will give you a good sample of what people are doing in a particular area at a particular time and get the answer right away. It won't replace anything we have now, but it could do a great job for a local station which believes it has a larger audience than the current ratings services are giving it credit for."

From an engineering viewpoint, the development "looks very promising" to Ted Greiner, chief engineer of KABC-TV. "In theory," he said, "it seems very good, but it needs to be tested in practice under difficult conditions. For instance, an observer might be put into every apartment in a New York apartment building to check on the dial positions of the sets at various times while a Tanner truck was driven by. Then the record they obtain could be checked against the known facts to see how accurate their record is."

The equipment demonstrated in Chicago includes a revolving antenna loop on the hood of the truck to receive the signals, and a "Comparator" device inside to match the receiver and station signals and thus identify the channels being watched.

In future versions, the Tanners said, the set count will be recorded on tape so that it may be sent by data transmission lines to a computer center where reports from a large number of trucks can be compiled quickly.

The Tanner company plans to manufacture the TEST equipment and is tooling up and ready, officials said, to accept an order now for delivery of 100 trucks within 90 days.

James Tanner, inventor of the system, was formerly with KCSO(TV) Los Angeles and also served with CBS and NBC there. He said he started work on the device in 1954 and had a working model in 1961. Patent-protection applications covering both television and radio measurement systems were filed "a number" of years ago, he reported.

The Tanner Engineering Co. is a family business primarily engaged in developing new products in a variety of fields, Mr. Tanner said.

Engineers form society of Broadcast Engineers

The Institute of Broadcast Engineers held its first meeting Sunday (April 5) and became the Society of Broadcast Engineers.

About 100 engineers at the National Association of Broadcasters convention in Chicago attended the organizational session of the society, whose purpose is to give broadcast engineers "some recognition."

The society, which is still in the formative stages, has 75 members, according to John Battison, consulting engineer, Annapolis, Md., who has been acting chairman. Aims of the society will be set by an eight-man steering committee nominated at the meeting. A committee on membership standards
MPATI it could then allow four channels to be used on a share-time basis with ground-based commercial or ETV stations. MPATI would make use of the channels only during school hours.

The airborne service said that its engineering studies of the 2,500 mc to 2,690 mc band show that it would not be feasible for an airborne system.

Opposite View — The Association of Maximum Service Telecasters and NBC told the commission that from a technical standpoint an airborne service could be operated in the 2,500 mc to 2,690 mc band.

The association and network said that they opposed the allocation of any channels for either regional or national airborne ETV programs. The MPATI proposal would withdraw "a vast amount of UHF spectrum space" from ground-based commercial and ETV use, AMST said. It added that it would not oppose a five-year continuation of the MPATI experiment, but for no longer than five years.

has also been formed.

Mr. Battison will act as chairman pro-temp of the society and head the steering committee. Others nominated to the committee are: Sid Davidson, chief engineer, KOA-AM-FM-TV Denver; Malcolm Burleson, director of engineering, Metromedia Inc.; Orrin W. Town-er, engineering director, WHAS-AM-TV Louisville, Ky.; Bill Cramer, consulting engineer, Defuniak Springs, Fla.; Ben Wolfe, chief engineer, WPIX-TV San Francisco; Charles Hallees, president, Electronics, Missiles & Communications Inc.; Mt. Vernon, N. Y., and Howard Town, NET, Ann Arbor, Mich.

Further information is available from Society of Broadcast Engineers, Box 1841, Annapolis, Md.

WEC color tubes not imminent

Westinghouse Electric Corp., Pittsburgh, last week put a damper on speculation that the firm was about to announce its entry into the production of color television tubes.

In the wake of published reports indicating that such an announcement was imminent, Westinghouse said: "Like every other company in the color television field, we are examining the feasibility of developing our own color television tube. Such a research program has been going on for about two years."

A flood of comments on UHF allocations

Proposed tables draw conflicting filings from educators and commercial broadcasters

The broadcast industry is generally agreed on the need for a table of UHF television allocations but is divided on the table's means and aims. This was apparent from the comments the FCC has received on its proposal to adopt a new UHF allocations plan.

The proposed rulemaking has two facets. There is an FCC table that would add 411 new channels for 1,979 total assignments. Offered as an alternative to the commission's table, but part of the same rulemaking, is a table by the National Association of Education- al Broadcasters that proposes a total of 2,600 channels. The NAEB table would add 609 more new channels than would the FCC's. The NAEB arrived at its greater number of possible allocations by the employment of digital computer techniques, as opposed to the commission's manual engineering of its table (Broadcasting,Nov. 11 and Oct. 28, 1960).

The commission also received comments on a closely related rulemaking that would reserve six UHF channels on a permanent basis for an airborne ETV system to be operated over six midwestern states by the Midwest Program on Airborne Television Institution Inc. (see page 104). Prominent among the comments on the allocations tables were those of the NAEB, ABC, the Association of Maxi- mum Service Telecasters, MPATI and the National Education Association.

NAEB Argument — The FCC, at the time it decided to include the NAEB's alternative table in the rulemaking, said that the larger table failed to provide flexibility in the choice of transmitter sites and questioned whether a need would arise for the many channels allo- cated to small communities (Broadcasting, Dec. 23, 1963). The NAEB says the 2,600 assignment table is suffi- ciently flexible and therefore more desir- able in face of the additional channels it offers.

The NAEB pointed out that its table would make 609 more assignments in 126 more locations than does the FCC table. But even more to the NAEB's liking is that its table proposes 304 more educational TV reservations than the FCC's and that it would make 96 more multiple ETV reservations. And, the NAEB pointed out, its table con- templates 54 more channels in the top 100 markets than the commission's.

The NAEB said the FCC charge that the NAEB table makes assignments in locations where it is unlikely any need will materialize is a gross departure from the federal agency's usual policy of making definitive provisions for the future, rather than fulfilling needs as they arise. "In fact, the NAEB pro- posal far more complies with the basic intent and spirit of a table of allocations than does the FCC proposal," the associ- ation said. To withhold channels now, the NAEB believes, is to make their future allocation a possibly haphazard proposition. The association said changes and amendments in its table or one like it would be far easier than in the FCC table, due to a greater over-all knowledge of the allocations structure.

The NAEB noted that in the past the FCC has stated that the best means of maximum, efficient use of UHF chan- nels is to provide for all assignments possible for a channel, with minimum mileage separation of co-channels. An allocations table, the association said, is one way this could be done.

Elastic Miles — The NAEB said that its table calls for a two to four-mile separation flexibility, but further engineering studies increased this separa- tion potential to 15-30 miles—"except for taboos which require a 20-mile sepa- ration," in which case a five to 10- mile flexibility factor was used. How- ever, the association said, the greater flexibility took a big cut out of the table's efficiency, dropping the total number of assignments by 539 chan- nels. It made 134 fewer assignments in cities having a population of 50,000 or more. The NAEB's conclusion is that it can't be shown that a two to four- mile flexibility factor would have ad- verse effects, and the greater the flexi- bility potential the less efficient is the table.

Allocations to sparsely populated areas, the NAEB added, were made only after the association provided allo- cations to cities of 10,000 or more. It said that the many ETV allocations and reservations in its table are of vital
importance—"It is far from rash to predict that within a generation educational needs will outstrip the combined resources of the new fixed service [in the 2500 mc to 2690 mc band] and available broadcast facilities."

The NAEB requested that the commission hold an oral proceeding on the relative merits of the NAEB table and the FCC's plan.

**ETV Favored** — ABC said that the NAEB table of assignments grossly favored educators. The network pointed out that in the FCC's table the ratio of commercial to reserved channels is 2.2 to 1, while in the NAEB proposal it is 1.8 to 1. ABC further charged that the NAEB table favored reserved channels with locations lower in the UHF spectrum than those left for commercial enterprise.

The network thought it very unlikely that, except in metropolitan areas such as New York, commercial broadcasters would grab all of the unused channels and pointed out that a prospective ETV operator may apply for an unreserved channel as well as one reserved. ABC said that although the FCC saw the merits of an allocations table it also recognized the value of awaiting demands and avoided saturating its table. Changes in the NAEB table, ABC said, would require extensive revision. The table with fewer assignments is far more flexible, and this flexibility can't be overvalued, the network added. The NAEB table "would not serve as a fair and reasonable table of assignments and actually would tend to discourage the use of the UHF band."

MPATI told the commission that neither the FCC's nor the NAEB's table made any provisions for regional, multichannel airborne or ground-based service. MPATI would have even more channels proposed than offered by the NAEB proposal, with fewer channels left unreserved.

The Joint Council on Educational Broadcasting, in whose behalf the FCC granted a 60-day extension of the comment deadline (Broadcasting, Feb. 3), gave its full support to the NAEB table. The council, representing major education associations and ETV groups (such as the NAEB), stressed the importance of providing future ETV needs. Multiple reservations are extremely important in order to allow for a full range of educational programming, the council said. The FCC table fails to make these provisions, it concluded.

**Illusion?** — The Association of Maximum Service Telecasters urged that the commission's table be adopted. The NAEB table, AMST said, although it offers a greater number of assignments is "to a substantial extent an illusion." AMST said that the NAEB table would preclude the use of many already selected transmitter sites in states planning ETV networks. The association said that it is unlikely many NAEB assignments would ever be activated and that the assignments made to larger cities have no advantage over those made by the FCC. AMST said that the commission proposal could be more completely saturated should the need arise.

The Adler Educational Systems Division of Litton Systems Inc., an ETV equipment manufacturer, questioned the advisability of adopting any allocations table other than one that merely reflected what would be expected needs. The manufacturer said that the assignment of UHF channels without the demonstration of need would bar the use of UHF translators.

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**A home TV tape recorder for the consumer**

**FAIRCHILD INTRODUCTION HAS TV MAKERS' INTEREST**

The Fairchild Camera & Instrument Corp., Syosset, N. Y., last week demonstrated a home television tape recorder which, it indicated, could be mass produced for the consumer market at under $500.

With the equipment a television program can be taped using an input from a regular television receiver and replayed immediately. Home TV tapes could be on with the unit with additional camera equipment.

The recorder, which has been under development at Winston Research Corp., Los Angeles (Closed Circuit, Oct. 21, 1963), showed good reproduction fidelity.

The demonstration triggered interest in Fairchild's stock, making it the most actively traded issue on the New York Stock Exchange on Monday (April 6). The stock gained 134 points to 301/4, rising slightly on Tuesday, but dropping Wednesday to Monday's high.

The Fairchild demonstration follows 14 weeks after Cinerama Telcan's display of its British-developed "Telcan" home recorder (Broadcasting, Dec. 23, 1963). The prototype Telcan had picture quality which observers felt should be improved before the equipment is marketed.

Cinerama Telcan is the company formed by the British firm which developed the equipment and Cinerama Inc. holds rights for distribution of the unit in this country.

Both the Fairchild model and Telcan have stationary recording heads and both have tape speeds of 120 inches per second, using one-quarter inch tape. Fairchild's recorder is combined in a single console with a TV receiver.

A Fairchild spokesman said last week that every major television manufacturer in this country either had been, or would shortly be, negotiating with the company on the possibility of producing the recorder.

He said Fairchild itself might produce certain parts of the recording system. Cinerama has not, as yet, announced a manufacturer for its recorder.

Fairchild confirmed that a camera for taking home TV movies is definitely being considered as accessory equipment for the recorder, and that development of such a camera is in the planning stage. The camera they said, could be produced for less than $200.
Progress report on UHF-VHF sets

Chicago meeting of all-channel TV committee
told of promotion and educational campaigns

Progress in the promotion build-up and educational campaign concerning all-channel TV receivers was outlined in Chicago last week by officials of the industry-government sponsored Committee for All-Channel Television.

The drive is centered on the all-channel set law which takes effect April 30, but full impact of the consumer promotion is not expected to be felt until about September.

By fall it is expected that the backlog of VHF-only sets now in distribution channels will have slackened enough for retailers to be ready to sell the new 1965 VHF-UHF models. The new-year models normally have been introduced to the trade by late March, but none have been shown so far this year although there has been a flurry of 1964 model mid-year "drop-ins," plus an obvious production spurt (Broadcasting, April 6).

The committee was told that requests are pouring in for some 20,000 copies daily of the new multi-purpose educational booklet on all-channel television which has been prepared by the FCC in cooperation with Electronic Industries Association and the National Better Business Bureau Inc. Over 2 million copies should be at retailer level by fall for consumer circulation. The booklets also are going to the service trade.

Titled "What You Should Know About All-Channel TV," the booklet is available in single copies from the FCC and in bulk from the EIA. Bulk rates are about a penny each.

A total of 1,500 prints of a technical slide-film presentation also have been produced. These will serve as nucleus for trade training meetings for sales people, technicians and service men. Typical content topics include tips on proper UHF antenna installation, summary of the FCC's UHF test in New York City and explanation of the all-channel law.

Other topics reviewed by the committee included recent bills introduced in Congress to eliminate the 10% excise tax on all-channel sets and EIA's work in Washington to win support for these measures. The tax cut is sought to overcome the price hike which manufacturers must impose for adding the UHF tuner. Without the tax relief it is expected that manufacturers may be forced to cheapen other parts of the set to hold the price line and still add UHF.

New tube promises better color cameras

Superior qualities of the new Plumbicon tube for both color and black-and-white sets were cited last week at the NAB convention in Chicago last week.

At the Tuesday (April 7) TV engineering session, Dr. Edward F. deHaan of North American Philips' Industries Research Labs described the advantages of the Plumbicon currently-in-use vidicon and image orthicon tubes including small size, ease of operation, long life, excellent stability, good color rendition and a high sensitivity.

Fully saturated color pictures can be obtained with a lighting level of 100-150 footcandles at a lens setting of f/2.8, he said. The Plumbicon tube retains its original characteristics after several thousand hours of operation.

"These properties of a Plumbicon make this tube especially suitable for a large number of TV applications," Mr. deHaan said. "Especially for color TV cameras, the Plumbicon is almost the ideal pick-up tube." The Plumbicon is 8 inches long and only 1/4 inches in diameter.

The tube is not yet on the commercial market although North American already has received several dozen orders, it was reported. The Plumbicon tubes will be available late this year through Amperex, a division of North American Philips.

In a paper delivered Monday (April 6), R. E. Putnam, manager, audio-video engineering, and I. T. Saldi, senior vidicon engineer, tube department of General Electric, Syracuse, N. Y., noted that the Philips Plumbicon is a one-and-a-quarter inch tube "that is not interchangeable with a standard vidicon and, therefore, requires a new camera."

General Electric, they said, "has a lead oxide vidicon under development which is interchangeable with the standard one-inch vidicon...[and] can be used in existing vidicon equipment. The General Electric lead oxide vidicon is about three times as sensitive as the 7735A," a vidicon introduced in 1958.

Harry E. Smith, manager, marketing, GE visual communications products, said last week that prototypes of the lead oxide vidicon are being used experimentally. However, he said, commercial use of the tube is not expected for at least two years.
AB-PT takes steps to thwart outsiders

Special meeting will vote on proposal to abolish cumulative voting for members of the board

If uncertainty was ripe last week about board membership ambitions of several large shareholders in American Broadcasting-Paramount Theaters, one thing was sure—the company’s present board was opposed to intrusions from the outside and was taking steps to prevent them.

Reports indicated that AB-PT management, for the time being at least, is in a position to thwart efforts to alter the board’s membership.

In a meeting last Monday (April 6) the AB-PT board voted unanimously to recommend to shareholders that the company’s charter be altered to abandon the cumulative voting procedure for board members, a practice that gives minority interests a better chance of achieving board representation. The action was taken to obstruct the efforts of two “special groups” who were understood to be seeking board seats.

One of these was reported to be a combined interest of two mutual funds and an individual investor. The other interest is that of Norton Simon, West Coast industrialist, whose investment in AB-PT through McCall Corp. is now thought to be considerably in excess of 100,000 shares (BROADCASTING, March 23).

The AB-PT move came after a meeting of ABC affiliates in Chicago at which the company’s president, Leonard Goldenson, said attempts of outsiders to gain board seats would be resisted.

Under the cumulative voting system a shareholder can multiply his shares by the number of board seats to be voted on and distribute that total among nominees in any proportion be chooses. A shareholder thus could throw his full support behind a single nominee.

Wall Street Surprise: The AB-PT move to abolish cumulative voting brought reactions of surprise from a number of Wall Street observers.

“Things aren’t ordinarily done this way,” one pointed out. Another said “this is an action which would normally be attributed to a management dealing from weakness.” However, all those questioned agreed it was likely that management would achieve a majority of stockholder support on the cumulative voting issue.

The issue will be put to a vote at a special shareholder meeting one hour before the company’s regular annual meeting, Tuesday, May 19. A simple majority vote would be sufficient to amend the company’s charter.

An AB-PT statement on the board’s action noted that the present voting procedure dates back to the original charter of its predecessor parent corporation, Paramount Pictures. (In an antitrust consent decree Paramount was split into a motion picture production firm and a theater chain. The latter acquired ABC.)

The company said it had denied two requests for board membership on the grounds that the presence of a special group “would be divisive and contrary to the best interests of the company and its stockholders.

“The board decided that the broadcasting business, which constitutes the major portion of the corporation’s activities, is substantially regulated by the FCC and is subject to responsibilities which go far beyond the requirements of normal commercial enterprises. The broadcasting industry must operate in the public interest and cannot be subjected to the will of special interests.”

Cites Support: Mr. Goldenson said he received “wholehearted support” from representatives of ABC’s affiliated stations, to stand against the board membership requests.

One Wall Street analyst commented that AB-PT management is “throwing everything it has on the first play of the game. They’ll probably win this one, but these tactics give them a defensive posture and the long run effect could be harmful. They’ll probably nip this thing right away, but they could reap a lot of ill will in the process.”

While AB-PT board’s position became crystal clear, the objectives of the two groups imputed to have directorship ambitions grew hazier.

One group which was reported to be making a bid for a directorship consisted of the Putnam Growth Fund, Boston, the Oppenheimer Fund, New York, and Walter Scheuer, of the Wall Street firm of Oppenheimer & Co.

The Putnam Fund acknowledges a position in the stock, having purchased 20,000 shares earlier this year, but denied any interest in altering the company’s management.

The Oppenheimer Fund purchased 15,300 shares of AB-PT in the fourth quarter of 1963; a more recent accounting of the fund’s holding is not yet available. Officials of the fund did not admit to participation in an insurgent group.

Norton Simon’s drive for a board seat also seemed to have lost momentum. One report said he was in “full sup-

Leonard Goldenson, president of American Broadcasting - Paramount Theaters Inc., told a meeting of ABC affiliates (above) in Chicago last week that the efforts of outsiders to gain seats on board would be resisted.

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port" of the AB-PT move to eliminate cumulative voting. If effected, this could substantially reduce his chance for a voice in the company's affairs. Mr. Simon could not be reached for comment on his position.

Holdings of mutual funds in American Broadcasting-Paramount are estimated at 20% of the firm's 4,557,444 outstanding shares.

The associated holdings of three Kansas City funds—United Accumulative, United Income Limited and United Accumulative Limited—collectively constitute a holding of over 200,000 shares, making them the largest mutual fund in the company.

Representatives of United would not commit themselves last week to a position on the cumulative voting issue.

Wall Street analysts continue to point to AB-PT's improving financial picture as a major factor in the recent heavy activity and interest in its stock.

Accompanying AB-PT's year-end statement was a forecast of a 20% gain in earnings for the first quarter of 1964 (Broadcasting, March 30). Several security analysts are predicting 1964 earnings will be around $2.50 a share compared to $1.65 earned per share in 1963.

Last week the AB-PT board declared a regular quarterly dividend of 25 cents a share, payable June 15 to stockholders of record May 15.

RKO General's net income drops

The net income of RKO General and its consolidated subsidiaries fell by over $300,000 in the last quarter of the calendar year, it was reported last week. In the last three months of 1963, RKO General's net income was $1,825,581, compared with $2,147,488 for the same period in 1962.

An overall rise of 21.6% in net sales and 50% in consolidated net profits is shown in the financial report of RKO General's parent, General Tire & Rubber Co., for the first quarter of its fiscal year ended Feb. 29.

The reports states that RKO General's Hartford, Conn., pay TV operation "continues favorably." There are now approximately 5,000 subscribers. The single event causing the highest number of tune-ins was the Cassius Clay-Sonny Liston fight when 85% of all subscribers tuned in, with an average of nine persons per set viewing the fight.

At stockholders meeting last week, M. G. O'Neil, president of General Tire, said that because of the FCC's multiple ownership rules RKO General's broadcasting holdings were at their limit, but that the exchange of RKO General's Boston stations with NBC's Philadelphia outlets "should help us from a profit standpoint." The station swap is before the FCC. It is complicated by the application of Philco Corp. for the network's Philadelphia stations. The case is awaiting final FCC decision.

One of the problems in the pay TV operation, Mr. O'Neil notes, is the reluctance of some movie producers to sell their films for the Hartford program. RKO General has filed a civil antitrust suit against two film producers and 17 exhibitors (Broadcasting, March 23).

Three months ended Feb. 29:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$0.49</td>
<td>$0.32</td>
</tr>
<tr>
<td>Net sales</td>
<td>260,711,906</td>
<td>214,377,602</td>
</tr>
<tr>
<td>Net Income of RKO General and consolidated subsidiaries for three months ended Dec. 31</td>
<td>1,925,581</td>
<td>2,147,488</td>
</tr>
<tr>
<td>Expenses</td>
<td>240,479,487</td>
<td>206,731,090</td>
</tr>
<tr>
<td>Provision for federal income taxes</td>
<td>7,706,000</td>
<td>4,225,000</td>
</tr>
<tr>
<td>Estimated Income</td>
<td>7,928,000</td>
<td>8,269,000</td>
</tr>
</tbody>
</table>

RCA profits soar for first quarter

RCA for the 12th consecutive quarter has reported higher profits than in the comparable quarter of the previous year.

A first-quarter statement issued by the company last week showed profits up 25% over the same period in 1963 while total revenues gained by 6%.

NBC, a subsidiary, enjoyed the best first quarter in its history, also registering a 25% profit pickup over 1962's first period. In a joint statement, Brigadier General David Sarnoff, board chairman, and Dr. Elmer Engstrom, president, declared "RCA's earnings and sales are maintaining their upward course in spite of a continued decline in government business."

Dollar sales of RCA television receivers were up approximately 18% for the quarter. Sales and unit volume of color TV tubes both gained by 90%. The company's previous prediction that color tube production for the year would reach 1,000,000 units was reasserted in the quarterly report. Messrs. Sarnoff and Engstrom noted that for the past two years, net profits for the corporation rose by more than 36% while sales gains averaged 7%.

Three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$0.49</td>
<td>$0.31</td>
</tr>
<tr>
<td>Sales</td>
<td>400,400,000</td>
<td>439,000,000</td>
</tr>
<tr>
<td>Pretax profit</td>
<td>41,400,000</td>
<td>35,300,000</td>
</tr>
<tr>
<td>Federal taxes</td>
<td>16,800,000</td>
<td>18,000,000</td>
</tr>
<tr>
<td>Net profit</td>
<td>24,600,000</td>
<td>17,300,000</td>
</tr>
</tbody>
</table>

Wrather Corp. lost money in 1963

Wrather Corp. made money during 1963 from its broadcasting, wired music, movie production and hotel operations, but sustained losses from other ventures, Jack Wrather, president, said in his annual report to stockholders.

The TV series, Lasie, has been renewed by Campbell Soup Co., for the 11th season on CBS-TV. Wrather Corp. owns 335 half-hour installations of the series and will produce 32 more for 1964-65. "In addition, we own 221 half-hour filmed episodes of The Lone Ranger, of which 39 are in color, and 78 Sergeant Preston of the Yukon half-hour television shows, all in color," he said.

Muzak, with more than 250 franchises in 500 cities in 16 countries, showed a 7% increase in gross and a before tax net profit that was 29.2% higher than in 1962.

Year ended Dec. 31, 1963:

<table>
<thead>
<tr>
<th></th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net profit per share*</td>
<td>$1.45</td>
</tr>
<tr>
<td>Gross income</td>
<td>12,060,688</td>
</tr>
<tr>
<td>Income before federal income taxes and loss applicable to investment in A. C. Gilbert Co.</td>
<td>1,122,635</td>
</tr>
<tr>
<td>Income before loss applicable to investment in A. C. Gilbert Co.</td>
<td>886,966</td>
</tr>
<tr>
<td>Net loss</td>
<td>1,241,213</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,763,600</td>
</tr>
</tbody>
</table>

*Previous year-end report issued as of June 30, 1963 at end of fiscal year. Company now is operating on calendar year. This report therefore overlaps with the last six months of the previous financial statement, and makes impossible a true comparison with 1962.

Polaris reports broadcast income

Broadcasting brought $1,812,344 to the Polaris Corp. in the calendar year 1963, the Milwaukee-based diversified company has reported.

Elliot G. Fitch, president, said emphasis this year will be more on development of additional earning power through present service businesses and less upon acquisitions.

Every division of the company, Mr. Fitch said, registered increases in revenues. In addition to broadcast properties, Polaris owns Klau-Van Pietersen-Dunlop Inc., Milwaukee advertising agency. It also owns real estate, is in consumer finance, banking, equipment leasing and data processing.

12 months ended Dec. 31, 1963:

<table>
<thead>
<tr>
<th></th>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$0.82</td>
<td>$0.81**</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>18,903,907</td>
<td>11,763,136</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,753,300</td>
<td>1,520,800</td>
</tr>
</tbody>
</table>

*Based on 963,134 shares outstanding.
**Adjusted for 2% stock dividend paid last year.
BROADCAST ADVERTISING

William J. Brewer, radio-TV account director at Potts-Woodbury Inc., Kansas City, elected VP and director of radio-TV department. He has been with agency since 1949. Bill Smith, broadcast media supervisor, promoted to radio-TV account director. He joined Woodbury in 1959 from Sinclair Refining Co. Jack Schroeder, assistant director of marketing research, named broadcast media supervisor. He joined P-W three years ago from Remington-Rand Corp.

Lewis C. Davis joins General Baking Co., New York, as VP in charge of marketing. He was formerly VP of Revlon Inc., that city.

George Wolf, since 1962 VP and director of commercial production at Lennen & Newell, New York, elected senior VP. Mr. Wolf joined agency in 1960, was previously VP for radio-TV at Ruthrauff & Ryan, that city.

John D. Hayes joins Foote, Cone & Belding’s international division in New York in executive capacity. He was formerly VP-international division of Erwin Wasey, Ruthrauff & Ryan there.

Thomas R. Chadwick, since May 1963 sales manager for color TV at Admiral Corp., Chicago, elected VP-advertising.

Gerald J. McGavick Jr., for past three years TV account executive at Venard, Torbet & Mc McConnell, New York, joins Metro TV Sales, division of Metropolitan Broadcasting Television, that city, as account executive.

Robert W. Frye, formerly project manager on consumer and industrial market research for Planning Research Corp., Los Angeles, has joined Scott, Rifkin & Wilson, new advertising agency at 315 South Beverly Drive, Beverly Hills, Calif. He has also established new marketing research service, S/A/R Inc. (Survey/Analysis/Report) at same address. Telephone for both agency and research organization is Crestview 1-9154.


Thomas F. Maschler, executive VP of Perrin & Associates, Chicago, elected president, succeeding, Earl R. Perrin, president since agency’s inception in 1931, who becomes board chairman, Raymond Chan, creative director, elected VP. Recent additions to Perrin staff include Donald E. Whiting, account management, formerly with Clinton E. Frank Inc., and James H. West, senior writer-producer, formerly director of broadcast services at Griswold & Eshleman, Cleveland.

Anthony Widmann, formerly with MaManus, John & Adams, New York, joins Doherty, Clifford, Steers & Shenfield, that city, as VP and account supervisor.

Stanley Winston, promotion director of Redbook magazine, joins Fladell Adv. Associates, New York, as executive VP.

Frank Daly, member of market development staff of Lockheed Aircraft Corp. and formerly with Television Bureau of Advertising, joins WBBM-TV Chicago as sales research manager.

Clark Warren, account executive in Puerto Rico office of Young & Rubicam, appointed manager of New York international services. He assumes duties of Marc E. DeVos, who becomes head of contact in agency’s new Paris office. Mr. Warren joined Y&R in 1959 from Quaker Oats International division where he was assistant sales and advertising manager. Mr. DeVos joined Y&R in 1952.

Robert A. Berman appointed VP-account supervisor and director of radio-TV for Bronner & Haas, Chicago.

John L. Vollbrecht, copy group supervisor at McCann-Erickson, Chicago, elected VP. He joined agency for second time in 1959, having previously served with M-E from 1954 to 1956.

Jack Moys, general sales manager of KPOJ Portland, Ore., elected VP in charge of sales. Mr. Moys joined KPOJ as announcer in 1946.

Irwin W. Unger, manager of midwest division of Select Station Representatives, New York, elected VP in charge of midwest area for radio-TV sales representative.

Collingwood J. Harris elected VP-account executive at Kudner Agency, New York. He joined agency last year.

Joseph H. Epstein Jr. appointed advertising manager, and E. P. Randolph named products and market research manager for William B. Reilly & Co. (Luzianne coffee), New Orleans, effective May 1. Mr. Epstein was executive VP of Walker Saussy Inc., New Orleans agency that handles Reilly coffee account. Mr. Randolph was salesman in Reilly organization.

J. Walter Carroll, formerly general manager of KSAN San Francisco, joins KKHI-AM-FM, that city, as account executive.

Charles E. Gunn, since July 1960 general sales manager of CBLW-AM-FM Windsor, Ont.-Detroit, Mich., resigns to devote himself to personal and business interests. E. C. Metcalfe, director of sales/operations for CBLW-AM-FM-TV, assumes Mr. Gunn's duties temporarily.

Raymond J. Mulligan elected VP-sales and marketing, Allen Products Co., packers of Alpo dog food, Allentown, Pa.

Martin Roberts, for past three years with Home Entertainment Corp. (predecessor of Subscription Television Inc.), Los Angeles, joins KFJ-AM-FM Los Angeles as director of advertising and sales development.

Jack S. Friedman, John Y. Jaeckel and Keith L. Reinhard join Needham, Louis & Brorby, Chicago, as copywriters. Mr. Friedman was associate creative director in Chicago office of Compton Adv.; Mr. Jaeckel was account executive with Griswold-Eshle-
Cleveland as assistant sales manager. Both organizations are part of Westinghouse Broadcasting Co. Mr. Pickering succeeds Aubrey Holman, who moves to TVAR's New York office as national salesman. Also joining TVAR's New York sales staff is Richard J. Waller, for past two years account executive with Metro TV Sales, New York.

George Goldman, sales and promotion executive at KEWB Oakland, Calif., named manager of San Francisco radio office of Peters, Griffin, Woodward, sales representative. He succeeds G. E. (Buck) Hurst, who died recently.

A. John Accola Jr., president of Croot & Accola Inc., New York advertising agency, joins Chirurg & Cairns, that city, as account executive.

William Pitney, marketing analyst and development specialist most recently head of William Pitney Co., which is engaged in design and manufacture of automated merchandising equipment, joins Cunningham & Walsh, New York, as account supervisor. Kent Rodenberger, assistant account executive at Young & Rubicam, New York, joins C&W as account executive.

Marty Brown, of New York TV sales staff of Adam Young Inc., transfers to firm's Chicago office in same capacity.

Robert W. Allrich, VP and chairman of plans board at John W. Shaw Adv., Chicago, joins Earle Ludgin & Co., that city, as VP and account supervisor. Before joining Shaw in 1962, Mr. Allrich was VP and general manager of Keyes, Madden & Jones, Chicago. Donald H. Hockstein, director of radio-TV production at Ludgin agency, elected VP. He joined agency in 1959.

Charles W. Sanford, for past several years writer-producer at Lilienfeld & Co., Chicago, promoted to radio-TV director.


Fred F. Flanagan joins creative staff of Geyer, Morey, Ballard, New York. He was formerly copy supervisor at D'Arcy Adv.


Chisman follows Shapiro

Thomas Chisman, WVEC-TV Hampton - Norfolk, Va., elected chairman of board of governors of ABC-TV Affiliates Association at meeting in Chicago April 4. He succeeds Mike Shapiro, WFKA-TV Dallas-Fort Worth, who retires as chairman but remains on board. Herb Cahran, WZZ-TV Baltimore, elected vice chairman; Bert Ladow, KTVK (TV) Phoenix, secretary, and Robert Wiegand, WTVN-TV Columbus, Ohio, treasurer. Newly elected board members are Leslie Norins, KEYT-TV Santa Barbara, Calif., and Messrs. Ladow and Wiegand. Martin Umansky, KAKE-TV Wichita, Kan., re-elected to board.


Robert Volden, formerly creative director at Graves & Associates, Minneapolis, joins Knox Reeves Adv., that city, as copywriter.

Irene Blanchard, former office manager, bookkeeper and women's news commentator at WQMR Silver Spring, Md.-WQAY-FM Washington, promoted to account executive for stations.

P. A. Servodidio, since 1960 with CBS in New York as assistant to businessman, joins WNBC-TV New Haven, Conn., as account executive.


THE MEDIA

Jack Remington, since 1962 program director of WKRC-AM-FM Cincinnati, promoted to general manager, replacing Nick Bolton, who becomes general manager of WDAF-AM-FM Kansas City, Mo. Stations are owned by Taft Broadcasting Co. Robert Worthington, station manager of WDAF-TV, promoted to general manager. Messrs. Remington and Worthington succeed William A. Bates, VP and general manager of WDAF stations, who will assume general executive capacity with Taft at organization's headquarters in Cincinnati.

George Whitney elected VP and general manager of California division of Midwest Television Inc., licensee of KFMB-AM-FM-TV San Diego. He will also act as general consultant to other Midwest properties. Mr. Whitney was VP and general manager of the San Diego stations under Transcontinent TV Corp. which sold outlet to Midwest (Broadcasting, Feb. 24).

William T. McKibben, assistant to VP of Balaban station group with headquarters at 1121 W. Washington, appointed general manager of Taft Broadcasting Co.'s WGR-AM-FM Buffalo. Mr. McKibben had been with Balaban group for past five years.

Herman W. Land appointed to newly created position of director of corporate projects for Westinghouse Broadcasting Co., New York. Formerly with Corinthian Broadcasting Corp., Mr. Land joined Westinghouse in October 1961 as director of creative services. He has coordinated and directed advertising and promotion, research and publicity departments of company. Phyllis J. Ariano, for five years executive secretary to Donald H. McGannon, president and board chairman of Westinghouse Broadcasting Co., named director of special services.

Miss Ariano Mr. McKibben Mr. Remington Mr. Whitney
No more typos?

Bill Dana, star of his own TV series, and Hal Phillips, president of Hal Phillips & Associates, Los Angeles advertising agency, become president and secretary-treasurer, respectively, of Dana-Phillips Inc., new company which is putting new product, "Spell-right" typewriter ribbon, on market. Mr. Dana, in his Jose Jiminez character, will be featured in introductory advertising campaign for Spellright in western U. S. Spot television, newspapers, magazines and trade papers will be used, with about half of initial $125,000 to be spent in TV. Hal Phillips & Associates will place advertising.

Lee Harris, since June 1963 program director of KCTR Denver, appointed to newly created post of director of public affairs for Mullins Broadcasting Co., licensee of KCTR and KATV (TV) Denver. Mr. Harris, who assumes his new post April 20, joined KCTR year ago as air personality.

Bennet H. Korn, president of Metropolitan Broadcasting Television, division of Metromedia Inc., New York, joins radio-TV advisory council of University of Judaism, Los Angeles.

INTERNATIONAL

Carl Loebner, chief of telecommunications division of U. S. State Department, named by President Johnson as U. S. representative on advisory council of International Telecommunication Union, Geneva.

Karl Monk, station manager of CHOK Sarnia, Ont., named general manager and director of national sales of station. Arthur O’Hagan, sales and promotion manager of CHOK, appointed station manager and director of local sales.

Peter MacFarland, executive producer of CTV Television Network Ltd., Toronto, named executive producer of CFTO-TV, that city.

Harold Van Wiebe, program manager of CKCK Regina, named general manager of CKSL Weyburn and CJSL Estevan, all Saskatchewan.

Edwin F. Baker, account executive with Grant Adv. Ltd., London, since 1953, promoted to director of agency. He will be responsible for overall control of accounts section and function as company secretary and financial comptroller to board of directors.

Robert S. Macpherson, promotion manager of CTV Television Network Ltd., Toronto, promoted to director of information.

Larry Heywood, of sales promotion staff of Bureau of Broadcast Measurement, Toronto, appointed director of BBM member services.

Arnold A. Gurwitch appointed international representative for American Society of Composers, Authors & Publishers (ASCAP), New York. He will serve under society's foreign department headed by Dr. Rudolf Nissim.

EQUIPMENT & ENGINEERING

Dr. Murray Disman appointed manager of microwave tube division of Eitel-McCullough Inc., San Carlos, Calif. Acting division manager since January, Dr. Disman replaces Luther Cisne, who had been appointed to newly created post of assistant for planning.

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INFORMATION and ENTERTAINMENT

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FM 87.3 MC
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Company

Associated with WSB Atlanta: WHIO Dayton; WSOQ Charlotte; KTVU San Francisco-Oakland

113
Cordier succeeds Dougherty as APBE president

New board members and officers of Association for Professional Broadcasting Education, introduced during APBE's April 5 membership meeting in Chicago, include (seated, l to r): Douglas L. Manship, WARB-TV Baton Rouge, La., VP; Dr. Hugh V. Cordier, head of radio-TV department, University of Illinois, president, and Roy E. Morgan, WILK Wilkes-Barre, Pa., secretary-treasurer.

Standing (l to r): Dr. Harold Niven, APBE executive secretary; Owen S. Rich, Brigham Young University; Dr. D. Hugh Gillis, Boston University; Worth McDougald, University of Georgia, and Henry H. Fletcher, KSEI Pocatello, Idaho.

Other APBE directors include Dr. Walter B. Emery, Michigan State University; Mrs. Marianne Campbell, WJEO Gallipolis, Ohio, and Eldon Campbell, WFMH Indianapolis. Dr. Cordier succeeds W. Earl Dougherty, KXEO Mexico, Mo., who retired from board as well as presidency.

Philadelphia, named sales manager for Jerrold's industrial products division, replacing Donald J. Cinalia, resigned.

Harry Harvey, since 1958 manager of technical operations at KMOX-TV St. Louis, appointed to newly created post of manager of facilities planning and operations. Wally Wesley, since 1959 engineer in charge, succeeds Mr. Harvey as manager of technical operations.

Rupert Bogan, chief engineer of WBAP-AM-FM-TV Fort Worth-Dallas, appointed to newly created post of director of engineering. Tom Bedford named chief engineer of WBAP-TV, and John (Speedy) Maersch named chief engineer of WBAP-AM-FM.

Vincent C. Judd, formerly of Bendix Corp., appointed manager of auto radio operation of Philco Corp.'s Lansdale (Pa.) division.

Waldo B. (Pete) Potter, VP and director of advertising for Eastman Kodak Co., Rochester, N. Y., to retire after 40 years with company. He will be succeeded May 1 by A. Dexter Johnson, assistant VP and advertising manager. Among other duties, Mr. Potter worked on Kodak exhibits at four world's fairs. Mr. Johnson joined Kodak in 1934.

Robert A. Sestero, formerly with marketing staff of General Electric Co., appointed to newly created position of merchandising manager for home entertainment products of Sylvania Electric Products, Batavia, N. Y. Mr. Sesto will direct advertising, sales promotion and sales training activities for Sylvania's line of TV, stereophonic high fidelity phonographs and radios.

L. S. Thees, division VP in charge of RCA electronic components and devices, Harrison, N. J., retires. Mr. Thees joined RCA in 1930.

NEWS

Arthur D. Morse, staff producer on CBS Reports since February 1960, appointed executive producer of program, replacing Fred W. Friendly, now president of CBS News.

Stanhope Gould, supervising news and assignment editor, promoted to newly created position of executive producer of news at WBBM-TV Chicago.

Morton Edelstein, assistant assignment editor since joining WBBM-TV in September 1963, succeeds Mr. Gould.

Erol A. Lottridge, director of public affairs and service at KHOU-TV Houston, joins WATF-AM-TV Norfolk-Newport News, Va., as news editor.

Fred Walters, former senior legislative correspondent for Associated Press in Harrisburg, Pa., joins news staff of WIP-AM-FM Philadelphia.

PROGRAMING

Peter Cary, western and southwestern sales manager for Desilu Sales, transfers to company's international division.

Jerry Lee, with MCA-TV for six years, appointed western sales manager at Desilu, and Hurley Graffius, director of business affairs at Desilu, named southwestern sales manager.

George Stern, VP of Revue Productions, Hollywood, and one of Revue's three founders in 1950, retires after 18 years with MCA, parent company. He plans around-the-world trip before returning to Hollywood to enter independent production.

Edmond O'Brien appointed host-narrator of Men in Crisis, new half-hour documentary series dealing with conflicts between men prominent in world history. Mel Stuart, producer-director, reports pilot of Wolper Productions' series, Hitler vs. Chamberlain: Crisis at Munich, is nearing completion.

William Froug appointed executive producer of dramatic programs for CBS-TV, Hollywood, responsible for general supervision of all CBS-TV dramatic programs originating on West Coast, plus substantial involvement with program development. Mr. Froug was VP in charge of programing for CBS Radio in Hollywood before entering television in 1957.

Tom Donovan named director of new dramatic series, Another World, starting on NBC-TV Monday, May 4 (3-3:30 p.m. EDT).

Malcolm Sherman, former West
Coast and southern district sales manager of Hollywood Television Service, TV syndication arm of Republic Corp., promoted to assistant sales manager.

Norman Lloyd appointed executive producer of The Alfred Hitchcock Hour for next season. Hitchcock, now on CBS-TV network, moves to NBC-TV network for 1964-65 season.

Ted McKay, air personality with WKRC-AM-FM Cincinnati for past 10 years, promoted to program manager, replacing Jack Remington, who has been appointed general manager.

Al Perry, for five years associate music director at Four Star Television, North Hollywood, Calif., promoted to director of music, replacing Herschel Burke Gilbert, who has resigned to become West Coast music director for CBS.

Bruce Eells, former president and general manager of Television Artists & Producers Corp., and James Long, former VP of McIntyre-Curtis-Kurek, Pasadena, Calif., have formed Longells Associates as publishers representative firm, with offices in Los Angeles and Chicago.

Bob Kelley, veteran sports director at KMOV Los Angeles, granted leave of absence to recover from heart attack suffered last January. He will continue at his Wrightwood mountain cabin.

Jack L. Katz, formerly film director of KMTV-TV Omaha, appointed program director of KMA Shenandoah, Iowa.

Charles Benson, program director at WGR Buffalo, joins WMAS-AM-FM Chicago as manager of special projects.

Pat Patterson, WGR air personality, succeeds Mr. Benson as program director.

Don Knox appointed producer-director at WATV-TV Norfolk-Newport News, Va.

Tom Taube, member of news staff of WSBT-AM-FM-TV South Bend, Ind., named sports director of WHFB-AM-FM Benton Harbor, Mich.

Eugene Weiss, northeast regional sales manager for Columbia Records Sales Corp., New York appointed general manager. He is succeeded by Maurice Hoffman, who has been general manager. William Farr, responsible for creating and developing merchandising programs, materials and communications, assumes added duties as director of merchandising. Richard Killough, since August 1963 music editor-masterworks for Columbia Records, promoted to associate producer. Jack Tessier, assistant director in charge of foreign publicity for United Artists Corp., joins Columbia Records as manager of international promotion and merchandising services.

**IRTS renominates all**

Sam Cook Digges, administrative VP of CBS Films Inc., New York, renominated for second term as president of International Radio and Television Society, that city. This marks first time in IRTS's 25-year history that all six incumbent officers have been renominated for second two-year terms. Other officers are: first VP, Thomas J. McDermott, VP of N. W. Ayer & Son; VP, Richard P. Jones, VP and director of media at J. Walter Thompson; VP, C. Wrede Petersmeyer, president of Christian Broadcasting Co.; secretary, William N. Davidson, VP of Advertising Time Sales, and treasurer, Edward P. Shurick, VP of H-R Representatives, all New York.

**FANFARE**

George Condon, formerly press representative in Midwest for CBS and freelance public relations man, joins Alberto-Culver Co., Melrose Park, Ill., as public relations manager.

Judy Grove, 1963 graduate of University of California, Berkeley, joins KCBS San Francisco as program publicity assistant.

Jack Goldstein, former eastern publicity director for 20th Century-Fox, appointed national director of advertising, publicity and exploitation for Allied Artists Pictures Corp., which has moved its advertising and public relations departments from Hollywood to New York. Sanford Abrahams remains in Hollywood as director of public relations.

Peter C. Latsis, press relations director of National General Corp., promoted to publicity-public relations director of corporation, operator of 220-theater chain, diversified into real estate, film production and closed-circuit theater television.

**ALLIED FIELDS**

Byron E. Harrison, associate of Washington attorney John H. Midlen, has become full partner, with firm name changed to Midlen & Harrison. Mr. Harrison was assistant chief of FCC's domestic radio division when he joined Mr. Midlen in February 1963. Mr. Midlen has been in private practice since 1945, with George O. Sutton until 1949, when he established his own firm.

**DEATHS**

Edward W. Murtfeldt, 56, executive VP and member of board of directors of Benton & Bowles, New York, died April 5 of heart failure near his home in Chappaqua, N. Y. Mr. Murtfeldt joined B&B in 1947 from General Foods where he was advertising manager for Post division. He was elected B&B VP in 1951, to board of directors in 1957, senior VP following year and executive VP in 1961.

Thomas C. J. Prior, 68, former technical director and chief engineer of WJAR-AM-TV Providence, R. I., died April 5 of heart attack. Mr. Prior was chief engineer for pioneer radio network hookup in early 1920's which comprised Providence, New York and Washington featuring Graham McNamee.

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**115**
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, April 2 through April 8, 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, hearings, cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. EBP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. AM—amplitude modulation. FM—frequency modulation. SW—shortwave. VLF—very low frequency. LW—longwave. LWSP—low-power station. HVAC—heating, ventilation and air conditioning. PLL—phase-locked loop.

New AM stations

APPLICATIONS

Costa Mesa-Newport Beach, Calif.—Charles W. Jobbins 1110 kc, 1 kw, D, unu. (Application for interim operation or for conditional grant). P. O. address c/o Marshall E. D. Underwood, 131 East Magnolia, Burbank, Calif.
Broadcasted 1197 kc, 1 kw, D, 1946. Estimated construction cost $1,050; first year operating cost $350; revenue $500. (Principal: Charles W. Jobbins (100%).
Jobbins owns 33.33% of KFPR Glendale, and is applicant for new AM station in Grass Valley, California. Ann. April 2

Pasadena, Calif.—Broadcasters of Burbank Inc. 1110 kc, 50 kw, LS, 10 kw N, D, 2A, D, unu. (Application for interim operation or for conditional grant). P. O. address c/o N. B. Johnson, 3067 A. Pasadena.
Broadcasted 1197 kc, 50 kw, D, 1946. Estimated construction cost $1,045,000; first year operating cost $350,000; revenue $500,000. (Principal: Broadcasters of Burbank Inc. (100%).
Broadcasters of Burbank Inc. has a 33% interest in KRLA Burbank; new station would use KRLA's site. Ann. April 2

Pasadena, Calif.—California Regional Broadcasting Corp. 1110 kc, 50 kw, LS, 10 kw D, 2A, D, unu. (Application for interim operation or for conditional grant under Sec. 1.582—KRLA site). P. O. address c/o Wesley L. Dunn, 3067 A. Pasadena.
Broadcasted 1197 kc, 50 kw, D, 1946. Estimated construction cost $1,141,000; first year operating cost $365,000; revenue $500,000. (Principal: California Regional Broadcasting Corp. (100%).
Wesley L. Dunn is owner of KCAX Seattle; Mr. Dunn is chairman of board of Pasadena Playhouse. Ann. April 2

Pasadena, Calif.—California Regional Broadcasting Corp. 1110 kc, 50 kw, D, 2A, unu. (Application for KRLA frequency, different site.) P. O. address c/o Wesley L. Dunn, Box 3097 A. Pasadena.
Estimated construction cost $588,555; first year operating cost $90,000; revenue $600,000. Principals: Howard F. (33.34%) and William H. Ahmann (33.33%); Maurice D. Jameson, Stanely L. Hahn, and David M. Crandell (each 5%).
Ahmanns have banking, investment and insurance holdings; Mr. Dunn is owner of KXCA Seattle; Mr. Crandell is chairman of board of Pasadena Playhouse. Ann. April 2

Pasadena, Calif.—Crown City Broadcasters Co. 1110 kc, 50 kw, LS, 10 kw N, D, 2A, D, unu. (Application for interim operation or for conditional grant). P. O. address 179 South Euclid Avenue, Pasadena.
Estimated construction cost $292,997; first year operating cost $968,293; revenue $1,397,760. (Principal: Donald C. McBeain, Marshall S. Neal, Robert W. Brecker, and Mallard Carey. Arthur Hanisch, Ben F. Smith, Robert Morton, Robert Vaillancourt (each 10%).
James B. Boyle, Edwin Earl, Louis R. Vincenti and Robert C. Marandi (each 5%)
McBeain has interest in KTHO Tahoe Valley, Calif.; Mr. Carey is exec. atty.; Mr. Morton is president of Marquette University; Mr. Vaillancourt is non-profit organization. Mr. Boyle has various business interests. Ann. April 2

Pasadena, Calif.—Goodson-Todman Broadcast Corp. 1110 kc, 50 kw, LS, 10 kw N, D, 2A, D, unu. (Application for interim operation or for conditional grant). P. O. address c/o Harris L. Katelman, 669 South Sunset Boulevard, Suite 1110, Los Angeles, Calif.
Estimated construction cost $1,840,615; first year operating cost $1,080,000; revenue $1,200,000. (Principal: Mark Goodson (15%); Harris L. Katelman and Robert H. Forward (each 10%)
John C. Dail, Louis Harris and Richard H. S. Cohen (each 5%) and Hand M. Austin and Robert Stewart (each 4%) and Howard F. (33.34%); Wesley L. Dunn and H. F. Todman, Katelman and Austin have interest in numerous television production and film companies, and KOLAM-FM Seattle; Mr. Forward has interest in Metromedia Inc.
Mr. Dail is former vice president of news and public affairs, ABC; Mr. Katelman is veteran radio and television newsman and public opinion research firm; Mr. Adler is musical composition; has interests in various business interests; has interest in Marbl Productions Inc. and Peak Productions Inc.; Mr. Forward has been in the television industry for 13 years.
Mr. Katelman has interest in Marbl Productions Inc. and Peak Productions Inc. (25%). Mr. Forward has interest in Metromedia Inc. and Peak Productions Inc. (25%) and in Peak Productions Inc. (25%)
Mr. Dail is retired; Mr. Katelman is a partner in the Hollywood law firm of Royston, Paisley, Whittington & Paley. Ann. April 2

Pasadena, Calif.—Oak Knoll Broadcasting Corp. 1110 kc, 50 kw, LS, 10 kw N, D, 2A, D, unu. (Application for interim operation only.) P. O. address c/o Pollock & Company, 209 South Spring Street, Suite 812, Los Angeles, 90017.
Estimated construction cost (non, physical facilities to be leased); first year operating cost $1,300,000; revenue $1,500,000. Principal: Broadcasting Foundation of California Inc., nonprofit organization. Dr. Kenneth A. Harwood, chairman of department of telecommunications at University of Southern California, is president. Ann. April 2

Pasadena, Calif.—Pacific Broadcasting Co. 1110 kc, 50 kw, LS, 10 kw N, D, 2A, unu. P. O. address Peter Davis, 880 Ad Avis Road, Santa Monica, Calif., Estimated construction cost $1,010,000; first year operating cost $980,000; revenue $1,140,000. (Principal: Mitchell B. Howe and Peter Davis (each 15%); George A. Barn and C. D. Funk (each 5%).
Mr. Howe has interest in Westminster Broadcasting Co. Inc., and Mr. Funk has interest in Western Newspapers Inc., Santa Monica, Calif.
Publishers of West Coast Outings and 51% of KOWL-CO, Inc., broadcasting licensee of KDAY Santa Monica and RKO/TV (TV) Corona, both in California. Mr. Barn is in Los Angeles; Mr. Funk is in Santa Monica. Ann. April 2

Whitney, Calif.—Pacific Fine Music Inc. 1110 kc, 50 kw, LS, 10 kw N, D, 2A, D, unu. P. O. address c/o A. A. Crawford, Box 987, Bakersfield, Calif., Estimated construction cost $259,941; first year operating cost $480,000; revenue $500,000. Principals: A. Arthur

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York—60 East 42nd St., New York, 17, N. Y. • MI 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N. W., Washington, D. C. • DI 7-8531

BROADCASTING, April 13, 1964

116

Existing AM stations

**ACTIONS BY FCC**

WSRA Milton, Fla.—Granted increased daytime power on 560 to 100 kw.  Action April 2.

KWN Bartlesville, Okla.—Granted for hearing to increase daytime power on 530 to 150 kw.  Action April 2.


Hastings, Neb.—Bar J Inc. granted CP for new FM on 93.5 mc.  channel 228, 2,718 kw.  Ant. height above average terrain 159 feet.  P. O. address Box 198, Hastings.  Estimated construction cost $2,485; first year operating cost $10,000.  Applicant is licensee of KICS Hastings. Action April 3.

Fargo, N. D.—Northwestern College.  Granted CP for new FM on 97.9 mc.  channel 250, 28 kw.  Ant. height above average terrain 210 feet.  P. O. address 50 Willow Street, Minneapolis.  Estimated construction cost $25,500; first year operating cost $15,000; revenue $10,000.  Applicant is licensee of KFNF Fargo. Action April 3.

Abernathy, Tex.—Abernathy Broadcasting Co.  Granted CP for new FM on 98.5 mc. channel 258, 58 kw.  Ant. height above average terrain 151 feet.  P. O. address 1312 61st Street, Lubbock, Tex.  Estimated construction cost $27,840; first year operating cost $2,400; revenue $440.  Principals: Clyde R. Stephens (55%), Raymond V. Carter (28%), and John R. Stephens (5%).  C. R. Stephens owns farm programing firm; R. V. Stephens is assistant manager of KLEA Lovington, N. M.; Mr. McGlothlin is engineer; J. R. Peters is bakery employe. Action April 3.

Lynchburg, Va.—Southeastern Broadcast- ing Corp. Granted CP for new FM on 101.7 mc. channel 265, ERP 3 kw.  Ant. height above average terrain 8 feet.  P. O. address c/o Denzel M. Shaver, 801 Main Street, Lynchburg. Estimated cost of construction $4,000; first year operating cost $4,000; revenue $12,000. Applicant is licensee of WDMX Lynchburg. Action April 3.

**APPLICATIONS**

Arroyo Grande, Calif.—Radio Station KCOB, changed station call letters from KCOB(FM) 1320 kc to KDJS 506 kc, D. to 1110 kc; 5 kw LS, 1 kw N, DA-, unli, and change site and station location to Pasadena, Calif.  O. address 230 East Anacapa St., Los Angeles.  Estimated construction cost $188,790; year operating cost $420,000; revenue $440,000.  Principals: Richard Goodman, Egmont Sonderring and Marcia Sonderring of Goodmark Broadcasting and Lounby also own WOPA-AM-FM Oak Park, Ill.; WDIA Memphis, and KDIA Oakland Calif.

Los Angeles—Standard Broadcasting Co.  Granted CP to change channel from 1320 kc, 5 kw, D. to 1011 kc, 1 kw, LS, 1 kw N, DA-, unli, and change site and station location to Pasadena, Calif.  O. address 2701 E. Northwood Ave., Los Angeles.  Estimated construction cost $271,000; year operating cost $1,330,000; revenue $1,500,000. Principal: Storer Broadcasting Co. (100%). Action April 3.

Twenty-Nine Palms, Calif.—Hi-De-Ze-r-t Broadcasting Co. Granted CP to change channel from 1250 kc, 1 kw, D. to 1110 kc, 10 kw, DA-, unli, and change site and station location to Passadena, Calif.  O. address 1177 Kane Concours, Miami Beach, Fla.  33145.  Estimated construction cost $71,000; year operating cost $1,200,000; revenue $1,300,000. Principals: Kachi Truck Inc. (100%). Action April 3.

Twentynine Palms, Calif.—WDUX, Grants CP to change channel from 1320 kc, 5 kw, D. to 1110 kc, 10 kw, DA-, unli, and change site and station location to Twentynine Palms, Calif.  O. address c/o Arthel Brandt, Box 900, Twenty Nine Palms, Calif.  Estimated construction cost $70,800; year operating cost $90,000; revenue $85,000. Applicant is licensee of KKBX Twenty-Nine Palms. Annex. April 2.

New FM stations

**ACTIONS BY FCC**

Jackson, Ala.—Jackson Broadcasting Inc. Granted CP for new FM on 104.3 mc.  channel 285A, 3 kw. Ant. height above average terrain 15 feet.  P. O. address c/o Fred Huggins, Box 546, Jackson.  Estimated construction cost $11,653; year operating cost $7,200; revenue $7,200. Applicant is licensee of WTJG Jackson. Action April 3.

Mobile, Ala.—Mobile Broadcasting Co. Granted CP for new FM on 101.5 mc. channel 287, 5 kw. Ant. height above average terrain 100 feet.  P. O. address Kutt Fanti, 1481 Faselo del Mar, San Pedro, Calif.  Estimated construction cost $18,480; year operating cost $31,836; revenue $46,400. Principals: Kutt and Margaret A. Fanti (each 50%). Mr. and Mrs. Fanti are both physicians. Action April 3.

Greenville, Tex.—Woodi-Hi Broadcasting Corp. Granted CP for new FM on 105.3 mc. channel 287, 5 kw. Ant. height above average terrain 235 feet.  P. O. address 220 Court Building, Greenville. Estimated construction cost $52,337; first year operating cost $50,000; revenue $90,000. Principals: Samuel L. and Suzanne H. Williams, Arthur F. Benton, Evangeline L. Hebele, Marjorie A. O’Brian, Donald R. Hone and Barbara J. Jones. All are residents of Evansville. Action April 3.

Broadcast Credit announces the availability of money.

Just money.
Most banks shy away from loans to radio stations. Largely because they know so little about the industry and are unwilling to learn.
Broadcast Credit knows better.
If there’s a station you’re negotiating for, but the cash requirements are too high, talk to us.
If your present property is in need of financial refurbishing, get in touch.
If you wish to sell secured notes or negotiable paper, call.
Broadcast Credit knows radio.
We know a good communications risk when we see one. Let us analyze yours.

Broadcast Credit Corporation, 200 E. 42 Street, New York, N.Y. 10017-212 OX 7-1890.
Ownership changes

**APPLICATIONS**

**KBPAA Pine Bluff, Ark.-** Granted transfer of control of licensee corporation, Radio Pine Bluff Inc., from W. L. Kent (15%), Howard M. Peters (15%) and Robert R. Megargel (70%) to J. I. Moseley (100%), to Broadcasters, Inc.; J. J. McPint (each 49.5%) and Robert H. Jones (4%). Consideration assumed by J. I. Moseley.

**KOVO Provo, Utah-** Granted relinquishment of positive control of licensee corporation, KYVO Management Inc., owned by W. W. Watt, W. W. Watt (each 50%). Consideration $27,500 and cancellation of mortgage on real estate owned by Watt (50%) and Watt (50%) before sale of same to Watt (50% after sale, 75% before sale). Consideration $5,000. Mr. Shaw is general manager. KOVO-April 6.

**APPLICATIONS**

**KAAB Hot Springs, Ark.-** Seeks assignment or waiver of condition (with VOF) contingent upon grant of license to L. G. Paglin and R. L. Turner (each 50%), to Broadcasters, Inc.; J. J. McPint (each 49.5%) and Robert H. Jones (4%). Consideration listed. April 3. See attorney, April 3.

**KBOA-AM-FM Kentucky, Mo.; Mr. McPant is consideration listed. April 3. See attorney, April 3.


**KBOA-AM-FM Sparksville, Ky.-** Seeks transfer of control of licensee corporation, State Line Broadcasting Co., from J. B. Cawley and W. B. Kelly (each 50%), to L. R. Turner (25.7% before, 77.7% after). Consideration.$10,000. R. R. Dabney has interest in WMSK Morgantown, Ky. (see above).-April 6.

**WLOK Bourbonville, Ky.-** Seeks transfer of control of licensee corporation, State Line Broadcasting Co., from J. B. Cawley and W. B. Kelly (each 50%), to L. R. Turner (25.7% before, 77.7% after). Consideration.$10,000. R. R. Dabney has interest in WMSK Morgantown, Ky. (see above).-April 6.


**KBCA Cleveland, Ohio-** Seeks assignment of license from Radio Broadcasting Inc., owned by T. H. Opegaard, Carl R. Lee (each 43%), and C. Robert Taylor (10%), to Delphi Broadcasting Co., owned by Robert A. and Joan Brosk Kerr (199.4%), and Roy H. Turbine (6%). No financial consideration involved. Purpose of application is to sell the station to WKNR.-April 4.

**WBDC-AM-FM Dayton, Ohio-** Seeks assignment of license from Radio Broadcasting Inc., owned by T. H. Opegaard, Carl R. Lee (each 43%), and C. Robert Taylor (10%), to Delphi Broadcasting Co., owned by Robert A. and Joan Brosk Kerr (199.4%), and Roy H. Turbine (6%). No financial consideration involved. Purpose of application is to sell the station to WKNR.-April 4.

**WBAL-AM-FM Baltimore, Md.-** Seeks assignment of license from Radio Broadcasting Inc., owned by T. H. Opegaard, Carl R. Lee (each 43%), and C. Robert Taylor (10%), to Delphi Broadcasting Co., owned by Robert A. and Joan Brosk Kerr (199.4%), and Roy H. Turbine (6%). No financial consideration involved. Purpose of application is to sell the station to WKNR.-April 4.

**WHKL-AM-FM Detroit, Mich.-** Seeks assignment of license from Radio Broadcasting Inc., owned by T. H. Opegaard, Carl R. Lee (each 43%), and C. Robert Taylor (10%), to Delphi Broadcasting Co., owned by Robert A. and Joan Brosk Kerr (199.4%), and Roy H. Turbine (6%). No financial consideration involved. Purpose of application is to sell the station to WKNR.-April 4.

**KBOA-AM-FM Kansas City, Mo.-** Seeks assignment of license from Radio Broadcasting Inc., owned by T. H. Opegaard, Carl R. Lee (each 43%), and C. Robert Taylor (10%), to Delphi Broadcasting Co., owned by Robert A. and Joan Brosk Kerr (199.4%), and Roy H. Turbine (6%). No financial consideration involved. Purpose of application is to sell the station to WKNR.-April 4.

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OPERATING TELEVISION STATIONS

Compiled by Broadcast Bureau, April 8

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<tr>
<th>Type</th>
<th>Call Letters</th>
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<tr>
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<td>WMKB</td>
<td>114</td>
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</tr>
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</table>

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 29

- AM: 115 stations
- FM: 155 stations
- TV: 115 stations

By Hearing Examiner Walther W. Guenther

Pursuant to agreement of parties at March 31 prehearing conference in proceeding on AM application of Copper Country Broadcasting Co. for new FM's in West Hartford and Ansonia, respectively, both Conn. Action April 6.

By Hearing Examiner Isadore A. Honig

In proceeding on applications of Community Broadcasting Service Inc. and Morton and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., in Dockets 15265-5, dismissed as moot by petition of Community to enlarge issues to include "Evansville Issue" with respect to Hendrickson application. Action April 3.

Issued memorandum certifying certain rulings made during February 24 hearing in proceeding on AM application of Chermers L. Hamilton Sr. and Mildred B. Hamilton (KRAB), Indianapolis, Ind. and AM application of Oak Tree Broadcast Bureau Inc. to serve respondent parties KLEE Ottumwa and KRIB Mason City, Iowa; relieved applicant broadcast bureau of any obligation to serve respondent parties KLEE and KRIB any of their hearing exhibits or post-hearing pleadings (proposed findings and conclusions, replies, extension motions, etc.) that may hereafter be exchanged or filed by either of them in proceeding; and, on own motion, relieved applicant broadcast bureau from any obligation to serve KLEE and KRIB any pleadings that may hereafter be filed by them prior to closing of record. Action April 3.

By Hearing Examiner David I. Kraushaar

Granted joint motion by all parties except respondent WMDD Inc. to correct transcript, and made certain other corrections, in proceeding, to allow for exchange of written material, in proceeding April 6, for new AM in Vega Baja, P.R.

By Hearing Examiner Jay A. Kyle

Pursuant to March 30 prehearing conference in proceeding on AM application of Salem Broadcasting Co., Salem, Ohio, scheduled certain procedural dates and hearing on May 5 hearing, as modified March 31.

By Hearing Examiner Charles F. Naumowicz Jr.

In consolidated AM proceeding on applications of Northwest Indiana Radio Corp., Valparaiso, Ind.; Valparaiso Broadcasting, Kokaiske, III.; and Livingston County Broadcasting Co., Pontiac, III., in Dockets 8218 et al., granted petition by Valley Broadcasting for leave to file amended complaint correcting certain procedural dates and dropping certain facts of its site trans., as modified April 6.

In proceeding on applications of Edina Corp. and Tedesco Inc. for new AM's in Edina and Bloomington, respectively, both Minn. In Dockets 14938-40, extended time for filing proposed findings to date to be determined by later order; reopened record and scheduled oral argument for April 8 on petition by Swanson Broadcasting to extend time to file proposed findings of fact. Action April 3.

By Hearing Examiner Sol Schildhause

In Boston, TV channel 44 proceeding, granted petition by Integrated Communications Systems Inc. of Massachusetts for leave to amend its financial plan. Action April 6.

Pursuant to agreement reached at April 2 prehearing conference in proceeding on applications of Integrated Communications Systems Inc. of Massachusetts, United Artists Broadcasting Inc. and WGHB Educational Foundation for new TV's on channel 65, specified that proceeding would be tried on written direct case basis; scheduled Sept. 1 for exchange of written material. Other procedural dates will be fixed as requirements of proceeding dictate. Action April 2.

In Cleveland, TV channel 65 proceeding, in Dockets 15248-49, granted petition by United Artists Broadcasting Inc. to leave as amended so as to change its proposal from that for channel 65. Cleveland, to channel 31, Lorain, Ohio, and removed amended application from hearing and returned it to processing line. Action March 30.

By Hearing Examiner Herbert Sharman

In Boston TV channel 5 proceeding, given unopposed application for the Boston Broadcasters Inc. to change April 13 hearing to further prehearing conference and hearing on proper to be held as now scheduled April 20. Action April 6.

In Victoria, Tex., channel 19 proceeding, granted petition by Victoria for leave to amend application with respect to finances. Action April 6.

Issued statement and order after March 31 prehearing conference on AM channel 5 proceeding in Dockets 15204-7 and, among other things, canceled April 9 further prehearing conference and scheduled time for April 13 hearing for 2 p.m., in lieu of April 10 at 10 a.m. April 10, 10 a.m., is date already reserved for beginning of introduction of applicants' direct cases and directed WBDY Inc. to furnish counsel for other parties and examiner, by May 19, information described in review board's March 12 memorandum opinion and order enjoining issues. Action March 31.

By Hearing Examiner Elisabeth C. Smith

Pursuant to agreement of counsel at April 2 prehearing conference in proceeding on application of Grayson Enterprises Inc. to increase power, of site, and make other changes in facilities of KWB-C-TV (formerly KGTV) in Big Spring, Tex., continued May 4 hearing to date to be fixed at time of next prehearing conference. Action April 2.

By Office of Opinions and Review

Commission, by chief, office of opinions and review, granted motion by WISP-TV Inc. in light of extent of additional minutes for oral argument in Large, Ill., channel 10 proceeding, set forth certain procedural dates and specified times for parties to present their arguments. Action April 1.

Granted joint motion by L. B. Wilson Inc., Civic Television Inc., and Miami Television Corp., to extend time for filing responsive pleadings to (1) South Florida Division Corp., in order to file and opposition, and (2) broadcast bureau's opposition to movant's petition to reopen record, in Miami TV channel 19 proceeding. Action March 30.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 7

Granted renewal of application for following: KPTP Preston, Idaho: WNEG Tocoma, Ga.; WFLY(FM) and SCA, Troy, N. Y.; WMDD and Fonomeo Co., Orlando, Fla., and WHTG-AM-FM Eatontown, N. J.

Granted license in proceeding on application for license covering an increase in daytime power and installation of new trans. of WFLS-Kansas City, Mo.—Granted license covering increase in power and change in ant. (increase height).

WBUX Lexington, N. C.—Granted license covering changes in hours of operation, change in nighttime ant.-trans. location and installation of DA-N and new nighttime trans. (two site operation); specify type trans.

WIGN Medford, Wis.—Granted license covering use of alternate main nighttime trans. as auxiliary daytime trans.

KRYX Corpus Christi, Tex.—Granted license covering change in ant.-trans. location and installation of new trans. of WZIF (formerly WZFP) Charlotte, N. C.—Granted license covering changes in ant.-trans. location and installation of new trans. of WYOF(FM) Yellow Springs, Ohio—Granted license covering changes in ant.-trans. of WSOU (formerly WSOU) (South Orange, N. J.—Granted license covering installation of new ant. and changes.

WLFM-AM Appleton, Wis.—Granted license covering changes in ant.-trans., location and installation of new ant. and ground system; change in nighttime ant.-trans. height and trans. elevation, 120 feet.

KTBK Norfolk, Neb.—Granted license for VHF-TV transmitter.

KTVK Denver, Colo.—Granted license for UHF-TV transmitter.

120 (FOR THE RECORD)
actions of April 3

actions of April 1

actions of March 30

Continued on page 127
**Announcer (Cont'd)**

Announcer with morning show experience and good new background needed immediately for opening at Pennsylvania radio station. Hours: 8-noon, 1-5 for good man. Send tape, references, background and personnel letter. Box C-409, BROADCASTING.

Capable dj-newsmen. Illinois adult music kilowatt offers fine opportunity for qualified announcer who can gather, write and deliver news, news mobile reports, present bright and interesting, many fringe benefits. Send tape, complete resume, telephone number. Box D-34, BROADCASTING.

**Announcer (Cont'd)**

Wanted: Combo man 1st phone with emphasis on announcing for all night show with good music station in major metropolitan market—Midwest. Box D-98, BROADCASTING.

Major Eastern market network affiliate has opening for experienced radio tv staff announcer. Must work a 10-4, 4-8, salary. Send resume photo tape or film to Box D-98, BROADCASTING.

Attention first phone announcers: Past-grown crop needs mature, sharp, vigorous announcer-engineer. Rush tape and photo. Box C-389, BROADCASTING.

Central Minnesota daytimer needs mature experienced announcer engineer for early morning shift—excellent working conditions. Rural audience requires personality. Send tape, resume and salary requirements first letter. Box D-100, BROADCASTING.

Experienced staff announcer on way up for strong community-news and middle road music New York City area. Adult audience requires personality. Send tape, resume and salary requirements first letter. Box D-100, BROADCASTING.

**Announcer**

Baltimore. Experienced top salesman, capable of handling top salary plus with top station, multiple chain. Please write fully. Box B-24, BROADCASTING.

Experienced combo salesman-news announcer for Western Pennsylvania medium market. Guaranteed earnings. Immediate opening. Box C-485, BROADCASTING.

Well established media brokerage organization seeks man well acquainted with media businesses to manage New York City office. Box D-113, BROADCASTING.

**Announcers**

Are you a strong "in depth" radio time salesman? If so, come with us to an area with great future potential in an area that has both climate in the West. Friendly community and aggressive attitude. Then we have a top operation for you to sell. We have been rated number one in the area for over two years. This is one of the West's most professional and promotion-minded stations located in most progressive city in the West, and in a modern Progressive city. Excellent earnings, guaranteed and high commissions for real pro. Write or call Ralph Petti, Gen. Mgr. KOOK radio in Billings, Montana.

**Announcers**

Have you worked for a top 40 station without top 40 music? It will be the most challenging and stimulating experience of your life if you are truly talented and are interested in the price of success. Midwest medium market. Box C-208, BROADCASTING.
Production—Programming, Others Continued

Production man responsible modern mid west station seeks experienced young man with production, engineering, programming experience. Position also includes short daily air shift. Excellent equipment for creativity. In charge of studio, production control, production samples, and photo and resume to Box D-15, BROADCASTING.

Wanted ... Strong, dynamic, experienced program man. Must be capable of working and checking with personalities extremely sharp with creative production and commercially oriented ideas. You'll be working in a large community, audience radio station. Do not apply unless you are willing to go out and work. No phone calls. Send tape, complete background and salary requirements to Bo Mitchell, Vice-President, WCAO radio, Pensacola, Florida.

Detroit station—one of dynamic growing group, major market. Must be able to gather, write, edit news. Good future for right man. Excellent salary. WRRB, Box 2194, Livonia, Michigan, 535-6100.

Radio—Situations Wanted

Management

Young, aggressive executive left comfortable corporate executive position at a time when station was a rundown, unprofitable daytimer. Change of operation is now efficient, smooth, profitable and has excellent growth potential. If you have the ability for Western Pennsylvania day show, also know music, news, and sales, apply in person, with photo and complete resume, to Box D-14, BROADCASTING.

If you are on the lookout for a radio station manager or sales man for either radio or television, we have an excellent man in our organization who is looking for an advancement. We can give him the highest recommendation. He will be with our organization at the NAB convention. Write Box D-15, BROADCASTING.

Double threat! Two man team, young, aggressive, enterprising. Between us: Sales management, program management, all phases radio. Families. Box D-53, BROADCASTING.

New York City—former radio owner, manager, now major market TV sales, sixteen years all phases, seeking supervisory, administrative or sales position. College graduate, family, 35. Box D-79, BROADCASTING.


General management wanted by hard working, experienced, young man. Heavy on sales. Box D-114, BROADCASTING.

Outstandingly successful talent, directors, salesmen, and program executives all over the country are using techniques I have passed on to them as a creative broadcast executive for nearly twenty years. My specialty is to bring people and workable plan together for unique success in major market radio stations. My background as radio executive to the level of corporate management office, including some of the nation's best-known broadcast groups. It could well be your business interest to get to know me better. Interested only in key executive challenge with either a radio or TV studio. Box D-120, BROADCASTING.

Mid-Atlantic sales manager, college graduate, radio major, experienced, plays many in major position, relocate family. Box D-157, BROADCASTING.

Sales

Salesman & manager, 15 years. Experience will add $10,000 extra business short term. No gimmicks—High confidence, quick decisions—no sales no pay. Available now. P.O. Box 183, Lancaster, Ohio.

Announcers

Southeastern University broadcasting school junior desires summer work. Good music, top forty experience. Resume on request. Box C-399, BROADCASTING.

Polished pro; announcer, dj, newsman, plus first phone. Mature, married. Now tops major market. Replies, let's talk business. Write Box D-51, BROADCASTING.

My ratings are tops, references the best. I'm the one who makes radio sound like radio. Box D-87, BROADCASTING.

Easy Swinger late night show, others considered, major market experience. Box D-94, BROADCASTING.

I am not a human juke box but a scintillating unique personality. I prefer to work solo, in a clean, well air conditioned studio. Sparkling gimmick personality . . . references depend on it. Am sober, 35, three children, college grades. Box D-89, BROADCASTING.

1st phone announcer—experienced, draft exempt, sober, reliable—wish to relocate. Box D-88, BROADCASTING.

Employed station manager wishes to re-locate to eastern Ohio, interest in regional sales. Box D-133, BROADCASTING.

Professional broadcaster, 30, family. Eighteen years radio, last ten management. Will prove successful in administration, programming, local/ regional sales. Seeking management or sales management or entire operation. Box D-133, BROADCASTING.

Manager for needy station in southeastern North Carolina or southeastern South Carolina. Send full details letter. Box D-129, BROADCASTING.

Salesman in charge of sales territory. Send full details letter. Box D-130, BROADCASTING.

Professional radio personnel—professional, enterprising, aggressive, top manager. Box D-132, BROADCASTING.

Employed station manager wishes to relocate to major market, interest in regional sales. Box D-135, BROADCASTING.

Technical

North Carolina daytimer has opening for chief engineer. Must have sales and ability to sell station. Send resume, reference to Box D-14, BROADCASTING.

Chief engineer. Kilowatt daytimer with FM. No announcing or shift work. Well-equipped station in community college. Must be experienced in all phases of operation. We supervise complete operation. WLDS, Joliet, Illinois.

Wanted experienced radio program director for major Ohio market. Must be creative. Photo, resume, references, P.O. Box 3469, Dayton, Ohio.

Top flight newsmen, daytimer, 600 watts daytime station. Primary duties maintenance with some announcing. Good salary and working conditions. Send resume to WATS, P.O. Box 4819 Sayre, Pennsylvania.

Experienced newsmen with 5 years experience in news and public affairs. Strong technical background preferred. Box D-10, BROADCASTING.

Newman—Opportunity to move from small market to large market. Join news staff of CBS radio & television station in Midwest major market. Experience optional. Minimum of 1 year radio experience. Send brief resume, picture and audio tape Box D-16, BROADCASTING.

Experienced news editor on way up for strong community news oriented New York station. Has authority to make policy decisions. 2 yrs. in broadcasting. Box D-17, BROADCASTING.

West coast small mix. station has remote station job opening. Willing to relocate. Send resume for interview. Box D-18, BROADCASTING.

Announcers—(Cont'd)

Vacation relief announcer needed for full-time work May 4 through August 30, with possibility of employment beyond that date. Excellent modern TV studio. No news. Commercial broadcast experience necessary. Send resume and application to Program Director, WOC-AM-FM, Davenport, Iowa.

Opening now for strong morning man with news ability for Western Pennsylvania daytimer. Need steady, reliable, mature, broadcast, with checkable references. Audition, resume, photo, recent earnings to Program Director, WPIC, Box 211, Sharon, Pa.


Wanted experienced radio program director for major market stations. Send resume, photo, complete background and salary requirements to Bo Mitchell, Vice-President, WCAO radio, Pensacola, Florida.

BROADCASTING, April 13, 1964


**Announcers—(Cont'd)**

C&W d) desires relocation at another full time c&w station. Not a button pusher. 4 years experience. First phone. No maintenance. Your Social Security number $125. Box D-110, BROADCASTING.

Announcer—one year experience, middle of road. Single. Box D-110, BROADCASTING.

Morning man, first phone experienced—bright delivery, married, sober and dependable. Presently employed, wish to locate within 50 mile radius. N.Y.C. $159 a wk. D-118, BROADCASTING.

Like Godfrey, Gibson, Nightingale? You'll like me! Box D-116, BROADCASTING.

4 years announcing experience—prefer East Coast—voice dependable. Box D-129, BROADCASTING.

Seek immediate opening. Southern California FM announcer wants top 40 spot. His personality, happy sound, young. Prefer West, but will follow opportunity. Have 3rd ticket. Send details and salary to Box D-124, BROADCASTING.

Capable announcer, good deejay and news. Limited experience, but more than ordinary potential. Immediately available. Box D-132, BROADCASTING.

I have a sportsman whose worth more money an I just can't pay it. He is a hard worker, knowledgeable in all sports play-by-play. A very good voice to love him. He prefers Midwest but will consider all. He is available as soon as you can make the right deal. Box D-137, BROADCASTING.

Negro personality d), Practical training all paid. Prefer college or experienced top rated station. Trial period considered. Box D-139, BROADCASTING.

Quality music announcer, programming, background, musical training, talent, seeks announcer or program director or good staff position. 3 years experience. B.S. degree preferred, employed. Box D-140, BROADCASTING.

Graduating from college w/5 yrs. radio experience. Desire news and announcing. Mid Atlantic region. Box D-143, BROADCASTING.


Veteran, degree accounting, single, 30, on sales, deejay, party announcer, seeks announcer or program director or good staff position. 3 years experience. B.S. degree preferred, employed. Box D-140, BROADCASTING.


**Technical**

**First phone combo: Sober, experienced, college. You'll like Right? Write: Box D-126, BROADCASTING.**

Engineer—2 years. Some sales and announcing. Desires relocation, dependable. Box D-145, BROADCASTING.

Experience, 1st license, 17 years background in broadcasting and commercial sound, since age 17. Warm climate. Ken MacGregor, 1108 W. 69th Place, Hialeah, Fla. Have first phone and little experience. Interested in North & South Carolina or Georgia. Willing to learn. John Andrews, 4220 Whitworth, Dallas, Texas.

AM-FM chief engineer and newsman with 17 years broadcast experience. Literate and distinct delivery. Gather and write news. Send resume or tape to Box D-146, BROADCASTING.

**Program—Producing, Others**

Double threat! Two man team, young, enterprising, aggressive. Between us: Announcing, all sports, sales and program management. Families. Box D-94, BROADCASTING.

Experienced sportscaster desires relocation, smooth, authoritative style, strong sports background (Journalism and Physical Education, athletic scholarship), complete radio background, all phases, prefers Midwest. Box D-94, BROADCASTING.


Newsmen...extensive radio experience, excellent delivery would like anchor man's position. Have TV film. Box D-78, BROADCASTING.

Versatile woman broadcaster, attractive, personable, many years experience radio, TV, "on air" and behind scenes. Box D-78, BROADCASTING.

Seeking program director position. Solid experience in programming, announcing, news, sports, sales. Great Lakes area. Box D-83, BROADCASTING.

Vacation replacement-radio/TV news writing, telephone editing, good voice, mature look. Calif. only. Box D-98. BROADCASTING. Phone 213-797-5789.

Former network newsmen seeking permanent spot with quality Florida station. Box D-117, BROADCASTING.

Please send work to girl with child dependent. Box D-119, BROADCASTING.

Seeking news minded station or station wishing to expand into news. Good references, four years experience in all phases. Can set up well rounded department. Married, 36, veteran. Box D-134, BROADCASTING.

Giri graduate radio television, available immediately. Box D-147, BROADCASTING.

**TELEVISION—Help Wanted Announcers**

Major Eastern market network affiliate has opening for experienced radio TV staff announcer. Must have a good announcing ability. Send resume photo tape or film to Box D-97, BROADCASTING.

California TV station needs top announcer-director. Send resume and video tape, if possible. All replies strictly confidential. Box D-106, BROADCASTING.

**TELEVISION—Help Wanted Announcers—(Cont'd)**

Newsmen—major market CBS station in Midwest is seeking No. 2 man for daily newscast. Must be thoroughly experienced in broadcasting, gathering news. Send complete resume with salary requirements plus audio tape or photograph to Box D-146, BROADCASTING.

New station KXII-TV in Corpus Christi, Texas, needs announcers for news and commercial work. Send audio or video tape, resume and photo to Program director, KXII, Corpus Christi, Tex.

**Technical**

Experienced engineer, best technical qualifications for Texas station. Box C-426, BROADCASTING.

Southwestern VHF has interesting and challenging position now available for engineer qualified in use and maintenance of all types of television broadcast and test equipment. First phone required. Stable progressive company offering many benefits and excellent opportunity for advancement. Send resumes plus present and desired salary to Chief Engineer, TV-33, Universal Blvd., N.E. Albuquerque, New Mexico.

Transmitter supervisor, immediate opening, full power station, new GE 35 kw transmitter, world's tallest. Must be capable of assuming complete responsibility of transmitter maintenance. Send resume to Dave Chilumley, KTHI-TV, Fargo, North Dakota. 207-5211.

Immediate openings exist at our AM and television transmitters for experienced technicians. Both temporary and regular full time positions. No college license and minimum of three years experience are required. Starting salary: first week minimum, $175.00 minimum after three years. Send resume to Personnel Office, WLWT, Cincinnati 2, Ohio.

WSBT & TV offers young engineer chance to join top-rated station with outstanding engineering department. First opening in several years. Prefer midwestern experience but will consider recent tech school graduate and military completed. Send resume to personnel director, South Bend Tribune, South Bend, Indiana. 46626.

Television technician for new communications center on campus of dynamic, expanding Mid-western college of 9,000+ enrollment. Complete benefit program. Experience in closed circuit and broadcast engineering. FM and TV. First class FCC license required. Salary from $6,000. Maximum age 35. Contact William R. Frey, Personnel Officer, Room 8, Administration Bldg., Ball State Teachers College, Muncie, Indiana.

**Production—Programing, Others**

Southeastern VHF seeking good beat and on camera newsmen capable of filming, editing, writing, and gathering news. Send resume, photo and audio or video tape to Box C-342, BROADCASTING.
Production—Programming, Others

Director-announcer with dependability and originality. Must be able to handle board with accuracy and judgment. Box C-418, BROADCASTING.

Program, traffic manager sought by leading NE TV. Salary dependent on experience and ability. Box D-39, BROADCASTING.

Newman—Opportunity to move from small market to top 100 market. Join news staff of CBS radio and television station in Midwest. There is a top pay TV experience available. Minimum of 1 year radio experience. Send brief resume and audio tape Box D-67, BROADCASTING.

TV director-producer training program at major East coast network affiliate has openings for trainees. Salary starts at $50 per week plus overtime. College grads preferred. Send photo and resume to Box D-98, BROADCASTING.

Newman for combination radio-TV operation, this is an excellent opportunity for right man, must be married, no drinkers or druggers, you must be thoroughly checked. Send tape, picture, complete resume and references to Ray Lansing, KFBC-TV, Cheyenne, Wyoming.

TELEVISION—Situations Wanted

Management

Program Manager presently employed in medium size market desires affiliation with medium to large market in Southwest or West. Resume and references available upon request. Box D-72, BROADCASTING.

General manager—sales manager, 39. In broadcasting since age 14. Radio 17 years, television 7 years, 12th year in nation's 24th market. Nationally known and connected. Successful producer of ratings, prestige and profits. Box D-107, BROADCASTING.

Announcers

Over 10 years in announcing. The last 7 years in major radio TV outlet where now employed. Will welcome inquiries. Box D-78, BROADCASTING.

Technical

Presently employed transmitter 5 kw AM directional looking for opening TV transmitter, 3 years RCA transmitter and TV service experience, familiar with TV transmitter installations. Box D-9, BROADCASTING.

Production—Programming, Others

Versatile woman broadcaster, attractive, personable, many years experience radio, TV, "on air" behind scenes. Box D-77, BROADCASTING.

Top 20 market operations director seeks sales-service or promotion position. Box D-81, BROADCASTING.

Producer director. University trained with experience in all phases of commercial and educational broadcasting Salary dependent on job and location. Box D-81, BROADCASTING.

Photographer: 5½ years news experience, married. Desires affiliation with hard hitting TV news department. Not interested in filling out applications or showing samples unless you have definite vacancy. Available immediately. Box D-103, BROADCASTING.

Versatile announcer-newscaster-writer, college graduate, in staff position with large VHF and AM. Wants advancement opportunities of smaller operations. Box D-112, BROADCASTING.

Production—Programming, Others

Expert photographer with wide reporting experience. For station that wants video news. 7 years television news experience; national and national awards, documentaries, commercials, complete lab experience. Box D-121, BROADCASTING.

Professional TV news photographer, writer, experienced in documentary, hard news, and double duty. Research, film and write own stories. Box D-136, BROADCASTING.

Television production man currently producing a network show. Has experience in all aspects of television production and broadcasting. Box D-1, BROADCASTING.

Production—Programming, Others

One 5 kw video amplifier/RF in good working condition. Write Box D-84, BROADCASTING.

RCA-TRK-1A microwave receiver and control, working condition, contact Chief Engineer, WTAP-TV, Parkersburg, West Virginia.

WANTED TO BUY

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrotund, 446 Columbus Ave., N.Y.C.

Xmission Line; Teifton insulated, 14½ rigid, 51.3 Ohm flanged with hulrets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1491 Middle Harbor Road, Oakland 20, California, Templebar 2-3677.

Helix coaxial cable, HJS-50 type, new, 50 ft. FOB, E.E.E., P.O. Box 2569, La Mesa, Calif.

For sale: RCA type TTU8B UHF 1 kilowatt transmitter, excellent condition—$15,000. Box C-308, BROADCASTING.

Gates FM 10A 10 kw transmitter with stereo generator operating 88.7 mc. utility type 660 guyed 300 ft. tower. Complete with 8 Bay Japrom, antenna system and coaxial line, yard case. Complete equipment less then 5 years old and currently in operation. $1950 FOB Detroit area site and subject to prior sale. Write Box C-432, BROADCASTING.

New video operating and test equipment—50% off. (Translatorized): Regulated power supply and amplifier $45, Sync slave $460, Video equalizer amplifier $100, Lang Electronics Inc., 597 3rd Avenue, New York, N. Y. 10017 MU 2-7147.

FOR SALE

Equipment—(Cont'd)

Lehigh Structural Steel Company, special narrow base, 260 foot self supporting tower, 5000 foot square at top, 18 feet square at bottom. Excellent condition. On the ground ready. Salary dependent on right design conscious real buy. Homer Smith, WKOK, Sunbury, Penna.

New camera cable—28 conductor cable—type John coaxial TV, B.C. and four 18 AWG for microwave or TV camera interconnections. Lengths in 200, 500, or 600 feet available for immediate delivery—$4.22 per foot. Box D-92, BROADCASTING.


Bridgman RA film processor 16mm reversor processor. Good condition. Reasonable. P. O. Box 2996, Baltimore 11.

Schafer 1200 automatic station, includes 2 Seebergs. 3 Ampex 353. 3 concertone adapted Ampex motors, gives 8 playback units with brain. Operates electric eyes and silence sensor. Program make up unit with 1 Ampex 351, A 1 condition and operating. Asking $5,000 or best offer. Box D-2, Willow, SLC, Utah, phone HU 4-4555.

Gates model SA-39 (imiter amplifier clean and in good condition $175. WELC radio station, Welch, W. Va.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service free to operators, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hoop cooer one liners exclusive in your market. Free sample. Let Publica, 2221, Steiner St., San Francisco.

Four Daily 3:20 news shows, with the actual voices of the newsmakers, on top national and international stories. Aired with profitable sponsor and listener reaction, by stations from coast-to-coast. Write Box C-186, BROADCASTING.


Antenna space available for communications, microwave, etc., 575' above sea level. 150' of tower space atop 84 St. bldg; also 10' X 12' transmitter bldg. Power circuits and filtered ventilation. Call MA 8-1641, Mr. Reese, 540 S. Hope St., Los Angeles 17, Calif.

First aid for ailing announcers! Chicago Radio Syndicate Script Service for 5000 watters or less. New jokes! Fresh program material! Low cost! Ideal for sample write The Weekly Promoter, Radio Division, 4151 W. Lake Ave., Glenview, Illinois.

Deejay manual. . . A collection of gags, stunts, breaks, fillers, bits, gimmicks for clever deejays. $5.00. ShowBiz Comedy Service (Dep't 1M) 2706 Parkerway Court, Brooklyn, N. Y. 11235
INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Kansas City, and Washington, D.C. For free 44-page brochure write Dept. GR, Grantham Schools, 2121 Gilham Road, Kansas City, Missouri.


FCC first phone license in six weeks. Grantham School in theory and laboratory methods by master teachers. Get free Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in theory and laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, console operation Twelve weeks intensive, practical training on modern equipment available. Get G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 36, Texas.

San Francisco's Chris Borden School continues top placement record. Proven first phone and modern sound. Illustrated brochure, Edgewood Blvd., Dept. GS, Eugene 84, Oregon.


Why waste time and money? Come to be better, many Sarasota and get your FCC 1st class radio-telephone license in 5 weeks. Complete tuition $250. Your license is guaranteed or full refund. Write Dwain Glenn at his new beautiful location, Radio Engineering Institute, Box 3985, 1296 Main St., Sarasota, Fla.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. Apply now. May 18, July 29 and September 21. For free brochure, write Dept. GB GR, Grantham Schools, 1508 N. Western Ave., Los Angeles, Calif. 90027.


America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.


FCC license in six weeks. Total cost $250.00. Complete training course, DJ, newscasting, etc. Total cost $450.00. Train in fabulous Houston, Houston Institute of Electronics and Allied Sciences, 504 M and M Building, Houston, Texas—7-0529.


RADIO—Help Wanted Management

Experienced COUNSEL

Outstanding network opportunity available in New York for experienced attorney with radio-television, FCC background. Salary commensurate with experience. Submit resume including salary requirement to:

AMERICAN BROADCASTING CO.
PERSONNEL DEPT.
7 West 66 St., N. Y. 23, N. Y.

Morning Man

WE DON'T WANT a formula DJ. We don't want a performer, a mature entertainer with style & class, who graduated from small markets a few years ago. Who is currently a successful morning man in a major market. Who is a professional, known and liked by client and agency. This is the station he is looking for. One of the top opportunities in the east. A promotion minded management which likes and respects talent. Salary above $20,000 good contract, rush tape.

Box C-281, BROADCASTING

Leading Midwest Metropolitan Radio Station looking for personality whose prime responsibility will be late afternoon position. Proven experience, Doubling opportunity for the right man. Send tape, picture and full information to:

Box D-80, BROADCASTING

Production—Programming, Others

AM-TV Combination in Virginia

EXPANDING STAFF

Need immediately 3 versatile experienced people for the following positions:

SALESMAN—Draw plus commission at start. Future earning dependent upon ability.

CONTINUITY—Mature, experienced person capable of directing busy copy department. Must be creative and energetic.

NEWSMAN—Top rated news department needs man with background in farm news. Good voice and diction required. Opportunity for special features and TV markets.

Anyone of these positions offers good opportunity for future. Send full particulars. Newsman include tape.

Box D-58, BROADCASTING

TELEVISION—Situations Wanted Management

Television Program Manager

Positions open in varied markets in TV Programming, Production, Sales (F & TVI), Promotion, Sales & Sales Service, Film Buying, News & Public Affairs, and Direct Operations of Stations. In large WBF, small markets. Must relocate soon in Southwest. West or Midwest. Resume and references upon request.

Box D-71, BROADCASTING

EMPLOYMENT SERVICE

* THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS * JOB HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE * MANAGERS TO TRAFFIC GIRLS * THE INDUSTRY'S BEST ARE IN OUR FILES

MORT SILVERMAN

Veteran manager, sales executive is interested in making contact either in TV or radio. Available now. Best references. 910 Royal St, New Orleans, phone 504-522-3202.

WELL PAYING RADIO & TV POSITIONS

available in Southeast. Immediately. Let us place you in a better position of your choice. For Complete details write to:

Radio & TV Employment, Inc.
Room 200, Cleveland Hotel Lobby
Miami, Florida

BUSINESS OPPORTUNITY

$200,000 loss carry-forward for sale by going concern to advertising, newspaper, radio, television or allied business who can use tax savings. Reply to:

Box D-85, BROADCASTING

RECORDING ENGINEER

Excellent mixer, Heavy on Maintenance, Great opportunity. New York Recording Operation. Write giving all details.

Box D-62, BROADCASTING

TECHNICAL

WEBSITES

NATIONAL REPRESENTATIVES


JINGLES?

Doesn't Anybody Sell Them Anymore?

Bill Rich, 150 East 61st St., New York, City.

BROADCASTING, April 13, 1964
WANTED TO BUY—Stations

Radio Station
Wanted direct from owners. Please give complete details first letter. Qualified buyer. Reply in confidence to:
Box B-248, BROADCASTING

TV STATION
Wanted direct from owners. Please give complete details first letter. Reply in confidence to:
Box B-247, BROADCASTING

FOR SALE—Stations

CLASS B FM C. P.
Southern California FM Permit available for less than cost.
Box D-118, BROADCASTING

TAMPA, FLORIDA
10,000 Watts—Non-directional day—1550 KC. New equipment—building—studios. Florida's largest industrial city, ideal opportunity for Country—Western—Religious format. Priced at book value for sale. Contact: John McLeod—Box 197 Jackson, Miss.—601-948-1817.

To buy or sell Radio and/or TV properties contact:
PATT MCDONALD CO.
P. O. BOX 9266—GL 3-8080
AUSTIN 56, TEXAS

single N.E. profitable 100M terms
medium Gulf daytime 48M SOLD
medium N.C. profitable 90M 50%
medium Ala. 5wk-D 109M terms
Top 50 N.E. daytime 400M 29%

buying and selling, check with
 CHAPMAN COMPANY INC
2045 PEACHTREE RD., ATLANTA, GA. 30309

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 7, D. C.
D221-2211

STATIONS FOR SALE
1. WESTERN METROPOLITAN. Daytime. $150,000. 29% down.
2. SOUTHEAST METROPOLITAN. Daytime. $30,000 down.

JACK L STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

For Best Results IF YOU NEED HELP OR A JOB IF YOU HAVE SOMETHING TO BUY OR SELL You Can't Top A CLASSIFIED AD in BROADCASTING

FLORIDA
Single station small market
Valuable real estate ideal for Owner-manager. $55,000. Low down payment. Long payout. Write:
Box D-48, BROADCASTING

Continued from page 121 cast and sponsor's name, and did not contain entries that sponsored programs had been announced as such. This is first appearance imposed solely for such reason. Station has 30 days to contest or pay forfeiture. Action April 1.

Commission notified Seven (7) League Productions Inc. that it has incurred apparent liability of $600 for willfully and repeatedly operating station WITI Homestead, Fla., beyond hours specified in its authorization. Licensee has 30 days to request mitigation or pay forfeiture. Action April 1.

Rulemakings

AMENDED

By report and order, Commission amended Section 73.681(a)(15) of the TV transmission standard rules to reduce permissible minimum aural-to-visional power ratio for VHF stations from 50 to 15%, same as for UHF stations, effective May 11. Action April 1.

PROPOSED

Commission invited comments to notice of proposed rulemaking looking toward assigning commercial channel 17 to Jacksonville, Fla., by shifting that presently reserved channel from Palatka, Fla., and reserving Jacksonville's commercial channel 36 to Palatka for educational use. Commissioner Cox dissented, Action April 1.

Commission proposed amending Part 73 of its broadcast rules to require all TV stations engaging in multiplex stereo phonic or SCA operations install FCC type-approved sub-channel stereo-phonics transmission equipment in accordance with FCC Rulemakings monitors after Jan. 1, 1965. Rulemaking sets forth specifications to meet proposed FCC type-approved standards which Commission believes necessary to insure proper operation of transmitting equipment. Action April 1.

PETITIONS FOR RULEMAKING FILED

Midwestern Broadcasting Co., Traverse City, Mich.—Requests changes in schedule of assignments to change table of assignments as follows: Castillo, Mich., delete channel 245A; Traverse City, Mich., delete 221A, add 218A.

Cornhusker Television Corp., Lincoln, Neb.—Requests changes as follows: amend table of assignments to assign channel 296 to Columbus, Neb., and channel 245 to Norfolk, Neb., and order KJDK Inc. to show cause why its CP and authorization for operation should not be modified to specify operation on channel 266 in lieu of 245.


PETITIONS FOR RULEMAKING DENIED

WLLO Inc., Pompano Beach, Fla.—Requested following changes in table of assignments: Pompano Beach, Fla., add channel 217; Delray Beach, Fla., delete 274, add 300; West Palm Beach, Fla., delete 300, add 221A. Denied by memorandum opinion report and order March 25, 1964.

Lenkurt Electric Inc., San Carlos, Calif.—Requested (1) reallocation of 960-980 mc band to common carrier fixed service; (2) establishment of definite cut-off date beyond which existing TV and translator stations will not be re-licensed in 960-980 mc band; and (3) establishment of maximum power output of 10 kw for all translator stations operating in or authorized to operate in 960-980 mc band. Denied by order and order March 26, 1964.

International Association of Fire Chiefs and International Municipal Signal Association, New York—Requested amendment of rules to allocate single UHF-TV channel in upper portion of UHF range to public safety radio services for use by public safety entities. Denied by order and order March 26, 1964.

Land Mobile Communications Section of Electronic Industries Association, Washington—Requested amendment of rules to reallocate frequencies now allocated as TV channels 14 and 19 to land mobile radio services. Denied by order and order March 26, 1964.
A barrister who'd rather be an adman

writer at Blackett-Sample-Hummert, an agency which was a major contributor to Chicago's domination of the radio daytime drama field. For the next 10 years, with a four-year break for World War II service as a lieutenant in the Navy, he worked for B-S-H and its successor, Dancer-Fitzgerald-Sample. But his escape from the law was short-lived. He'd been with B-S-H less than a year when the agency head, Hill Blackett, called him into his office and said he'd heard he was a lawyer. The agency needed someone to help its copywriters develop product claims that would be acceptable to the Federal Trade Commission as well as convincing to the consuming public. "I said no thanks; I was trying to get away from legal work," he recalls, "but Hill kept raising the ante and I finally gave in. Then the union came to radio and I found myself involved with labor negotiations and talent contracts."

Even the Navy didn't break the pattern. Lieutenant Kabaker's main duties involved recruit training, but they were constantly interrupted by calls to serve on official boards of inquiry. After the war, he thought he could get away from law by moving to California, but his decision came at a time that D-F-S was looking for a Hollywood manager and he was back with the old firm in a new spot. "We had Fanny Brice as Baby Snooks on radio a half-hour a week for Tums, with Hattie McDaniel as Beulah and Jack Smith each doing five quarter-hours a week for Procter & Gamble. Jack had a different guest every night and guess who had to see the contracts. Then television came along. As an agency we were producing as many as three half-hour series a week and I was doing all the negotiating with the performers, writers, directors and producers, not to mention with the studios for below-the-line facilities."

A Break at Last • In 1953, D-F-S transferred Mr. Kabaker to New York as vice president in charge of radio and television programming. He was also a member of the plans board. With such heavy broadcast clients as Procter & Gamble, Sterling Drug and General Mills, the demands on him were great. "Then came my big moment. I hired a lawyer to help me."

New York was fine but Mr. Kabaker wanted to get back to California and in 1956 he left D-F-S to join Compton as vice president and manager of the Hollywood office, then a broadcast service office. But inside of a year Compton had taken over a local agency in Los Angeles, M. H. Hunt & Associates, and the San Francisco office of The Blow Co. and established a full-fledged agency operation on the West Coast. In 1959 he became manager of the full Los Angeles operation and the following year he was put in charge of the entire western division, supervising the San Francisco activity as well as that in Los Angeles, where he makes his headquarters. Last year he was made a senior vice president.

In 1960 he married Florence Odets, sister of the late playwright, Clifford Odets, and herself a one-time story analyst for Universal and Paramount. They live in Bel Air, one of the most beautiful and exclusive residential sections of Los Angeles. Mr. Kabaker's hobbies are reading, chiefly fiction, and listening to music, chiefly classical but occasionally good Chicago jazz.

O ne of the classic themes of literature is the attempt of the individual to stay free of the bonds of the law. From Victor Hugo's Jean Valjean to TV's The Fugitive, the story of man's fight against the legal establishment, has held vast audiences enthralled.

Such a story—minus the criminal overtones—is that of Alvin Kabaker, senior vice president of Compton Advertising Inc., in charge of the agency's West Coast operations. Sitting behind his desk in his handsome office on Los Angeles' Wilshire Boulevard last week, Mr. Kabaker sighed deeply as he earnestly stated: "I've spent most of my life trying to keep from being a lawyer."

Hate at First Sight • It was the pressure of his family that pointed young Alvin toward a legal career. After a boyhood spent largely in Wellman, Iowa, where he had been president of his high school class (1926) and also captain of the football team, and a year at the University of Michigan, he had returned to his native Chicago and enrolled at the University of Chicago, where in 1930 he got his bachelor of philosophy degree with a major in English. He had worked his way through school by playing the saxophone with various dance bands and by serving as campus correspondent for the Chicago Journal (now the Sun-Times) and the Daily News. Given his druthers, Al would have tried for a fulltime newspaper job, but the family wanted him to study law, so he did. "And I hated every minute of it," he says today.

During law school he kept up his extra-curricular but essential musical-journalistic career. His first professional contact with radio was as part of his newspaper work. "I went to classes all morning and checked in at the paper in the afternoon," he recalls. "The depression was on; things were tough; so rather than buy a Western Union wire into the ballpark, I would do the play-by-play report of the baseball games by listening to the radio."

In 1932 Mr. Kabaker was awarded a degree of doctor of jurisprudence, passed his Illinois bar exam permitting him to practice in that state and went to work for a Chicago law firm at $50 a month, which was a pretty good starting wage in those days. Two years of legal work were more than enough to convince him that his earlier suspicions had been correct; he did not want to spend the rest of his life that way. So he looked around for a more congenial occupation and thought he'd found it when he was hired as director of publicity for Montgomery Ward. But he'd been in that job only two years when Sowell Avery, strong-minded president, decided it didn't need publicity.

A Brief Respite • This time, he decided to try his hand at advertising and in 1937 he landed a berth as a copy-

WEEK'S PROFILE


BROADCASTING, April 13, 1964
"It's there in hours...and costs me less

...that's why I specify Greyhound Package Express!"

When you've got to get a shipment, and you've got to get it FAST...specify Greyhound Package Express. Your order travels aboard a regular Greyhound bus, on fast, frequent schedules.

With Greyhound Package Express, your inventory is as large as the warehouse that ships it. You get what you need when you need it—quickly, easily, economically. Greyhound Package Express rolls 365 days a year, twenty-four hours a day, week-ends and holidays. Convenient C.O.D., Collect, Prepaid or special charge account service, too.

For information on service, rates and routes, call Greyhound or write today: Greyhound Package Express, Dept. 8-D, 140 S. Dearborn St., Chicago 3, Ill.

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**It's there in hours...and costs you less**

For Example:

<table>
<thead>
<tr>
<th>Buses Daily</th>
<th>Running Time</th>
<th>10 lbs.</th>
<th>20 lbs.</th>
<th>30 lbs.*</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW YORK—PHILADELPHIA</td>
<td>32</td>
<td>2 hrs.</td>
<td>$1.25</td>
<td>$1.40</td>
</tr>
<tr>
<td>CHICAGO—MILWAUKEE</td>
<td>14</td>
<td>1 hr. 50 min.</td>
<td>1.20</td>
<td>1.40</td>
</tr>
<tr>
<td>SEATTLE—PORTLAND</td>
<td>19</td>
<td>4 hrs. 5 min.</td>
<td>1.60</td>
<td>1.70</td>
</tr>
<tr>
<td>RICHMOND—NORFOLK</td>
<td>19</td>
<td>3 hrs.</td>
<td>1.30</td>
<td>1.50</td>
</tr>
</tbody>
</table>

*Other low rates up to 100 lbs.

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One of a series of messages depicting another growing service of The Greyhound Corporation.

BROADCASTING, April 13, 1964 129
Who says so?

CHASTISEMENT from the chairman of the FCC at a National Association of Broadcasters convention is nothing new. Chairman E. William Henry followed the tradition, but with a new flair, in his well-written address last week in Chicago.

He took broadcasters to the woodshed for bucking regulation of commercials. He chided them for failing to speak up for freedom when the Pacifica stations’ licenses were in jeopardy on charges of obscenity and Communist affiliation.

But nobody expected to hear from an FCC chairman the statement that “advertising adds to the cost of the products we purchase.”

Mr. Henry and his inner-circle advisers must have been tuned in on the grade-labeling advocates who for decades have lobbied against advertising as an economic waste.

It is evident he has not learned the philosophy of the leaders of his own New Frontier. President Kennedy felt advertising was essential to keep the economy moving. For 20 years The Advertising Council has, by the use of advertising, been helping the government on nonpartisan causes. Economists have proved that advertising, by increasing volume, reduces unit costs and that increased production is essential to prosperity. Today the gross national product stands at all-time high. So does the volume of advertising.

Mr. Henry ought to read the record on advertising. As a competent lawyer he will, we believe, become convinced that he goofed on this one.

Arm in arm

IN THE current rush of broadcasters to seek protection against the development of subscription television, and in the desire of bureaucrats to seize control of a new communications medium, ordinarly conflicting forces are moving toward a coalition. And the broadcasters may be moving straight toward a trap.

All the talk now is of regulation of subscription television, but many of the talkers have not yet stopped to think about the kind of regulation they have in mind or how their own regulation might be affected.

In FCC Chairman E. William Henry’s remarks on the subject last week in Chicago it became evident that although he has not thought out all the intricacies, his general view is that the FCC must assume program control over pay-TV systems, on the air or on wire. Among other conditions he would apply to pay TV: It must carry “specialized, high-quality programing.” It must provide a “supplemental service, not a substitute service.” It must not carry advertising.

To a good many broadcasters Mr. Henry’s approach has appeal. They see in it the possibility of preventing pay TV from moving in on their programing and their advertising. What they ought also to see in it is the inevitable extension of federal supervision over the free-TV programing and advertising that Mr. Henry would protect from the acquisitiveness of pay TV. Anyhing the government protects must of necessity submit to government appraisal.

To the extent that they use radio frequencies for broadcasting or for microwave, subscription-television systems must come under some kind of federal regulation. But the more programing surveillance the government exerts on pay TV, the more it will exert on free TV. In the long run the kind of regulation that Mr. Henry has in mind would install him and his associates as the program directors of the whole television system.

The broadcasters who are so eager now to kill pay TV in its crib might pause to wonder where they would be if newspapers and the government had combined 40 years ago to keep radio from leaving the nursery or if radio and movie exhibitors 20 years ago had eucharished the government into helping them stamp out TV.

There are measures short of infanticide to which broadcasters can resort in coping with the problem of subscription television. They do not include the imposition of government regulations that would deprive both free TV and pay TV of control over their programing.

Taking the pledge

SHOULD advertising of butter be discouraged because of the nation’s cholesterol problem?

A silly question perhaps. But consider some of the observations on liquor advertising that were made last week at the NAB convention.

The NAB president, LeRoy Collins, in urging broadcasters to remain steadfast in the rejection of liquor advertising, said the public good would not be served by an increase in liquor sales.

Is it in the public interest to promote the sale of more butter if butter hardens arteries or of more automobiles in a nation with a high traffic fatality rate?

Liquor advertising is purely a political issue. When Congress repealed prohibition in 1933, it decreed that the sale and advertising of liquor was in the public interest. Radio at the time was an established advertising medium. Congress said nothing about keeping liquor advertising off the air.

It would be inexpedient of broadcasters to rush rashly into the acceptance of liquor commercials. Congress would undoubtedly react with threats of repressive legislation in response to the inevitable appeals from drunks.

But broadcasters ought not to accept as final the proposition that liquor under no circumstances should go on the air.

We incline toward the view of Ben Strouse, wwnr Washington, chairman of the NAB Radio board. He told the convention that the whole subject should be studied with a view toward possible relaxation of the codes’ prohibition against liquor advertising. That is an appropriate, indeed essential job, for the NAB.

Among too many broadcasters the only thing quicker than liquor is the leap at a conclusion. This whole subject deserves sober thought.

“Thats the last place I expected to see violence on TV . . . Romper Room!”

Drawn for BROADCASTING by Sid Hix

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BROADCASTING, April 13, 1964
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.
NEWS COMES FIRST ON NBC RADIO

Monitor News • News on the Hour • Emphasis • News of the World • News Specials