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

BY STATION DEMAND...

TWO ADDITIONAL RUNS NOW IN RELEASE

THE RIFLEMAN

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

"PROVEN-PACKAGE" FROM FOUR STAR DISTRIBUTION CORP.
600 FIFTH AVENUE NEW YORK 20 NEW YORK LT 1 8550

A SUBSIDIARY OF FOUR STAR TELEVISION

YESTATION DEAND...
Tempest in a Teapot?

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

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

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

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

For details, contact SCREEN GEMS
RELAX
Let WGAL-TV do your sales work. It is the outstanding selling medium in the Lancaster/Harrisburg/York TV market.

WGAL-TV
Channel 8
Lancaster, Pa.
STEINMAN STATION • Clair McCollough, Pres.
Representative: The MEEKER Company, Inc.
New York  Chicago  Los Angeles  San Francisco

BROADCASTING, June 29, 1964
Who succeeds Collins?

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

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

Blind spots

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

Pay-TV briefing

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

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

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

UHF harbinger?

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

Out in Austin?

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

Smoke boomers

Broadcasting, with history of full support of public service campaigns, may be faced with decision that could bring on case of schizophrenia for radio and TV. Potential lies in mounting pressures for government to undertake national educational campaign to persuade people to stop smoking, or not to start (see page 32). Broadcasters may soon be faced with big problem—carrying public service spots against smoking and at same time commercial announcements for tobacco products.

Luncheon with LBJ

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

Wall Street on Madison Ave.

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

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

Seven Arts over seven seas

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

Published every Monday, 32nd issue (Yearbook Number) published in January, by Broadcasting Publications Inc.
You come into billions in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

Spelled out, these billions look like this: total retail sales, over $1 Billion; total consumer spendable income, over $1 1/2 Billion. Vitally important elements to have when you're seeking markets for sales. Let WSJS Television help market your sales message in its Golden Triangle.

WSJS TELEVISION

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

BROADCASTING, June 29, 1964
There's no slowdown in buying on television. Gross billing expected to reach $1.84 billion, gain of $140 million over 1963. In top 100 advertiser list, 8 of 9 bought more TV in 1963 than '62. See...

**BIG TV ADVERTISERS GET BIGGER... 29**

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

**FCC MAKES MOVE ON CLEARS... 48**

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

**SPOT TV BILLINGS UP... 30**

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

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

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

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

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

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

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

**AUSTIN STORY NEARS END... 54**

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

**RANKS FORM ON TOBACCO RULE... 32**

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

**ONCE MORE INTO THE MAZE... 62**

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

**SUPREME COURT BACKS ASCAP... 68**

### DEPARTMENTS

- **AT DEADLINE** .................. 9
- **BROADCAST ADVERTISING** .... 29
- **BUSINESS BRIEFLY** ............ 44
- **CHANGING HANDS** ............. 54
- **CLOSED CIRCUIT** .............. 5
- **DATEBOOK** ..................... 20
- **EDITORIAL PAGE** ............. 88
- **EQUIPMENT & ENGINEERING** ... 57
- **FANFARE** ...................... 60
- **FATES & FORTUNES** .......... 71
- **FILM SALES** .................. 69
- **FINANCIAL REPORTS** .......... 70
- **FOR THE RECORD** ............. 76
- **LEAD STORY** .................. 29
- **THE MEDIA** .................. 48
- **MONDAY MEMO** ................ 26
- **OPEN MIKE** .................. 12
- **PROGRAMING** ................ 62
- **WEEK'S HEADLINERS** .......... 10
- **WEEK'S PROFILE** ............ 87

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

Subscription prices: Annual subscription for 52 weekly issues $8.50. Annual subscription including Yearbook Number $13.50. Add $0.50 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 90 cents per copy. Yearbook Number $3.00 per copy.

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

too early for fall practice . . .

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

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

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

wmal-radio-63

The Evening Star Broadcasting Co., Washington, D.C.
Collins to move to new civil rights post

HE'LL LEAVE NAB TO BECOME RACIAL TROUBLE SHOOTER

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

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

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

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

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

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

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

His Columbia speech was widely reported in news accounts.

Presidential Word • It was in response to President Johnson's assurance that Mr. Collins's services were needed that NAB executive committee voted to release their president and give him severance to offset salary sacrifice he will make in taking government job. Action of executive committee must be ratified by NAB board. Wires recommending approval were dispatched to all board members late Friday.

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

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

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

As racial tensions worsened in Florida, Governor Collins began to disassociate himself from white supremacists who wanted to defy Supreme Court. When legislators passed an interposition resolution declaring Supreme Court's decisions null and void, Governor Collins, though he had no power to veto it, declared action amounted to anarchy, though he said he still thought Supreme Court had usurped states' powers.

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

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

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

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

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

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

Pay-TV legislation not being sought

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

"We do not seek government control of pay TV," he said. "We have no plans for advocating any national legislative wired pay-TV prohibition. I seriously doubt that any such effort would be constitutional."

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

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

Ivan Hill has resigned as senior VP in charge of Chicago office of Campbell-Ewald Co., effective July 1. Mr. Hill retires from advertising after more than two decades in which he headed his own agency there as well as Chicago office of Cunningham & Walsh. He is to be succeeded at Campbell-Ewald by Keith Munroe, formerly president of Alexander Film Co., who was brought into agency by Mr. Hill earlier this year. Mr. Hill plans to enter retail farm supply field.

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

Leon R. Brooks, assistant general attorney in charge of business affairs for CBS Inc., elected VP and general counsel, with headquarters in New York. He fills position left vacant by death of Thomas K. Fishman (Broadcasting, June 15).

Mr. Brooks

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

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

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

Time-Life sells WTCN for $500,000

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

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

Aid for daytimers

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

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

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

Mr. Pierce

Mr. Karp

Mr. Brooks

Mr. Kramer

The Radio audience pattern in Indianapolis has changed

... Have You Reviewed Your Indianapolis Radio Buy?

PULSE* verifies total dominance for Wife

A.M. 46%
P.M. 45%

* PULSE Feb.-Mar. 1964
6 a.m. to 6 p.m. ... 7 County Metro Area
The data used are estimates only, subject to whatever limitations and errors are inherent in indicated sources.

SOLD NATIONALLY
By H-R Radio
WIFE AM-FM, INDIANAPOLIS
KOIL AM-FM, OMAHA
KISN, PORTLAND
Comments and compliments

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

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

Accolades to be had

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

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

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

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

Interesting but

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

I feel your report on the Spanish-

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

Slow progress

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

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

Comments on TV

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

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

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

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

How can TV advertisers be so shortsighted? They spend many, many thousands of dollars for network time but will not spend a few hundred for fresh
WE'RE NO JUNE BRIDE

BUT HERE'S A

(blush)

LOVE LETTER

BOB POOLE’S GOSPEL FAVORITES

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

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

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

KPAR KOLQ WJS WFBC KTVF WSYA KARK WKRG
KTYA WXEX KYOA KARZ KPLR KPRC KXLY WCTY
WAII KOTY WCBY KCEI WECT KTAL WCIU WKA
WJBF WBRC WSLS WTBD WOWL WSJS KCP KOSA
WBRZ KTMB WTVY KWSB KJRO WLB KLKB KTAR
KBMT WCSC WMSL KVAL WZM WFGA WTOP KOAM
KWAB WSOC WTYY KVQ WACT KMB WTVI WIC

Call COLLECT or TWX:

POOLE PRODUCTIONS OF THE S.E., INC.

510 Rutherford St. Greenville, S. C.

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

P.S. to Sponsors: Your cost per thousand is less with “BOB POOLE’S GOSPEL FAVORITES” because you get a large audience for Class “D” prices.
A guide to
WAVE WATCHERS
(native "birds" of the Louisville area)

Eagle-eyed Stampsaver

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

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

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

*Source: ARB Market Coverage Information.

WAVE-TV
Channel 3 • NBC • Louisville
Represented by The Katz Agency

commercials to make that time effective?

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

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

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

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

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

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

Though I have no figures at hand, I doubt that it is necessary for television to crowd every station break with multiple commercials in order to enjoy a satisfactory return on its investment. By limiting and screening commercials television would get the public—and the government—off its back. —Mark L. Haas, Palm Desert, Calif.
Five years and eight stations ago...
We started the whole idea of a limited-list station rep. We’re TvAR. Television Advertising Representatives. Today, we represent eight great television stations. And we’re celebrating our Fifth Anniversary. Why did we choose to represent a limited list of major-market stations? Because to us, a limited list means unlimited service.

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

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

WHY TvAR?
Spot TV is the concentrated advertising medium—a way of selling on television by individual markets. There was a need for a concentrated spot rep. That’s where TvAR came in. We were the first—since then, others have followed our lead—and being the first has really paid off in success founded on service.
HERE'S WHAT IT MEANS TO STATIONS
More time getting to know them.
More time to sell each individual station.
More time on rate-card analysis.
More time to handle availabilities efficiently.
More time for direct communication and station visits.
More time for their problems.

HERE'S WHAT IT MEANS TO AGENCIES

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

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

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

Spot TV is the growing medium.

TvAR is the growing rep.

We’ll continue to be big by deliberately staying small.

TELEVISION ADVERTISING REPRESENTATIVES, INC.

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

TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta
Broadcasting Publications Inc.

President: Sol Taishoff

Executive and Publisher: Sol Taishoff

Editorial:

Managing Editor: Art King

Senior Editors: Bruce Robertson; Ron Montagnes; Jerry Adragna; David Berlyn; Robert T. Fennimore; Larry Adragna

Editors: Robert T. Fennimore; Larry Adragna

ASSISTANT PUBLISHERS:

George B. Brann; William Evers; William A. Schumacher; Joseph R. VanLeer

Publication and Circulation:

Director: John P. Convery

Assistant: William Evers

Business:

Vice President and General Manager: Maury Long

Vice President and Sales Manager: Winfield R. Levi (New York)

ASSISTANT MANAGER:

Lawrence B. Taishoff

SOUTHERN SALES MANAGER:

Ed Sellers; Production Manager: George L. Danf; Traffic Manager: Harry Stevens; Advertising Assistants: Robert Sandoval; Richard LaVere; Carol Ann Cunningham; Claudette Atilia; Secretary to the General Manager: Doris Kelly

Comptroller:

Irvin C. Miller; Assistant Manager: Burt L. Siddall

Publications and Circulation:

Director: John P. Convery

Assistant: William Evers

Bureaus:

New York: 444 Madison Avenue, ZIP code 10022, Telephone: 212 Plaza 5-5112. Editorial Directors: Rufus Crater; Senior Editors: David Berlyn; Ron Montagnes; Staff Writers: Jerry Adragna; John Gavaldia; Charles W. Karp; Ellen R. McCormick; Assistant: Bruce Robertson

Vice President and Sales Manager: Winfield R. Levi; Institutional Sales Manager: E. R. Manning; Advertising Representative: Robert T. Fennimore; Advertising Assistant: Beryl W. Stern

Chicago: 360 North Michigan Avenue, ZIP code 60601. Telephone: 212 Central 4-4112. Senior Editors: Lawrence Christopher; Midwest Sales Manager: Warren W. McDill; Assistant: Rose Adagron

Hollywood: 100 North Vine Street, ZIP code 90028. Telephone: 213 Hollywood 3-3148. Senior Editors: Bruce Robertson; Western Sales Manager: Bill Merrill; Assistant: Martha Stevens

Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 9-2894. Correspondent: James Montagnes

Broadcasting* Magazine was founded in 1951 by Broadcasting Publications Inc., using the title Broadcasting—the News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1933. Broadcasting-Telecasting was introduced in 1946.

*Reg. U. S. Patent Office

Copyright 1964 Broadcasting Publications Inc.
A calendar of important meetings and events in the field of communications.

Indicates first or revised listing.

**JUNE**

June 23-July 10-Sixth annual seminar in marketing management and advertising of the Advertising Federation of America. For additional information write: Professor George T. Clarke, Education Director, Advertising Federation of America, 655 Madison Avenue, New York 21, Harvard Business School, Cambridge, Mass.

June 29-30—California Broadcasters Association annual meeting. Panel sessions on politics, news, sales and engineering for both radio and television. LeRoy Collins, president of the National Association of Broadcasters, will speak Monday (June 28) morning. WNV, Washington attorney, will address Tuesday luncheon. Meeting will conclude at Cow Palace with preview of facilities for broadcast coverage of GOP convention. All California broadcasters are invited to attend the two-day CBA meeting. Mark Hopkins hotel, San Francisco.

June 30—Oral proceeding at FCC on revised proposed AM-FM program reporting forms. For more information, call June 8.

June 30-July 3—Second annual Broadcasting Institute designed to show high school students opportunities in broadcasting and allied fields. Participants include Charles Underhill, U. S. Steel; Jack Cantwell, BBDO; Harold Neal Jr., ABC-owned radio stations; John Babcock, Park Broadcasting; Richard Landeman, WOKK-TV Rochester; Bernard Renick, WNEW-TV New York; Dr. Bernard Cooper, NYS Education Department; Robert Earle, College Bowl; Arthur Peck, CBS Radio; Robert Bendict, Rochester Bendict Productions; Gerlad Stryker, USIA, speaker. WHEN-TV Syracuse. Ithaca College, Ithaca, N. Y.

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

**JULY**

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

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

July 6-9—Second annual National Broadcast Editorial Conference, to be held in association with National Association of Broadcasters, and Radio-Television News Directors Association, under the auspices of Columbia University Graduate School of Journalism. Speakers include FCC Chairman E. William Henry; Dr. Frank Stanton, president of CBS Inc., and Jacques Barran, dean of faculty and provost of Columbia University. Conference chairman is Ralph Renick of WTTW-TV (Miami). Program chairman is Roger Turner of WMCA New York. Arden House, Harriman, N. Y.

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

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

**DATEBOOK**

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

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


**AUGUST**

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

Aug. 19—State registration deadline is July 24. Riviera motel, Atlanta.

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

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

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


Aug. 20-22—Tenth annual convention, Tallahassee, Fla.

**RAB CONFERENCE SCHEDULE**

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

- Sept. 17-18—Tarrytown House, Tarrytown, N. Y.
- Sept. 28-29—Far Horizons, Sarasota, Fla.
- Oct. 8-9—Western Hills Lodge, Wagoner, Okla. (near Tulsa).
- Oct. 15-16—Northland Inn, Detroit.
How to get more
—interest
—effort
—attention
—concentration
from your TV representative

Be important on a compact list—like ours.
YOU'RE ONLY HALF-COVERED IN NEBRASKA IF YOU DON'T USE KOLN-TV/KGIN-TV!

Lincoln-Land is the nation's 74th TV market!*  
Nailing down Nebraska's two major TV markets is no problem: you need a station in each. One of the markets is Lincoln-Land.

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

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

SUBSCRIPTION APPLICATION

BROADCASTING The Businessweekly of Television and Radio 1735 DeSales Street, N.W., Washington, D.C. 20036

Please start my subscription immediately for—

☐ 82 weekly issues $8.50 ☐ 104 weekly issues $14.00 ☐ Payment attached
☐ 62 issues & 1964 Yearbook $13.50 ☐ Please bill
☐ 1964 Yearbook $5.00 (so long as supply lasts)

name    title/position

city    state    zip code

*March, 1963 ARB Rankings. Rating projections are estimates only, subject to many factors and limitations of source material and methods, and may or may not be accurate measurements of true audience.
A logical extension of today's telephone service...

Bell System introduces PICTUREPHONE service

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

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

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

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

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

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

Bell System Serving you
American Telephone & Telegraph Co. and Associated Companies
WINNERS IN A WALK. As far as we know, neither Chet Huntley nor David Brinkley has ever won a trophy in a walking race. Nor are we suggesting that they'll be walking to San Francisco for the Republican Convention.

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

Yes, again. For there's little doubt as to who won most of the accolades in television's coverage of the 1956 and 1960 Conventions.
Since the last national get-togethers (in Los Angeles and Chicago) Chet and David have added four years of experience, knowledge and insight to their already powerful arsenal of reporting equipment. Which is why—this year as before—NBC viewers will be getting the best understanding of what is happening on (and behind) their television screens.

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

Look to NBC for the best combination of news, entertainment and sports.
TV 1969: After five years of rapid development

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

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

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

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

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

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

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

VHF-UHF • Due to the farsightedness shown by the TV industry back in '65, the development of performers and particularly production talent has made network programming so strong and effective that it minimized pay TV and kept the government from attempting to convert all TV to UHF in 1966 although it's now fairly certain that within three years VHF will be a thing of the past. Making this move in 1972 instead of 1966 makes sense the way our industry has developed. By '72, there will be enough stations to provide each of the networks with the greatly increased number of stations they need to cover what the VHF's reach today.

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

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

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

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

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

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

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

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

Following Mr. Depew's address, there was an informal discussion on what will happen in the next five years. It was agreed that 3-D TV would arrive and that television still has many new frontiers to conquer.
In December, 1960, Metromedia presented Mohini, the rare white tigress of Rewa, India, to the National Zoological Park as a gift to the children of America. Today, there are two white tigers in Washington.
"Seasoned to Please!"

TOTAL NEWS
ED SULLIVAN
THE LUCY SHOW
RED SKELTON
GALE STORM SHOW

Beverly Hillbillies
RAWHIDE
MOVIE SPECTACULAR
The Defenders
THE SAINT

WKRG-TV
Mobile-Pensacola
Channel 5

Represented by H-R Television, Inc.
or
Call C. P. Persons Jr., General Manager
**Big TV advertisers getting bigger**

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

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

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

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

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

**Constant Pattern** - The pattern in TV advertising on the national level has been one of continually expanding TV budgets by companies, large and small. An analysis of past spending, as well as of current plans of leading national TV advertisers, indicates a similar flow this year.

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

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

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

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

---

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

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

<table>
<thead>
<tr>
<th>Brand</th>
<th>1963</th>
<th>1964</th>
<th>Increase</th>
<th>Brand</th>
<th>1963</th>
<th>1962</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shell Oil*</td>
<td>1.0</td>
<td>3.2</td>
<td>2.2</td>
<td>Alberto-Culver</td>
<td>30.4</td>
<td>24.5</td>
<td>5.9</td>
</tr>
<tr>
<td>Gillette*</td>
<td>4.6</td>
<td>6.5</td>
<td>1.9</td>
<td>American Tobacco</td>
<td>19.6</td>
<td>14.2</td>
<td>5.4</td>
</tr>
<tr>
<td>Philip Morris</td>
<td>4.2</td>
<td>6.1</td>
<td>1.9</td>
<td>Colgate-Palmolive</td>
<td>51.8</td>
<td>47.3</td>
<td>4.5</td>
</tr>
<tr>
<td>Beech-Nut</td>
<td>1.1</td>
<td>2.9</td>
<td>1.8</td>
<td>Chrysler Corp.</td>
<td>9.7</td>
<td>5.8</td>
<td>3.9</td>
</tr>
<tr>
<td>American Home Prods.*</td>
<td>13.4</td>
<td>15.1</td>
<td>1.7</td>
<td>Kellogg</td>
<td>21.0</td>
<td>18.2</td>
<td>2.8</td>
</tr>
<tr>
<td>General Mills*</td>
<td>6.5</td>
<td>8.1</td>
<td>1.6</td>
<td>Ralston Purina</td>
<td>12.7</td>
<td>9.9</td>
<td>2.8</td>
</tr>
<tr>
<td>Liggett &amp; Myers*</td>
<td>4.0</td>
<td>5.4</td>
<td>1.4</td>
<td>Campbell Soup</td>
<td>17.8</td>
<td>14.2</td>
<td>3.6</td>
</tr>
<tr>
<td>Sterling Drug*</td>
<td>4.0</td>
<td>5.2</td>
<td>1.2</td>
<td>Gillette</td>
<td>23.7</td>
<td>20.3</td>
<td>3.4</td>
</tr>
<tr>
<td>R. J. Reynolds*</td>
<td>2.2</td>
<td>3.3</td>
<td>1.1</td>
<td>International Latex</td>
<td>9.6</td>
<td>6.3</td>
<td>3.3</td>
</tr>
<tr>
<td>Royal Crown</td>
<td>1.7</td>
<td>0.7</td>
<td>1.0</td>
<td>Block Drug</td>
<td>11.5</td>
<td>9.2</td>
<td>2.3</td>
</tr>
<tr>
<td>Brown &amp; Williamson*</td>
<td>5.0</td>
<td>4.0</td>
<td>1.0</td>
<td>Sterling Drug</td>
<td>16.0</td>
<td>12.9</td>
<td>3.1</td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td>29.0</td>
<td>33.7</td>
<td>4.7</td>
<td>Liggett &amp; Myers</td>
<td>18.6</td>
<td>15.5</td>
<td>3.1</td>
</tr>
<tr>
<td>Bristol-McGraw</td>
<td>51.0</td>
<td>39.5</td>
<td>11.5</td>
<td>R. J. Reynolds</td>
<td>30.6</td>
<td>27.5</td>
<td>3.1</td>
</tr>
<tr>
<td>General Foods</td>
<td>90.4</td>
<td>114.9</td>
<td>24.5</td>
<td>Purex Corp.</td>
<td>6.3</td>
<td>3.4</td>
<td>2.9</td>
</tr>
<tr>
<td>General Mills</td>
<td>29.4</td>
<td>21.9</td>
<td>7.5</td>
<td>Shell Oil</td>
<td>8.4</td>
<td>5.5</td>
<td>2.9</td>
</tr>
<tr>
<td>American Home Prods.</td>
<td>51.5</td>
<td>44.5</td>
<td>7.0</td>
<td>Brown &amp; Williamson</td>
<td>16.9</td>
<td>14.1</td>
<td>2.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Following are the advertisers showing the most substantial gains in total TV advertising in 1963 over 1962.

---

**BROADCASTING**, June 29, 1964
Spot TV billings up 16.5% in 1st quarter

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

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

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

TVB noted that Procter & Gamble, which leads the list of the top 100 spot TV advertisers at nearly $17.7 million, was some $700,000 above the same period in 1963. Network TV’s gross time billings for the quarter was $224,110,300, which represented an increase in gross billing (the total for time and talent for the quarter came to $307.5 million).

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

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

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

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

TOP 100 SPOT TV ADVERTISERS—FIRST QUARTER 1964
(Source: TVB-Rorabaugh)
1. Procter & Gamble $17,699,200
2. General Foods 8,730,800
3. Colgate-Palmolive 8,428,800

BIG TV ADVERTISERS GETTING BIGGER continued

Aluminum Co. of America.

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

Bristol-Myers, for example, more than doubled its TV spending between 1961 and 1963, going from $24 million to $61 million. Similarly Alberto-Culver climbed from $12.3 million to more than $30 million in 1963. As one network official commented: “there’s a limit to how fast you can expand.”

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

Despite the FTC action last week on cigarette labeling and advertising (see page 32), agency and media officials felt there would be no depressing effect on cigarette advertising, at least for this year. In fact, the present trend points to an upward climb in TV spending. In the first quarter of 1964, according to figures compiled by the Television Bureau of Advertising, gross time spending by major cigarette companies jumped by almost $6 million and this pattern is expected to be continued throughout the year. Lorillard is the only cigarette maker that probably will cut back its budget for the year, while American Tobacco, Philip Morris, Liggett & Myers and R. J. Reynolds appear headed for modest or substantial boosts in TV spending.

In a related development, major cigar manufacturers are expected to make their biggest splurge in TV this year. Consolidated Cigar is expanding its overall budget to approximately $10 million, of which an estimated $9 million will be in TV (as compared with $6 million in TV in 1963). General Cigar, which spent almost $4 million last year, is expected to move into the $6 million TV class in 1964. Bayuk Cigars spent an estimated $650,000 in spot TV last year and this total probably will be expanded slightly for 1964.

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

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

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

TV viewing up

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

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

30 (BROADCAST ADVERTISING)
tion coverage on that same network this summer and fall.

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

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

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

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

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

**P&G the Leader** = In terms of added dollars invested, Procter & Gamble led both the annual and quarterly lists. Its gross billing of $103.4 million in 1963 was $18.5 million more than P & G spent in TV in 1962. In the first quarter of 1964, P & G allocated $33.7 million, a gain of $4 million over the comparable quarter last year.

Among the top gainers, 1963 versus 1962, were Bristol-Myers, General Foods, General Mills, American Home Products, Alberto-Culver, American Tobacco, Colgate-Palmolive, Chrysler, Kellogg andRalston Purina. Using first quarter performances as a criterion, the more striking increases in TV spending, outside of P & G, came from General Foods, Coca Cola/bottlers, General Mills, Beech-Nut, Shell Oil, Litgett & Myers, R. J. Reynolds, American Tobacco, Royal Crown/bottlers, Gillette Co., Sterling Drug, Brown & Williamson, Nestle and Philip Morris. Of the 16 advertisers with an increase in television advertising of more than $1 million during the first quarter this year all but three had shown substantial increases in 1963 over 1962.

---

**Quick estimator for spot TV buyers**

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

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

The second section of the guide gives information on cost and coverage levels for a TV campaign in an entire Nielsen test area, or in an individual market or groups of markets. It develops data for 27 Nielsen test areas throughout the country.

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

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

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

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

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

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

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

Warning regulations always cause difficulties, he said.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Technically, the FTC's open-ending took this form: "... the commission will entertain an application filed prior to May 1, 1965, by any interested party to postpone the effective date or otherwise suspend, modify or abrogate the provisions of the rule as to advertising..."
INDIANAPOLIS is the 28th U.S. Metro Area
NEW ORLEANS is the 27th
DENVER is the 26th
MIAMI is the 25th
ATLANTA is the 24th

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

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

WHO Radio covers a 117-county area in which there are 850,000 housewives . . . gives you weekly circulation in 42% of all these homes in 117 counties in and adjacent to Iowa. That’s 354,050 homes weekly. Our daily circulation gives you 239,000 homes!**

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

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

WHO
for Iowa PLUS!

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

Peters, Griffin, Woodward, Inc., National Representatives
upon a showing of such change in circumstances as to justify such requested action in the public interest.

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

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

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

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

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

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

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

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

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

Up to Code * In its original proposal last January, the FTC had also proposed to bar advertising which said or implied that cigarette smoking (1) promotes good health or physical well-being or is not a hazard to health, (2) is less a hazard to health than other brands—unless the advertiser can substantiate this claim. It also proposed to require uniform and reliable testing procedures for verifying claims on the quantity of tars and nicotine in a brand.

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

FTC's rule opens flood of comment

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

The tobacco industry went to Capitol Hill last week to fight threats of a tough government smoking control program and found the threats had become reality. A House Commerce Committee hearing on the smoking and health issue exploded like a trick cigar

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

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

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

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

The committee, showing little en-
Firstest with the mostest

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

*6th Survey of Buying Power 1/1/63—1/1/64.

WSB Radio/Atlanta

Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHB AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WDD AM-FM, Miami; KYGO, San Francisco-Oakland.

Broadcasting, June 29, 1964
thrust for any of the dozen or so bills it has under consideration, could be forced into action by the FTC rule—and soon. Many members asserted that federal activity in the smoking and health field requires congressional guidance first, but failure of the committee to devise some immediate policy could have the effect of endorsing the FTC rule.

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

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

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

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

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

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

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

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

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

Monday is just one of the reasons NBC's fall schedule looks so good. (The other reasons are Sunday, Tuesday, Wednesday, Thursday, Friday, and Saturday.) No wonder our '64-'65 sales are ahead of previous seasons. No wonder that on NBC every single prime-time program—new or returning—has attracted important sponsorship.

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

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

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

DEADLINE FOR ADVERTISING RESERVATIONS: JULY 17TH

TELEVISION
444 Madison Avenue, New York 10022
something rather than desist from some action.

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

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

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

AFA starts its Harvard seminar

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

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

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

John V. B. Sullivan, vice president and general manager, WNEW, presents gold record symbolic of Barney's radio commercials to Barney Pressman, president of the store.

WNEW gives Barney 30-year tribute

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

Emil Mogul, president of Mogul, Williams & Saylor, which has been the store's agency for more than 30 years, said Barney's advertising on WNEW over the past three decades was halted only when station policy dictated an absence of commercials (Christmas or days of mourning). Mr. Mogul credited radio with being the single most important factor in building Barney's "from a small shop to the world's largest men's and boys' clothing store." He estimated that Barney's has invested more than $12 million in local radio in New York over the past 30 years and referred to WNEW as "the mainstay" of the advertising effort.

Value of radio not restricted to daytime

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

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

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

Scranton buys half-hour program on CBS-TV

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

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

Most of the program was pre-taped at the governor's home and edited to meet time requirements.
KOIN Radio in Portland, Oregon

Proudly announces the appointment of

HENRY I. CHRISTAL COMPANY

as its

NATIONAL SALES REPRESENTATIVE

Effective July 1, 1964

(Portland's CBS Affiliate)
Most don't object to liquor spots

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

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

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

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

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

M & R Drops, Schenley Stays * The already diluted controversy appeared to lose more of its kick last week when McKesson & Robbins, through Kenyon & Eckhardt, New York, announced it would not renew its 13-week schedule.

The M & R commercials, for Galliano liqueur and some wines, were to be discontinued after the schedule's expiration Saturday (June 27).

Wqxr also said that Schenley, through Norman, Kraig & Kummel, has renewed its 13-week schedule, which features public service announcements.

The Schenley commercials, presented six nights a week between 11:30 p.m. and midnight, mention the firm's name but avoid any product identification. The renewed schedule, to start July 20, reportedly will maintain this approach.

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

Helffrich finds there are many bad apples

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

Most false and deceptive advertising, Mr. Helffrich said, is excused on the ground that the bad practices of the few smear the good practices of the many. Not so, he said: "In my more frustrated moments, I wonder whether one could not as readily presume an opposite argument: The grey area practices of the majority of advertisers blur the sunny virtues of a minority elite. The fact is that too substantial a number of advertisers who stretch the boundaries of truthfulness simply never get caught. Many never get caught because they are highly skilled at being a shade less than truthful. . . ."

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

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

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

Spot radio for Dodge

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

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

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

Commerce Dept. against Rogers bill

Representative Walter Rogers's (D-Tex.) House-passed bill to block FCC restriction on commercials, which has been languishing in the Senate since February, has sustained a fresh blow. The Department of Commerce has recommended that the bill, HR 8316, not be enacted.

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

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

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

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

The bill was passed by the House and sent to the Senate early this year (BROADCASTING, March 2).
THE OFFICERS OF
MUZAK®
TAKE GREAT PRIDE IN ANNOUNCING
THE 1963 WINNER OF THE
ANNUAL GOLDEN EAR AWARD

Mr. Eldon Campbell

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

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

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

MUZAK®
A Division of Wrether Corporation

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

Taft sets its own study of commercials

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

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

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

"Also announced last week by Don Chapin, sales vice president of Taft, was a statement on the acceptance of piggyback commercials. Where an advertiser orders a piggyback commercial in a fixed position, Taft will charge a 200% premium of the card rate, Mr. Chapin said. He explained that in such cases the piggyback may force Taft to pre-empt a single commercial in order to maintain compliance with the code's requirement that no more than three commercials may be run consecutively.

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

Bruskin surveys radio audience attitudes

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

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

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

Business briefly...

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

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

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

The Regal Crown division of Murray-Allen Imports, English candy manufacturer, through Bauer-Tripp-Foley, Philadelphia, has purchased sponsorship in NBC-TV's Today and Tonight shows. The $300,000 Regal Crown buy, which runs through September, represents the firm's first order in network television.

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

General Mills, Minneapolis, through Knox Reeves Advertising, that city, has purchased full sponsorship of the Saturday Night's 15-minute All-Star Scouting Report, which will precede the network's coverage of the All-Star Baseball Game on July 7 (12:30-12:45 p.m. EDT). A heavy schedule of TV spots will be used to support the new Barbie line of girls' apparel, according to Irwin Greene, general manager, Mattel Fashions. The campaign placed through Carson/Roberts, Los Angeles, will begin in August on top-rated children's and family programs in Albany-Schenectady-Troy, N. Y., Denver, Indianapolis, Los Angeles, Omaha and Syracuse, N. Y., and will expand to nationwide proportions as distribution of the new clothing line for girls 5-to-12 is extended from the initial market areas. By November, the TV advertising will be seen in the country's top 50 markets, plus occasional inclusion on the Saturday morning programs on all three TV networks for the toy line of the parent company, Mattel Inc.
PETERS, GRIFFIN, WOODWARD, INC.

Congratulates WDBJ RADIO on its 40TH ANNIVERSARY

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

The first real studio was located in the Thurman & Boone Furniture Company, now out of business, but then located in the building now occupied by Heironimus department store on the corner of Jefferson Street and Church Avenue. Later a second studio was opened in the old Grand Piano Company, then located on the west side of Jefferson Street midway between Church Avenue and Kirk Avenue. When the American Theatre building was erected, enlarged studio space was provided on the fourth floor of this new building. About the same time, the WDBJ transmitter was moved to the top of the Shenandoah Building. The licensee and owner of the station during this entire period was the Richardson-Wayland Electrical Corporation.

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

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

WDBJ was the second radio station in Virginia, going on the air only a short time after WTAH in Norfolk, Virginia. The station has had many notable "firsts", including the distinction of being one of the first stations in the southeastern section of the United States to join the Columbia Broadcasting System on October 8, 1929. The CBS Network affiliation has enabled WDBJ to broadcast some of the world's outstanding programs. The Virginia Polytechnic Institute Farm and Home program began January 6, 1930 and is the second oldest farm and home program from a land-grant college in the nation. In January 1932 the New York Philharmonic Orchestra was on regular schedule and through a special private network the New York Philharmonic Orchestra is still a regular feature on WDBJ in season.

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

CBS, Roanoke, Virginia

WDBJ-AM

5,000 watts—960 KC

Owned and Operated by

TIMES-WORLD CORPORATION

WDBJ-FM

14,500 watts—94.9 MC

Exclusively National Representatives

1

9

2

9

4

6

Jane M. Scott

Eve Mihlinger

Peggy Mitchell

Betty Hurst

Gemmete Halvey

Merwin N. Moore

Secretary

Music Director

Traffic

Continuity

Continuity

Promotion Director

1

9

2

6

4

BROADCASTING, June 20, 1964
Coke meets its goal: 'in' not 'way out'

Last September, the Coca-Cola Co. started a broadcast-oriented advertising campaign, built around a catchy little jingle whose key phrase is "Things go better with Coke." Since then it has been heard "hundreds of millions of times and it seems to grow more popular with repetition," Willard C. Mackey Jr., senior vice president, McCann-Erickson, Atlanta, told the Advertising Club of Los Angeles Tuesday (June 23).

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

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

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

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

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

And in Great Britain

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

TVAR head predicts more TV competition

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

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

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

Agency appointments *

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

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

Van Camp Sea Food switches ad agencies

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

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

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

Also in advertising *

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

A-K moves * Avery-Knodel, radio-TV national sales representative, has moved into new office quarters at 555 Madison Avenue, New York. Telephone HA-15600.

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

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

Rep appointment *


Borden assigns two products

Doherty, Clifford, Steers & Shenfield Inc., New York, has announced that Borden Foods Co. has assigned the agency two major new products Borden will introduce this year. Details on the products were not revealed.
DESILU SALES INC.
presents
THE
GREATEST
SHOW
ON
EARTH

THE STAR-STUDDED SERIES
THAT MAKES YOUR RATINGS ROAR!

Now in Syndication • In Color and Black and White

Desilu Sales Inc.
780 NORTH GOWER STREET • HOLLYWOOD 38, CALIFORNIA • Hollywood 9-5911
Richard C. Dinsmore, Vice President, General Manager
FCC makes move on duplication of clears

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

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

The commission, in a special meeting that lasted all day Monday (June 22), designated for hearing one of the 14 applications on file for new class I-A stations, which would operate night as well as day. The applications involve nine clears. The FCC also instructed the staff to continue processing the other II-A applications, and it dismissed 49 pending applications for stations on the clears that did not conform to the provisions of the 1961 clear-channel decision.

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

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

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

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

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

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

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

Commission Says 'No' * The commission said it would reject the request (Broadcasting, July 8, 1963). But it still allowed almost another year to
pass before implementing its clear-channel decision. And when it did, it also began moving toward higher power for the unduplicated clears. The commission action, in addition, does not rule out higher power for the duplicated clears.

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

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

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

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

- **KHTI Boise, Idaho, for 670 kc, now occupied by WMAQ Chicago.** The staff has questioned its engineering proposals, and an amendment to the application is due.
- **KTHE Idaho Falls, Idaho, for 720 kc now occupied by WCN Chicago.** The application has not yet been processed.
- **KFTI Carson City, KORK Las Vegas, Circle L Reno, all Nev., for 780 kc, now occupied by WBBM Chicago.** A hearing is expected on the mutually exclusive applications.
- **KMJJ Grand Island and KRVM Lexington, both Neb., for 880 kc, now occupied by WCBS New York.** A hearing will be needed.

**KIPR and KEEP Eugene, and KUMA Pendleton, both Ore., for 1120 kc, now occupied by KRSM St. Louis.** A hearing will be needed on the mutually exclusive applications.

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

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

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

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

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

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

**Ingenious plan that didn't work**

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

The FCC raised a quizzical eyebrow last week at an agreement under which Storer Broadcasting Co., Miami, was to have built a complete broadcasting plant for an applicant for a II-A station in Santa Fe, N. M., at nominal cost to the applicant. Beyond the raised eyebrow, however, the commission did nothing but dismiss the application as requested by the applicant, Merrill B. Johns Jr., of Santa Fe.

The commission acknowledged that Mr. Johns, in the application he filed in March 1962, had fully disclosed details of the agreement—that Storer was to build the station at an estimated cost of $22,930, and that Mr. Johns was to repay Storer no more than $5,000. The FCC didn't examine the agreement until a year after it was filed.

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

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

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

Storer made the argument in urging duplication of the channel in Los Angeles as well as New Mexico. The commission in its clear-channel decision,
IRTS adds advanced timebuying, selling seminar to schedule

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

(L-r) Yale Roe, director of daytime sales, ABC-TV; Clifford Botway, associate media director, Ogilvy, Benson & Mather; Albert Petgen, director of client relations, American Research Bureau; Thomas Murphy, executive vice president, Capital Cities Broadcasting Corp.; James Stabile, vice president and associate general attorney, NBC; William Davidson, vice president, Advertising Time Sales Inc.; Peggy Stone, president of Stone Associates; Robert Boulware, vice president, sales development, Skyline TV Network; Thomas McDermott, vice president, N. Y. Ayer and IRTS vice president.

Sam Cook Digges, administrative vice president of CBS Films and IRTS vice president; Erwin Ephron, director of press relations, A. C. Nielsen Co.; Claude Barrere, IRTS executive director; Mark Olds, general manager, WINS New York; Richard Jones, vice president and media director of J. Walter Thompson Co. and an IRTS vice president; Julius Barnathan, vice president and general manager of ABC-TV; Sanford Buchbaum, director of advertising, Revlon Inc.; William Lodge, vice president, affiliate relations and engineering, CBS-TV; Edward Shurick, senior vice president, H-R Television and IRTS treasurer; Robert Fuller, director of publicity, CBS Films, and Syd Eiges, vice president, public information, NBC Inc.

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

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

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

However, the commission also said that since the agreement was disclosed, "it is obvious . . . that there was no attempt to conceal the facts from the commission." The letter also said that, in view of the delay in processing II-A applications, there was no effect on the commission's processes.

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

NBC gets extension on Philadelphia case

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

U.S. District Judge William H. Kirkpatrick, Philadelphia, issued the extension to Sept. 30 at the request of NBC and with the concurrence of the Department of Justice. This is the second extension NBC has received; the first in 1962 was from the end of that year to June 30 of this year.

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

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

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

Mount Holly-Burlington Broadcasting Co., (WJ7Z), which received an FCC grant in 1963 for 1460 kc with 5 kw daytime in Mt. Holly, N. J., in its petition to the Supreme Court, said that the U. S. Circuit Court for the District of Columbia had "improperly extended the scope of review by an appellate court of a final decision and order of an administrative agency."

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

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

Other litigation:

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

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

Crosley drops plan to purchase WLEX-TV

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

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

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

Crosley owns WLW and WLWT(TV) Cincinnati, WLWD(TV) Dayton, WLWC (TV) Columbus, all Ohio, and WLW1 (TV) Indianapolis.

Under the contract, the sale was to have been from J. D. Gay Jr., H. C. Bell, Earl L. Boyles and others for 87%, 500 shares of the stock of Acvo Corp., Crosley's parent company.
Senator attacks program forms

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

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

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

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

Senator Allott expressed his dissatisfaction with the proposed program reporting forms, saying the required information went too deeply into station internal affairs, requiring “reams” of subjective analysis (Closed Circuit, April 20). Senator Allott said he was concerned that such forms would stifle creative programming by licensees. He read a Colorado Broadcasters Association resolution opposing the forms because of “unreasonable detail and trivia.”

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

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

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

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

Chairman Henry said the computer

Postal inspectors check billing gimmick

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

Inquiries to the express company regarding the charges have brought answers to the effect that the item came up under a routine audit required by federal regulations. No dates for the alleged shipment are normally included either in the original bills or the follow-up, making research more difficult for the station. The amount of the charges for the alleged shipments is generally less than $15, sometimes only $5, which also encourages paying the bill rather than taking the trouble to track down the charge.
was not aimed at immediately lowering the number of FCC employees, but added that over a 10-year period the federal agency will need fewer persons than if there were no automation.

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

NAB pleads case for zoning change

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

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

Two years ago, the NAB bought the 6,500 square feet of property at 1775 N Street, N.W., from the Presbyterian church for a reported $425,000. It also owns a 7,000 square foot piece of property and building at 1771 N Street, N.W. It moved into the converted private town house in 1946.

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

Media reports...

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

Budgets extended * The House and Senate passed resolutions last week that will permit federal agencies whose fiscal 1965 funds have not been appropriated to continue spending at present levels until Aug. 30. Agencies with budgets still pending include the FCC and the Federal Trade Commission.

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

New Polaris headquarters

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

Polaris stations are WTVY-TV Evangeline Ind.; KTHI-TV Fargo-Grand Forks and KGCN-TV Pembina, both North Dakota; WRYW, Louisville, and KXOA-AM-FM Sacramento and KPLS Santa Rosa, both California.

AT&T starts its Picturephone service

Members of Congress and the FCC took part in last week's inauguration of AT&T's Picturephone service between Washington, New York and Chicago. Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, and FCC Commissioner Rosel H. Hyde used the Picturephone in Washington's National Geographic Society building to see and speak with Senator Warren H. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and FCC Chairman E. William Henry, who were at Chicago's Prudential Insurance building. Commissioner Hyde and Representative Harris are shown looking at and listening to Senator Magnuson on the Picturephone.

KCHU(TV) goes silent; turns in its license

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Changing hands

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

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

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

- WOAR Virginia Beach, Va.: Sold at auction by Roy Marsh, receiver, to Arthur W. Arundel and G. Braxton Valentine for $136, 102. Mr. Arundel is president and general manager of
WAVA-AM-FM Arlington, Va., and president of WXVA Charles Town, W. Va. Mr. Valentine is a Richmond, Va., attorney. WBOF is licensed for daytime operation on 1550 kc, 5 kw. Blackburn & Co. served Messrs. Valentine and Arundel in an advisory capacity.

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

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

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

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

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

New group plans to enter radio-TV

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

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

WTMJ-AM-FM-TV adds to facilities

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

A wing will be added to existing facilities. It will house a 50 by 70 foot circular television studio as well as engineering offices and workshops, control areas and film studios. Construction is scheduled to begin in mid-August, according to George Comte, vice president and general manager.

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

EXCLUSIVE BROADCAST PROPERTIES!

NEW

—Fulltime single station market covering wide area. A profitable combined operation. Good cash flow. Full price of $140,000 with 29% down and a long payout.

Contact—Barry Winton in our Washington office.

ENGLAND

—Profitable station with excellent market coverage. Will gross approximately $300,000 in 1964. Priced at $420,000 cash. Contact—John D. Stebbins in our Chicago office.

MIDWEST

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

Hamilton-Lands & Associates, Inc.

John F. Harkey, President.

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D.C. CHICAGO DALLAS SAN FRANCISCO

1737 Delaware St. N.W. 1511 Bryan St. 1311 Sutter St. EXbrook 2-5873

Triconc Tower Delaware 7-2754

Riverlodge 8-1175

EXCLUSIVE BROADCAST PROPERTIES!

RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers
A little cooperation pays big dividends

A UHF station that was turned down in requests to rebroadcast the network programs of two area stations is a step closer to getting the programs it wants, thanks to a common carrier that normally serves community antenna systems, a distant UHF station—and the FCC. WTAF-TV (ch. 31) Marion, Ind., the only station in that community, has been trying to secure network programs since going on the air in November 1962. It’s been unable to make arrangements with the networks. And requests to pick up off the air and rebroadcast some CBS programs carried by WANE-TV (ch. 8) Indianapolis were rejected.

However, the station was able to get permission from WFAM-TV (ch. 18) Lafayette to rebroadcast some of the CBS programs it carries. WTAF also received clearance from CBS. The question was how to receive the signal from Lafayette, 65 miles away. Microwave Communications Inc., a subsidiary of the Jerrold Corp. of Philadelphia, a common carrier serving CATV’s in the area, would be able to provide the link through microwave, provided the commission granted the necessary authorizations. Last week, the commission took an essential first step, approving an application the carrier had on file for facilities in Logansport and Monticello to relay four channels of service to a CATV in Lafayette.

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

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

Devine wants unified legislation on CATVs

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

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

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

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

Teleprompter to use loan in CATV field

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

Irving B. Kahn, chairman and president, said the loan was from Chase Manhattan Bank and Franklin National Bank. A substantial part of the funds will be used immediately to retire almost all of Teleprompter’s outstanding debt. The remainder will be added to working capital for use in expansion, primarily in CATV activities, he reported.

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

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

Rollins buys Orkin for $62.4 million

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

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

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

KRLA gets another month

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

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

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

56 (THE MEDIA)
stood. Other banks and insurance companies will supply additional financing, it is believed.

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

Over the past 10 days, Rollins stock on the American Stock Exchange has been moving forward. On June 19 it closed at 28 for a gain of ¼ that day. Last Thursday it closed at 37½.

Codes have meaning to agencies, Bell says

Howard H. Bell, director of the National Association of Broadcasters' Code Authority, addressed the Florida Association of Broadcasters at Miami Beach last week. Not surprisingly, his subjects were the radio-TV codes. He viewed the codes as an acceptance by broadcasters of "the mantle of professionalism" with its "obligations and responsibilities," then continued to point out that besides maintaining republicable standards of conduct in the public's interest "we also do this in our own self-interest." In evidence, he cited "a growing awareness among agencies and advertisers... that a radio code station represents high standards of performance and is a good 'buy.' Selling with the radio code is a plus."

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

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

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

CBS-TV to use new camera at GOP

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

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

The camera weighs only 6½ pounds and measures 5 by 4 by 10 inches, including lens. The camera's Plumbicon picture tube was developed by Philips of Eindhoven, Netherlands.

FCC bureau opposes Triangle request

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

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

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

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

LADIES' MAN

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

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

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

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

We'll let him produce for you, too!
Weaver's hardware is ready for business

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

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

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

The future of STV may be uncertain but the company has spared no expense on its physical plant. Its television gear is the most modern on the market; its monitoring and billing equipment is so new that much of it had to be invented for STV's purpose. If STV turns out to be a failure, it will not be for want of technical facilities. As one top STV engineer recently observed: "We decided that if things didn't work out, we'd rather go down in flames than drift into obscurity."

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

STV's president, Sylvester L. (Pat) Weaver Jr., holds program selector destined for a subscriber's home. Selector can be tuned to one of three video services or to an audio feed that will carry music and announcements. There's no charge for audio channel. Program selectors are made by Lear Siegler Inc. at Long Island City, N. Y., plant. STV will pay between $48.95 and $50.02 per unit, depending on total number it buys. Units are tested for 24 hours at service center in Santa Monica before being installed in STV homes in West Los Angeles.

The billing headquarters for STV is in a converted electronics plant in Santa Monica. To this location will be sent each day the taped records of subscriber viewing collected at interrogation and response centers in Hollywood and San Francisco. An IBM 1410 computer system is the heart of the billing operation. Shown in the picture are tape drives (the upright cases at center rear and at right), a printer unit (left rear) and a punch card machine (left front) which are key pieces in the billing assembly. From this complicated process will emerge monthly bills for all STV subscribers. The billing operation is run by the Reuben H. Donnelley Corp., a Dun & Bradstreet subsidiary that was one of the co-founders of STV. Donnelley is also the STV sales agent. Lear Siegler, a major electronics company, another principal in the formation of STV, provides the program selectors and the interrogation and response equipment, and its subsidiary, Lear Siegler Service Inc., is in charge of maintenance of that equipment. All these operations are performed under contract to STV which itself consists of a small staff of program and promotion executives and has its office in a separate Santa Monica building.

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

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

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

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

WALB-TV (ch. 10) Albany, Ga., has asked the FCC to reject the latest request to drop channel 10 into Jacksonville, Fla., at short spacing. The request was made last month by New Horizons Telecasting Corp., which had advocated the allocation shift when it was part of the commission's proposal to drop short-spaced VHF's into seven markets.

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

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

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

Technical topics . . .

Camera equipment • SOS Photo-Cine-Optics, New York photography equipment firm, last week released a new list of vari-focal zoom lenses for 16 mm, 35 mm and TV Vidicon cameras. The list includes such brand names as Angenieux and Zoomar. Photo-Cine-Optics also announced a new film splicer manufactured by Maier-Hancock Corp.

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

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

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

Color tubes • Sears Roebuck & Co., Chicago, last week introduced a new line of 16 inch color TV receivers made by Toshiba of Japan as a test market venture in some two dozen Chicago area stores. Sets are priced at $349 and are all-channel models.

Comments sought on channel move

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

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

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

FANFARE

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

No tipping needed • Instead of taking agency people to lunch last week, wins New York was bringing the lunch to the agencies. To introduce its air personalities to buyers and other personnel at major agencies, the station brought in a mobile hot dog wagon and served champagne to wash down the wieners. At BBDO (1-r) Mal Oachs, associate media director; Hal Davis and Bill Thompson, supervisors, talk with Ed Hider, wins personality.

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

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

Novel approach • KHOF(FM) Los Angeles, which is not listed in the rating books, decided on a different approach to prove its audience appeal. Dale Smith,
station manager, asked the key audience to help the station defray the cost of new broadcast equipment via a 34-hour “Radiothon.” The station received more than 500 phone calls and hundreds of letters producing $6,000 in listener contributions.

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

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

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

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

A place to rest and record

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

-----

Hoover gets copy of show honoring him

Ward L. Quall, executive vice president and general manager, WGN Inc., Chicago (r) presents J. Edgar Hoover with a print of Fidelity-Bravery-Integrity, a program presented over WGN-TV honoring Mr. Hoover on his 40th anniversary as director of the FBI.

-----

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

THE LIVES OF HARRY LIME
Orson Welles

CAPT. HORATIO HORNBLOWER
Michael Redgrave

SCARLET PIMPERNEL
Marius Goring

THEATRE ROYALE
Laurence Olivier

SECRETS OF SCOTLAND YARD
Clive Brook

THE QUEEN’S MEN
Royal Canadian Mounted Police

THE BLACK MUSEUM
Orson Welles

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

irving feld, 230 park ave., new york

mu 9-5857
Once more into fairness maze

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

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

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

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

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

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

A spokesman for the NRECA in Washington said last week that some 150 replies to the association's letters had been received, and that a "majority" expressed a willingness to make time available at no cost. Some raised a question of cost, according to the spokesman, and others said the station would select local residents to reply to the Smoot and Life programs.

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

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

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

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

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

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

Official's 'Survival!' gets higher budget

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

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

JFK center to have film depository

Helen Hayes was hostess-narrator, and Attorney General Robert Kennedy was special guest on a WRC-TV Washington special, The House on the Potomac, dealing with the John F. Kennedy Center for the Performing Arts. On the half-hour program last Saturday (June 27), the attorney general made the first public announcement that the center would have a place set aside for film documentaries showing the history of the nation. Above, Miss Hayes points out the Vienna State Opera House as an example of other countries' cultural centers.
Stanton denounces limits on trial coverage

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

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

Dr. Stanton contended it would be more logical to strengthen control over the conduct of police and court officials responsible for the apprehension, custody and trial of the accused, than it would be to restrict the press through legislation. He noted that stations and newspapers "do not extract confessions or originate evidence," and indicated that the way to stop certain information from appearing in the news media would be to stop it from being issued.

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

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

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

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

L.A. board changes its pay-TV stand

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

The change by the Los Angeles supervisors was only one straw in the wind of public opinion regarding pay TV in general and the Santa Monica, Calif.-based STV in particular. An exchange of correspondence between Mrs. Fred Teasley, state radio and TV chairman of the California Federation of Women's Clubs, and Andrew J. Biemiller, director, department of legislation, AFL-CIO, released by the Citizens Committee for Free TV, revealed that the national labor organization is "on record as opposing pay TV in any form, over the air or by cable. The STV program service will be transmitted by cable. At its 1957 convention, the AFL-CIO adopted a resolution of unreserved opposition to pay TV. "There has been no action since that time and that resolution still stands as the official policy of this organization," Mr. Biemiller wrote.

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

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

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

Earlier the commission had proposed extensive and strict rules governing racing broadcasts, Mr. Henry explained to a meeting of the National Association of State Racing Commissioners in Chicago Tuesday (June 23). The final decision resulted in a much more simplified version which seeks to prohibit only that portion of data vital to major illegal gambling interests (Broadcasting, June 22, 15). Under the new policy the FCC will continue to consider the subject on a case-by-case basis.

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

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

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

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

Argument due on radio forms

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

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

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

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

Screen Gems makes first sales on half-hour Truman series

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

The 26-episode series covers the critical events in the Truman administration, 1945-52. Programs will include both stock footage of historical events plus material filmed during the past year in New York, Washington and Independence, Mo. These latter segments consist of recollections from major figures involved in the Truman decisions, including Averell Harriman, Dean Acheson, General Omar Bradley, Sam Rosenman and Mrs. Truman.

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

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

Initial buys were made by WHDH-TV Boston; WBKB-TV Chicago; KPIX (tv) San Francisco; WOOD-TV Grand Rapids, Mich.; WTMJ-TV Milwaukee; WTCV-TV Hartford, WDAU-TV Scranton-Wilkes-Barre, and the seven Metropolitan Broadcasting Television stations (WNEW-TV New York; WTTG (tv) Washington, XTVM (tv) Los Angeles; KMBC-Tv Kansas City, Mo.; KOVR (tv) Stockton, Calif.; WTVN (tv) Decatur, Ill. and WTVH (tv) Peoria, Ill.)
burdensome on broadcasters (Broadcasting, June 8).

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

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

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

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

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

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

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

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

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

Sherrill W. Taylor, vice president for radio, told the Florida Association of Broadcasters Friday (June 26) that two broadcasters had been picked to join Mr. Anello in oral argument before the FCC. They are Robert Jones, vice president of WPRO Baltimore, and Grover Cobb, KVGB Great Bend, Kan., and a member of the NAB radio board. Mr. Taylor said the two “will testify that a broadcaster can best describe his methods in a general narrative statement without being required to give names of those in the community contacted or to relate specific programs to specific suggestions.”

On the same day, Mr. Anello addressed the Wisconsin Broadcasters Association at Lake Geneva. He attacked censorship in general, explored the philosophical bases for freedom of information in a free society, and stated NAB’s belief “that the commission may not challenge a licensee’s programming schedule unless it has reason to believe that the schedules were not made in good faith; were not made in response to the licensee’s determination of the interests of his community, but rather are arbitrary or reflect mere personal whim.” He suggested that “the commission should limit its application information to a simple narrative for the sole purpose of determining whether the licensee has attempted to be informed about the market served.”

Program notes . . .

Campaign history • New York University is offering a series of ten public service programs for radio stations entitled Campaign. The five-minute features, each pertaining to one of ten major presidential campaigns of the past, recreate the issues, sounds and the songs of political battles. The series is offered at $20, and the proceeds go into a scholarship fund for broadcasting students at the university.

Children’s series • Gadabout Gaddis
Rest for Roger

CBS News correspondent Roger Mudd went on a short vacation after his continuous vigil at the Senate chamber in Washington reporting on the progress of the civil rights bill, which was passed by the Senate June 19.

Since March 30, when the legislation reached the Senate floor, Mr. Mudd made 240 CBS-TV reports, 430 CBS Radio broadcasts and 197 special reports to wcbs-tv New York and wtop-tv Washington. His concluding story was to relay the 73-27 Senate vote that passed the bill.

Profiles

GB

Brother Lawford in Profiles include 26 pictures made for approximately $500,000, the use of a series of U.S. acquired package of films, primarily to Film Mirisch Co., Los Angeles, has made available to the Screen Actors Guild, a newly formed film studio in New York, is preparing to distribute, primarily to TV, a newly acquired package of 23 foreign language feature films. The films, many of them Italian, have not been shown in the U.S. They will be dubbed into English. Several will be distributed to theaters before TV.

Film pack • Allied Artists Television Corp., New York, is preparing to distribute a series of feature films, which the films, many of them Italian, have not been shown in the U.S. They will be dubbed into English. Several will be distributed to theaters before TV.

Picture pack • With its purchase of the Century III package of 30 feature motion pictures from 20th Century-Fox for approximately $500,000, kHJ-tv Los Angeles will have spent close to $7.5 million in the past five years for the TV use of motion pictures made for theatrical exhibition. Wally Sherwin, director of programming at kHJ-tv announced last week. The new films, which will become available to the station by Oct. 1, include 26 pictures made in color which kHJ-tv will broadcast in color.

Lawford in Profiles • Peter Lawford, brother-in-law of the late President John F. Kennedy, will star in "The General Alexander William Doniphan Story," on the new NBC-TV series based on Profiles in Courage, the Pulitzer Prize winning book written by Mr. Kennedy. The series begins Nov. 8 (6:30-7:30 p.m. EST).

66 (PROGRAMING)

SAG members okay call for strike

A strike of the Screen Actors Guild against the producers of filmed TV programs can be called at any time following midnight Tuesday (June 30), when the current contract expires. Some 1,200 SAG members, attending a special meeting last Monday (June 22) gave the union's executive board authority to call a strike. Major item of the SAG proposal is the demand for a doubling of residual payments for domestic reruns of TV filmed programs plus payments for the use of these programs in foreign markets, for which actors have not received any payment.

A new development in the contract discussions is that, at SAG insistence, the three TV networks have joined the Association of Motion Picture and Television Producers at the bargaining table.

The union's argument is that the networks participate in the financing and production planning of many shows which appear on network TV and are just as much concerned with the terms and conditions of employment for the actors on these programs as the producers. Originally, the network representatives were only observers of the negotiations.

Unions irked at studio's tape plans

The first TV program to be put on tape instead of film at Universal City Studios (formerly Revue) is "still scheduled to go into production in July," a studio spokesman said Thursday. The program, as yet untitled, will be produced by Milt Hoffman, with Bill Leyden as host.

The switch from film to tape has been protested by six Hollywood locals of the International Alliance of Theatrical Stage Employees, who charge that such a move would be a breach of contract. These locals, representing camera men, film editors, sound technicians, laboratory technicians, scene artists and makeup and hair stylists, have for months complained that the tape agreement negotiated last winter with the major film producers by IATSE President Richard Walsh is invalid and they plan to take their fight to have it rescinded to the floor of the IATSE convention in Louisville, Ky., next month.

Such an agreement is unnecessary, the locals contend, as the 1961 agreement between the IATSE and the film producers already covers all production, tape or film. The source of the locals' dissatisfaction is that in general the tape agreement calls for a weekly pay scale that is lower than that for film (BROADCASTING, Dec. 23, 1963).

"The video-tape agreement was without the authorization, without the participation, without the consent and without the ratification" of the local unions and their members, the six protesting locals said in a telegram sent to the top officials of MCA, Universal and Revue. (The studio spokesman refused to comment on the wire or even to admit that any such message had been received.)

If Universal Studios proceeds with the scheduled taping, the unions will take appropriate legal action, their message stated.

Heavy coverage of conventions planned

Two station groups and an audio news service have released plans for coverage of the political conventions this summer.

Corinthian Broadcasting Corp., New York, will use a 22-member reporting team from its six stations; Taft Broadcasting Co., Cincinnati, will send 17 newsmen and technicians from its 12 stations, and Radio Press International will use five men to cover Republican candidates for its 150 subscribing stations.

In addition to regular live coverage of convention activity, the Corinthian stations will present half-hour preconvention specials and feature reports by the nationally syndicated newspaper columnists who participate in Corinthian's

'Bemo Sabe' rides again

The Lone Ranger and Tonto have come out of retirement to again fight the forces of evil in the early West and to extend their 20-year popularity record on radio.

Syndicated by Special Recordings Inc., Detroit, the program series is scheduled on WSN Milwaukee; KALF Mesa, Ariz.; WICK Bloomington, Ill.; WKSOS Ocala, Fla.; WBCM Bay City, Mich.; WIAO Harrisburg, Pa., and WIAV Grand Rapids, Mich. Fred Floward, president of Special Recordings Inc., said KMOX St. Louis will begin programming late this summer with 41 other stations scheduled to carry the series beginning this fall.

Broadcasting, June 29, 1964
Columns on 'the Air' series. Corinthian stations are KOTV(TV) Tulsa, Okla.; WANE-AM-TV Fort Wayne, Ind.; WISH-TV Indianapolis; KXTV(TV) Sacramento, Calif., and KHOU-TV Houston.

The Taft coverage will supplement network and wire service reports by providing localized reports for the Taft stations. Nick Basso and John Frain of Taft's WTVN-AM-FM-TV Columbus, Ohio, will also be part of the ABC convention staff, and Bill Leeds of WDAF-AM-FM-TV Kansas City, Mo., will also work with NBC coverage. Other Taft stations are WRSC-AM-FM-TV Cincinnati; WBBG-AM-FM-TV Birmingham, Ala.; WGR-AM-FM-TV Buffalo; WNEP-TV Scranton-Wilkes-Barre, Pa., and WAKT-TV Lexington, Ky.

RPI's plans include 20 three-and-a-half minute news interpretations and interviews daily on late developments with leading Republicans and Democrats at their respective conventions.

For the Republican convention, RPI News Director Bill Scott has assigned Herb Brubaker to cover Senator Barry Goldwater; Victor Jay will cover Governor Nelson Rockefeller; Don Fulsom will cover Governor William Scranton; Steve Nevas will be at the Henry Cabot Lodge headquarters and Mr. Scott will cover the Richard Nixon headquarters.

Bears football goes theater TV route

The Chicago Bears of the National Football League last week did what was expected of them. The NFL pro champions signed a one-year contract to show their blacked-out home games on theater television (CLOSED CIRCUIT, June 22).

National General Corp., Los Angeles, through its subsidiary, Theater ColorVision Corp., will handle the Bears home games and feed them to two Chicago theaters. The theaters will add 9,500 seats to the Bears' 45,800 capacity of Wrigley Field. Games are scheduled to be shown in black-and-white with possibility of using color theater TV gear now being developed by General Electric.

The theater TV seats will represent an extension of the Wrigley Field box office as far as Bears, the visiting teams and the league are concerned. The Bears will take 60% of the net and the visitors 40% after a 2% cut is taken out for the league. NGC will receive a per-seat override on the theater portion after expenses. This will be included in the theater TV expenses before the net is split.

Last year's NFL championship game between the Bears and New York Giants at Wrigley Field marked the first use of theater TV for sold-out home games. Following that game, NFL Commissioner Pete Rozelle said he favored the idea of theater TV at sell-outs (BROADCASTING, Jan. 6), and the NFL made provision for such telecasts in the two-year $28.2 million contract it signed with CBS-TV (BROADCASTING, Jan. 27).

Earlier this month four West Coast colleges began negotiations with Subscription Television Inc. of Santa Monica, Calif., for showing of their home games on the California pay TV system.

News for the deaf

WLWC(TV) Columbus, Ohio, in an effort to alleviate part of the void in news coverage caused by a newspaper strike in that city, has provided sign-language on its 6 and 11 p.m. news programs for the benefit of the deaf citizens who normally receive their news via the newspapers. The station also broadcasts the schedules of all TV stations in Columbus (three commercial and one educational), as well as a half-hour program daily devoted to obituaries, vital statistics and social news.

Hurok's acts being booked for STV

Impressario Sol Hurok announced last week that pianists Artur Rubenstein and Van Cliburn will appear on Subscription Television's pay-TV systems in Los Angeles and San Francisco. Arrangements are under discussion for guitarist Andres Segovia, cellist Mstislav Rostropovich, singers Marian Anderson,

Mary Costa, Victoria de Los Angeles, Roberta Peters, Jan Peerce, and Jerome Hines, and groups such as the D'Oyly Carte Opera Co., the Old Vic and the Royal, Danish and Bolshoi ballets to make similar appearances. Virtually all of the 1,000-1,200 artists he represents will perform for STV, Mr. Hurok said.

Sylvester L. (Pat) Weaver, STV president, joining Mr. Hurok at a news conference in Los Angeles, said that the artists will be paid on a royalty (percentage) basis. Their programs will be taped or filmed and will be repeated periodically as the STV audience grows from the few thousand homes that will be connected for program service at its inception July 17 to the more than 50,000 anticipated by the end of the year and the many times that number in the next few years. Mr. Hurok receives $10,000 a month as consultant and negotiator for STV in the cultural program field.

Mr. Weaver also announced a Lecture Hall series to be presented to STV subscribers, with Arthur Schlesinger, Norman Cousins, Bennett Cerf, and others repeating for STV the lectures they usually give in civic halls and college auditoriums. He is meeting this week in New York with the heads of the major motion picture companies, he said, after which he hopes to be able to

(ADVERTISEMENT)

The Pulse figures referred to in our ad in the BROADCASTING YEARBOOK are from the Baltimore Negro Pulse of August 1962.
to announce the completion of arrangements for STV to add new theatrical motion pictures to its schedules.

A new STV commercial division has begun to sell the company’s wired closed-circuit pay TV program service to restaurants, bars, hotels and other public gathering places in the Los Angeles area which will receive the first STV programs, Mr. Weaver said. Only 25 of these commercial installations will be made, he said, “until we can study the situation and find out what’s going on.” He added: “We’re pushing the Japanese, Germans and everyone else to give us a 3- by 4-foot color screen.”

Asked about the possibility of adding theaters to STV’s home hookup to receive concerts and other special programming, Mr. Weaver said that such interconnection is a natural extension of the home service and will undoubtedly happen some day.

A Third Side • Mixing into the melee about pay television, heretofore dominated by the highly vociferous foes and equally vigorous defenders of the medium, Douglas Anderson, president of Anderson-McConnel Advertising Agency, Los Angeles, last week expressed a third point of view. He opposes the proposed amendment to the state constitution which goes on the California ballot this November seeking to outlaw pay TV in the state. But he believes that economically, pay TV simply won’t work.

“Let’s suppose,” Mr. Anderson proposed, “that television started out as a home-pay medium. Then one day a bunch of advertisers came up with the idea of sponsoring shows and presenting them for free. Which method do you think would win?”

Granting that if pay TV could come up with a never-ending parade of brilliant, smash entertainment superior to anything to be found on free TV it could cut quite a swath, Mr. Anderson commented that was the trouble. There never has been and never will be an unlimited supply of great entertainment.

Supreme Court backs ASCAP

Refuses to review ruling against TV music clearance at the program source

Hopes that TV broadcasters could force program licensing at the source through the ASCAP consent decree went glimmering last week when the U. S. Supreme Court refused to review a lower court ruling adverse to the All Industry Television Stations Music License Committee.

The industry TV committee had sued the American Society of Composers, Authors and Publishers to force ASCAP to agree that stations pay royalties only for music used in locally originated programs. Music used in syndicated programs would be collected by ASCAP at the source. The suit was based on the committee’s contention that the ASCAP consent decree permitted this kind of an arrangement. ASCAP claimed the consent order did not require this.

The U. S. Court of Appeals in New York last April upheld the ASCAP view (Broadcasting, April 20). The committee then filed its request for review to the Supreme Court.

Several alternatives are still open to the industry committee. It can bring an antitrust suit, via a station or group of stations, against ASCAP to force the licensing group to accept the principle of licensing at the source without regard to the consent order. It can go back to the federal district court for a hearing on “reasonable” rates under the consent decree and the traditional form of ASCAP licensing. It can settle directly with ASCAP. Just what the next step is hasn’t been decided, according to Charles Tower, Corinthian Broadcasting Corp., chairman of the committee.

Distribution pact

George A. Graham Jr., chairman of the board, NBC Films (l), is shown with Charles Benton, president, Encyclopaedia Britannica Films, at the signing of a five-year contract giving Britannica rights to adapt and distribute all of the network’s documentary programs to educational institutions. The contract covers NBC-TV documentary news, religious, special and children’s programs.

Four Star syndicates ‘Richard Diamond’

Four Star Distribution Corp. has placed its Richard Diamond series, starring David Janssen, into syndication and is releasing two additional runs of Rifleman because of TV station interest, Len Firestone, vice president and general manager of the syndication company, announced last week.

Mr. Firestone noted that because of the growing popularity of Mr. Janssen, star of ABC-TV’s The Fugitive, Four Star Distribution asked stations if they were interested in Richard Diamond, a 26-episode, half-hour series which was presented on NBC-TV several years ago. He said interest by stations was “very promising” and initial sales on Richard Diamond have been made to WPIX(TV) New York, WGN-TV Chicago, KTLA-TV Los Angeles and WPAA-TV Dallas-Fort Worth.

The 26 former NBC-TV episodes have never been in syndication. The series earlier had been on CBS-TV and 51 half-hour segments have been in distribution by CBS Films for several years under the title, Call Mr. D.

Mr. Firestone said The Rifleman has
been in syndication for almost two years and, in some markets, the initial two runs will have been completed this fall. He stressed that to recoup costs for residuals for the additional two runs, Four Star had to be assured of interest by a sufficient number of stations. When 12 stations indicated they would buy Rifleman, Mr. Firestone reported, the company decided to release two additional runs. More than 120 stations are carrying the series.

Democrats caution stations on ‘hate’

The Democratic National Committee has warned about 1,300 radio and television stations that certain programs they carry “have repeatedly attacked the candidates, programs and policies of the Democratic party” and implied they could make the stations liable to claims for time to answer them.

A letter from Samuel C. Brightman, deputy chairman for public affairs, includes a reprint of “Radio Right: Hate Clubs of the Air,” which appeared in The Nation May 25 and characterizes nine programs.


Mr. Brightman said last week that the letter was sent to all stations carrying any of these programs, numbered in the article at “more than 1,300.”

The accompanying letter states, “In view of the coming political campaign I thought you should be aware both of the content of these programs and the claims for time to which these attacks can make you liable.”

Broadcasters cut out of D.C. crime bill

House-passed legislation that would have included radio and television stations among media affected by its anti-obscenity provisions has been amended so that references to the broadcast media have been eliminated.

HR 7525, an omnibus crime bill for the District of Columbia, has been altered by the Senate District Committee in a manner recommended by the National Association of Broadcasters. The NAB and other broadcast witnesses reminded the committee that the Communications Act already provides sanctions against broadcast of obscene matter (Broadcasting, Dec. 9, 1963).

2 stations buy, 14 renew ‘Steve Allen’

Westinghouse Broadcasting Co. last week announced 14 station renewals in its 90-minute Steve Allen Show, a package featuring five programs per week. Westinghouse also reported two stations signing for the package for the first time: KGMT-TV Albuquerque, N. M., and CHC-TV Hamilton, Ont.

Renewing stations are: WPXI-TV New York; WTOP-TV Washington; KRLD-TV Dallas-Forth Worth; WISN-TV Milwaukee; WACC-TV Minneapolis-St. Paul; KTVI-TV St. Louis; WNYT-TV Syracuse, N. Y.; KKOI-TV Phoenix; KSL-TV Salt Lake City; KATU-TV Portland, Ore.; WKBV-TV Des Moines, Iowa; KOLD-TV Tucson, Ariz.; WLIW-TV Indianapolis, and KROD-TV El Paso. The show is on 35 stations.

Warner syndication sales up 31%

The television division of Warner Bros. Pictures reported syndication sales of $3,4 million for the quarter ending May 30. The near-record figure represents a 31% increase over a like period the year before.

Warner last week also reported 34 new sales totaling $595,000 during the first two weeks of June. More than half of the two week’s sales, in 21 markets, involved one-hour western series (Cheyene, Maverick, The Dakotas and Bronco). Other properties involved in the two-week spurt: The Gallant Men, Surfside 6, Bourbon Street Beat and 77 Sunset Strip; feature films (“Warner Bros. One”) and its 1964 cartoon package.

According to Joseph Kotler, vice president of the TV division, the past quarter was “topped only by the first quarter of our operation two years ago, when we released six-hour-long off-network programs, and by the summer quarter last year when we introduced our first package of 25 Warner Bros. features.”

Mr. Kotler also said that more than half of the past quarter’s total sales were in 77 Sunset Strip, an off-network series now in rerun on ABC-TV.

Film sales...


Debbie Drake (Banner Films): KOLL-TV Kearney-Holdrege, Neb. and KGO-TV San Francisco.

Bold Journey (Banner Films): KIMA-TV Yakima, Wash.

Tartan Features (Banner Films): WHEC-TV Rochester, N. Y. and WDEF-TV Chattanooga, Tenn.


Men into Space (UA-TV): KCOY-TV Santa Maria, Calif.


CBS-TV signs Streisand

CBS-TV has signed Barbra Streisand, newest Broadway star, to an exclusive TV contract “in excess of 10 years,” that calls for her to do one special program a year. CBS-TV reportedly will spend more than $300,000 for each of the special programs.

RKO, 20th Century settle

RKO General Inc. and 20th Century-Fox Film Corp. announced that they have reached “an amicable settlement of their differences” regarding the supplying of motion pictures for the RKO pay TV operation in Hartford, Conn.

The settlement ends a suit filed by RKO General against Fox last March. Several weeks ago RKO General and Universal Pictures reached a similar settlement. It provides that the motion picture companies will supply RKO General with first-run features for its pay TV installation.
STV money goes out; very little comes in

Between Jan. 7, 1963, when Subscription Television Inc. was organized, and Dec. 31, 1963, the pay TV company took in more than $21 million from the sale of stock, of which over $11 million was promptly put into U. S. treasury obligations and some $5 million spent for equipment and other expenses of getting a new business started. It ended the year with a cash balance of just under $7 million.

As STV President Sylvester L. Weaver Jr. said in his statement to stockholders: "Since operations are not scheduled to begin until July, the company has as yet enjoyed no income other than that derived from the temporary investment of funds."

STV "is presently experiencing the very heavy starting-up costs inherent in the creating of any major new enterprise," Mr. Weaver continued. "Stockholders should be aware that this condition will not change overnight upon the initiation of operations, but will, instead, continue for some period of time."

STV states that public reception of its sales effort is "still excellent. We expect to end the year 1964 with 70,000 homes installed, plus hotel rooms and commercial installations."

Comsat says stock would suffer under FCC plans

The Communications Satellite Corp. last week told the FCC that if the federal agency adopts a rule to prohibit the sale of Comsat stock owned by common carriers before June 1, 1965, it "would restrict generally the transferability of shares" and would "impair the marketability" of stock.

The commission proposed the rule following the sale of half of Comsat's 10 million common stock shares to common carriers (Broadcasting, June 8). The rule is designed to curtail speculation with Comsat holdings. Only the shares held by common carriers are affected and under the proposal would allow one common carrier to sell shares to another.

But Comsat told the FCC that hollering half of the ownership of the corporation, a $100 million investment, might hinder the financing of the venture. Comsat also said the commission lacks the authority to regulate the ownership of the corporation.

Some of the major investors in Comsat are AT&T, 2,895,000 shares; IT&T, 1,050,000 shares; General Telephone & Electronics, 350,000 shares, and RCA, 250,000 shares.

Jerrold Corp. had net loss in '63

Jerrold Corp. sustained a substantial loss in the fiscal year ended Feb. 29, 1964, but has returned to profitable operations in the first quarter of the current year, president Milton J. Shapp announced last week.

Reporting on a consolidated basis, Jerrold's pretax loss from continuing operations amounted to $2,038,575. Nonrecurring charges, including loss from discontinued operations, totaled $521,909, resulting in a net loss for the full year of $2,144,554 after recoverable income taxes of $415,930. Sales totaled $24,542,111.

Jerrold is located in Philadelphia and manufactures electronics equipment for the Defense Department, mobile TV microwave systems, community antenna and pay TV systems, and hi-fi equipment.

Year ended Feb. 29:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings</td>
<td>$0.36</td>
<td>$0.38</td>
</tr>
<tr>
<td>Net sales</td>
<td>24,542,111</td>
<td>24,884,859</td>
</tr>
<tr>
<td>Net income(loss)</td>
<td>(2,144,554)</td>
<td>739,617</td>
</tr>
</tbody>
</table>

*Based on 2,071,898 common shares outstanding on Feb. 29, 1964.

MPO skips dividend

MPO Videotronics Inc.'s board of directors did not declare a dividend on the corporation's class A stock for this quarter. The previous quarterly dividend was 10 cents a share.

Announced last week, the decision, according to the company, was made in order to preserve working capital needed to handle an increased volume of business. Although the company suffered a loss during the first quarter of its fiscal year, it reports second quarter profits sufficient to overcome the loss and a continued high volume since April 30.

The New York-based firm produces TV commercials, industrial films and audio-visual presentations.

Outlet Co. earnings up

The Outlet Co., owner of the Outlet department store and licensee of WJAR-AM-TV Providence, R. I. and WDOB-AM-FM-TV Orlando, Fla., released the following interim earnings statement last week.

Quarter ended May 2:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.38</td>
<td>$0.25</td>
</tr>
<tr>
<td>Sales and broadcasting revenue</td>
<td>6,444,857</td>
<td>4,594,176</td>
</tr>
<tr>
<td>Earnings before federal income taxes</td>
<td>390,502</td>
<td>262,930</td>
</tr>
<tr>
<td>Net earnings</td>
<td>190,452</td>
<td>124,530</td>
</tr>
</tbody>
</table>

Financial notes...

- Columbia Pictures Corp., New York, June 15 declared a 2.5% stock dividend payable to stockholders of record June 29 and Aug. 17. On cumulative preferred stock Columbia directors declared a quarterly dividend of $1.0625 payable to stockholders of record Aug. 3 on Aug. 17.
- Papert, Koenig, Lois Inc., New York advertising agency, has declared a quarterly dividend of 12 cents a share on "A" issue shares payable July 8 to stockholders of record as of July 1.
BROADCAST ADVERTISING

Herbert Holland, sales manager for past eight years for Mattel Inc. (toymaker), Hawthorne, Calif., elected VP-merchandising. He will continue to report to Clifford W. Jacobs, VP-marketing, and supervise Mattel advertising, market research, sales control, services and promotion, and product public relations. Other promotions at Mattel include Bernard Loomis, assistant sales manager, to national sales manager; Louis Silberman, eastern field sales manager, to assistant national sales manager, and Bernard Gottlieb to sales promotion manager from assistant advertising manager.

Al Remson resigns as VP and research director of Edward H. Weiss & Co. to join Gardner Advertising, St. Louis, effective July 1. He will be on special assignment there.

John Rohrbach Jr., for past three years account executive at Television Advertising Representatives, Chicago and New York, appointed assistant sales manager of WJZ-TV Baltimore, effective July 6. TVAR and WJZ-TV are owned by Westinghouse Broadcasting Co.

Stewart D. Zive and Ron F. Nolan appointed midwest and eastern regional sales managers, respectively, for electric appliance division of Ronson Corp., Woodbridge, N. J. Mr. Zive replaces Elliott Messinger, who has been named national sales manager for Ronson's lighter, LP gas products and packaged items divisions. Mr. Nolan succeeds George Keyko, who was promoted to national sales manager of electric appliance division.


Gene R. Jacobsen named local sales manager of WTLY-TV Tampa-St. Petersburg, Fla., replaces Robert F. Doty, who becomes operations coordinator.

Needham, Louis & Brorby, Chicago, has made four additions to its creative staff: John S. Sheasby, TV-radio producer; Burton I. Weiss, copywriter, and communications. Mr. Nicholson has been administrative assistant to Edgar F. Kaiser, and was member of President Kennedy's Commission on Status of Women.

Harold Deutsch, for past 12 years account executive at WINS New York, joins WPAT-AM-FM Paterson, N. J., as sales projects director.

Dr. Peter Langhoff, VP and director of research at Young & Rubicam, New York, elected to new post of senior VP for corporate plans and analysis. Dr. Langhoff joined Y&R in 1946 as manager of research department, was made director of that department year later and in 1948 elected VP.

Jeff Cowan appointed sales service manager of KING-TV Seattle.

Robert D. Daubenspeck, supervisor of broadcast facilities in media department of Foote, Cone & Belding, elected VP. Willard A. Wirth, account supervisor in agency's New York office, also elected VP. In addition, Mr. Daubenspeck was named to new post of asso-

CBA elects Patrick

E. J. (Pat) Patrick, KAVI Rocky Ford, elected president of Colorado Broadcasters Association for 1964-65. Other CBA officers elected: Paul Blue, KLZ Denver, VP and president-elect; and Ed Scott, KLAK Lakewood, secretary-treasurer. New directors are George Jeffrey, KKTV-TV Colorado Springs; Jack Hawkins, KYFC Cortez; and Robert McMahan, KREX Grand Junction.

John Antonio and Gene Hoefel, art directors. Mr. Sheasby rejoins NL&B after two years with Edward H. Weiss & Co. Mr. Weiss formerly was with Compton Advertising. Mr. Antonio had his own promotion firm in Hot Springs, Ark., and Mr. Hoefel was with Arthur Meyerhoff Associates.

Thomas R. Murphy, salesman in Dallas office of Advertising Time Sales, New York, appointed manager of company's San Francisco office. He replaces Charles P. Rembert, who moves to ATS's expanded New York sales staff.

Paul W. Walsh, VP of Compton Advertising, New York, promoted from assistant creative director to creative director. Charles Blakemore, group head, elected VP and assistant creative director. Mr. Walsh joined Compton in 1959 from Benton & Bowles, New York. Mr. Blakemore moved to Compton in 1962 from Leo Burnett Co., Chicago.

Will Jackson, account executive at WISH-TV Indianapolis, promoted to local sales manager.

C. L. (Lud) Richards, formerly president of RTN Broadcast Features, Chicago, appointed commercial manager of WPIL-AM-FM Philadelphia.

Jack Davies, for three years account executive at KING-TV Seattle, joins KIRO-TV, that city, as regional sales manager.

Henry Alfaro, for past four years news bureau manager in Los Angeles for Security First National Bank, joins PR staff of MacManus, John & Adams, that city, as account executive.

Norman E. Nicholson elected VP of Kaiser Industries Corp., Oakland, Calif., and named assistant to president-com-
Barton A. Stebbins, head of his own Los Angeles advertising agency for 42 years, announced last week he is closing that office and is taking most of his business and personnel to Los Angeles office of Wade Advertising where he becomes senior VP. Among $2 million in accounts moving to Wade are Signal Oil Co. and Certified Grocers of Southern California.

Robert M. Silverman, for past two years Chicago advertising manager for St. Regis Paper Co., joins Grant Advertising, that city, as account executive.

Robert D. Cote, formerly assistant to media director of D’Arcy Advertising, Chicago, joins media department of Earle Ludgin & Co. there.


Ken Leslie resigns as general sales manager of KGO-AM-FM San Francisco. No future plans have been announced.

Donald Raunaker, previously assistant advertising director of Pearl Brewing Co., San Antonio, Tex., joins John W. Shaw Advertising, Chicago, as account executive.

Lew Witz, for past two years assistant sales manager of WIND Chicago, appointed sales manager of WINS New York, effective July 1. Stations are owned by Westinghouse Broadcasting Co. Arthur Harrison, sales manager of WINS since 1962, has resigned.

Del Gore, founder-partner of Cancilla, Gore & Knapp, San Francisco, appointed manager of Recht & Co.’s office in that city.

George Filipetti, creative supervisor at Wade Advertising, Chicago, elected VP and promoted to creative director, succeeding late Robert Blackburn.

Richard K. Montgomery, VP of Clinton E. Frank Inc., Chicago, elected to agency’s executive committee.

Robert Perez appointed director of West Coast sales for CBS-TV Stations National Sales, effective July 1, with headquarters in San Francisco. Sam Hill continues as sales manager of Los Angeles office. Howard L. Garvin, since May 1963 member of sales staff of WCBS-TV New York, joins network’s sales office in San Francisco as account executive.

Ronald W. Brown, senior account executive on Colgate-Palmolive products account, appointed senior account executive on Colgate-Palmolive products at Street & Finney, New York, elected VP and account supervisor.

Toby Carlin elected VP and account management supervisor at Edward H. Weiss & Co., Chicago.

William Rubens appointed director of marketing services for NBC-owned stations and spot sales division. He will be responsible for all research, sales development, advertising and promotion, and group feature film buying for division. Mr. Rubens joined NBC in July 1955, has served as division’s research director since September 1963.

Phil Parkinson, for past five years local sales executive at KUTV(TV) Salt Lake City, promoted to national sales manager. Glenn Potter, formerly KUTV’s Provo area news bureau chief and account executive, appointed manager of sales service. Rex McArthur joins KUTV as retail sales manager.

Donald C. Bowen, formerly sales manager of WKSI(TV) Chicago, joins Blair Television’s San Francisco office as sales executive, effective July 1.

James C. Wickersham elected executive VP of Communications Affiliates Inc., component of The Interpublic Group of Companies, New York. He was formerly president of SCI—sales promotion and marketing—division of Communications Affiliates.

Charles D. Dunkin, chairman of marketing plans board at McCann-Erickson, New York, joins Norman, Craig & Kummel, that city, as senior VP and account supervisor. In past Mr. Dunkin was director of advertising at Beech-Nut Life Savers and VP and account supervisor at Ted Bates & Co., New York.

Robert McCarthy, head of AM Radio Sales, Chicago, elected president of Chicago chapter of Station Representatives Associations for 1964-65. He succeeds Harry Smart, VP of Blair TV, that city. Other newly elected SRA Chicago officers: John Boden, Blair & Co., VP; Gale Blocki, Avery-Knodel, secretary, and John Shaver, H-R Representatives, treasurer.

Dr. David B. Learner, manager of research department at BBDO, New York, named director of research, succeeding Dr. Clark L. Wilson, who has been appointed Ford Foundation visiting professor of business administration and faculty member at Harvard University’s Graduate School of Business. Dr. Wilson will maintain post of advisor on exploratory research at BBDO. Dr. Learner joined BBDO in 1960 as associate director of research department, was named manager in 1962. Dr. Wilson joined agency in 1959 as director of research.


Harold E. Savage, who becomes assistant advertising manager of GM.

Harold J. Cordes, administrator of media in Chevrolet’s advertising department since late 1962, promoted to assistant advertising manager of Chevrolet Motor division of General Motors Corp., effective July 1. He succeeds...
THE MEDIA

Tom M. Percer, general sales manager of WAPI-TV Birmingham, Ala., joins WHNT-TV Huntsville, Ala., as VP and general sales manager, effective July 6. Mr. Percer, with WAPI-TV for 12 years, was previously with WBRC Birmingham and Birmingham News.

Robert F. Adams, formerly general sales manager of WMBR-TV Chicago and earlier assistant sales manager of WABC-TV New York, elected executive VP of newly formed D. H. Overmyer Communications Co. Organization plans extensive investments in broadcast field and acquisition of full complement of AM, FM and TV stations in near future. Firm is owned by D. H. Overmyer, Toledo businessman.

Joseph J. Fullerman, with Washington Evening Star for past 29 years, elected executive VP and general manager of Sandia Broadcasting Corp. (KBQ Albuquerque, N. M., and KCUB Tucson, Ariz.). Mr. Fullerman also becomes part owner and member of board of directors of Sandia Broadcasting, with headquarters in Albuquerque.

Charles W. Purcell, manager of WCAC-FM Baltimore, promoted to new position of assistant to Byron I. Millenson, vice president and general manager of WCAC-AM-FM. Previously, Mr. Purcell served as WCAC news and public service director.

Robert W. Northway, formerly of KACY Oxnard, Calif., named station manager of KACL Santa Barbara, Calif.

Hal Levin, formerly with WINS Miami, elected VP and general manager of WING Tampa, Fla. Stations are licensed to Rand Broadcasting Co.

Earl A. Gutknecht, with NBC for past 12 years, has been named business manager of Polaris Broadcasting division of Polaris Corp., Chicago, which operates WTVW-TV Evansville, Ind.; KTH-TV Fargo-Grand Forks and KEND-TV Pembina, both North Dakota; WKYW Louisville, Ky., and KXOA-AM-FM Sacramento and KPLS Santa Rosa, both California.

Robert T. Howard, national sales manager of WNEW-TV New York, promoted to station manager. He joined NBC in 1947, worked in research and sales development and later served as account executive in radio and TV for NBC Spot Sales. Mr. Howard succeeds Peter M. Affe, who resigned (Broadcasting, May 25). James W. Grau joins WNBC-AM-TV as manager of advertising and promotion. He formerly held similar post at WNEW New York.

James C. Karolik, formerly sales manager of KGAK Gallup, N. M., appointed general manager of WHON Centerville, Ind.

John E. McArdle, VP and general manager of WNED-TV New York, elected president and board chairman of Catholic Apostolate of Radio, Television and Advertising (CARA). He succeeds John J. Henderson, president of his own New York research organization.

Herbert B. Cahan, general manager of Westhouse Broadcasting Co.'s WJZ-TV Baltimore, appointed to new post of WBC area VP for Baltimore. He is succeeded by Kenneth T. MacDonald, currently assistant general manager of WJZ-TV. Mr. Cahan will assume duties which in past were encompassed by Frank A. Took as area VP for Cleveland and Baltimore. Mr. Took will continue as area VP for Cleveland.

Burt Lambert, former vice president and director of sales planning for WOR-AM-FM-TV New York, elected vice president and general manager of KLAS-TV Las Vegas. Appoint is effective July 1.

John Rock appointed director of new projects, business affairs, for CBS-TV network in Hollywood.

Robert E. Krueger appointed general manager of KXRF-TV Boise, Idaho, Mr. Krueger, formerly with Texaco Inc., joined KXRF in August 1956 as national sales manager, was elected VP in 1960 and executive VP in 1963.
NAB selects board of directors committees

LeRoy Collins, president of National Association of Broadcasters, last week announced the appointment of following committees of association's board of directors:

General Fund Finance Committee—Co-chairmen Ben Strouse, president of WWDC Washington, and Payson Hall, president of Meredith Broadcasting Co., Des Moines, Iowa.

Named to serve with them were Ben Sanders, president of KICD Spencer, Iowa; John Lemme, general manager of KLT Little Falls, Minn.; Glenn Marshall Jr., president of WJXT(TV) Jacksonville, Fla.; Robert F. Wright, president of WTOP-TV Meridian, Miss.; William Schroeder, VP of Time-Life Broadcasting Inc. and general manager of WOOD-AM-FM-TV Grand Rapids, Mich.; Rex Howell, president of KREX Grand Junction, Colo.; Mike Shapiro, general manager of WFAA-AM-FM-TV Dallas.

By-Laws Committee—Joseph E. Baudino, VP of Westinghouse Broadcasting Co., Washington, was named chairman.

Other members are Otto Brandt, VP of KING-TV Seattle; John R. Henszel, president of WHOL Olean, N.Y.; Daniel W. Kops, president and general manager of WAVZ New Haven, Conn.; James D. Russell, VP of KKT(TV) Colorado Springs.

Convention Committee—Co-chairmen John F. Dille Jr., president of WJTV South Bend-Elkhart, Ind., and WKJ-TV Fort Wayne, Ind., and Jack W. Lee, VP and general manager of WPRT Providence, R.I.

Members picked to serve with them are: Mr. Baudino; Grover C. Cobb, VP and general manager of KGBV Great Bend, Kan.; Everett L.

PROGRAMING

Robert V. Whitney, executive VP and one of founding partners in 1961 of Mars Broadcasting Inc., Stamford, Conn., radio syndication firm, has resigned and will open his own radio programing and management consulting firm in New York on July 1. Pepper Sound Studios, Memphis, purchased Mars Broadcasting earlier this year (BROADCASTING, Jan. 13).

Oscar Katz, executive VP in charge of production at Desilu Studios, Hollywood, elected to board of directors of company. Mr. Katz was elected to fill board vacancy of Fred H. Ball, resigned.

George Walker named legal counsel and secretary-treasurer of Independent Producers Associated, San Francisco.

Robert A. Warshaw, formerly executive with Republic Pictures Corp., named foreign sales manager of Screen Entertainment Corp., distributor of theatrical and TV films to stations.

Albert Floersheimer Jr. named to new post of executive assistant to Sheldon Gunsberg, executive VP of Walter Reade-Sterling, New York. Mr. Floersheimer joined firm in 1946 as VP for advertising, publicity and exploitation. In 1959 he became director of public relations for Theater Owners of America and in February 1963 rejoined Walter Reade-Sterling as director of advertising and publicity.

Jack Reynolds joins Don Fedderson Commercial Productions in Los Angeles as producer-director. Formerly head of commercial film department at Hal Roach Studios for seven years, Mr. Reynolds also served as staff director for 3½ years in MGM Studio's commercial and industrial films department.

Richard Koenig, formerly VP and director of radio sales for The Boiling Co., New York, joins Labunski Productions Corp. (creators and producers of musical commercials), Scarsdale, N. Y., as VP in charge of eastern sales.

Allen H. Miner and Norman Lessing have been signed to create and write new programs for Desilu Productions. Mr. Miner, who has directed segments of such series as Naked City, Route 66 and Dr. Kildare and written and directed for Wagon Train and The Twilight Zone, will create and develop pilot for one-hour adventure series for Desilu. Mr. Lessing, writer for such series as Playhouse 90, Naked City, Bonanza and others, will create and write pilot for half-hour series.

Daniel K. Griffin appointed program manager for waz Boston. He joined station as production supervisor in 1962, was named assistant program manager in April 1963.

Bill Blatty is writing pilot film for Screen Gems, The Boy of Turhan, based on his book, Which Way to Mecca, Jack? Don Rickles will be starred in hour-long pilot, to be directed by Hy Averback with William Ackerman as executive producer for Cresendo Productions in association with Screen Gems.

Robert Jacks, formerly European representative for 20th Century-Fox on independent productions for release through this company, transfers to 20th Century-Fox Television to assist in production and coordination of studio's five series for 1964-65 season.

Frank P. Rosenberg, executive producer of Kraft Suspense Theatre, and Frank Price, executive producer of The

Membership Committee — Co-chairmen Carleton D. Brown, president and general manager of WTVL Waterville, Me., and Joseph S. Sinclair, president and general manager of WJAR-TV Providence, R.I.

Named to serve with them were Mr. Ferguson and John F. Box Jr., managing director of WIL St. Louis; John J. Coyle, president and general manager of KFIL Dallas; James R. Curtis, president of KPRO Longview, Tex.; Richard D. Dudley, president of WSAU Wausau, Wis.; Harold Essex, VP and general manager of WABS Winston-Salem, N.C.; Gene Trace, executive VP of WABW Youngstown, Ohio, and Hugh Turner, VP and general manager of KTIM San Rafael, Calif.

Virginian, both at Universal City Studios for NBC-TV, elected VP's of MCA Artists Ltd., Hollywood.

Jerry Belson and Garry Marshall signed by Warner Bros. Television to write pilot script of Hank, half-hour comedy series for NBC-TV.

Laszlo Les Pal joins KOW-TV Portland, Ore., as cameraman/editor with film assignments on news documentaries and special cinematic features.

Kay Anderson appointed musical director of WETZ New Martinsville, W.Va.

Herbert A. Granath, eastern sales manager of ABC Radio, New York, elected president of Bedside Network of Veterans Hospital Radio & Television Guild, that city.

Lee Jackoway, formerly with Ziv-United Artists, joins sales staff of Official Films, New York, and will concentrate on company's new first-run syndication show, Survival!

Wes Kenney, director, and Art Weingarten, writer, have been signed by Subscription Television Inc. for pay-TV system's first program, to be put on cable to subscribers in West Los Angeles July 17. Charles Hill will produce 90-minute preview of which such stars as Sir Laurence Olivier, David Wayne, Jose Ferrer and Georgia Brown will present clips of their upcoming programs for STV.

Shelley Berman, TV-night club comedian, signed by Screen Gems to develop and create new TV series for 1965-66 season, working in association with Hy Averback, producer-director.

EQUIPMENT & ENGINEERING

S. R. Herkes, VP in charge of consumer products marketing at Motorola Inc., Chicago, has been named VP and general manager of firm's consumer products division, effective July 1. He succeeds Edward R. Taylor, executive VP, who has resigned.

H. E. James Finke appointed director of international operations for semiconductor products division of Motorola Inc., Phoenix. He replaces Arthur E. Mahak, who resigned.


John F. Bishop, president of Dana Laboratories, Irvine, Calif., elected director of Western Electronic Manufacturers Association.

Ludwig T. Smith, general attorney of Liton Industries, and Seymour M. Rosenberg, assistant to president, elected VP's of Beverly Hills, Calif., electronics manufacturer.

Lawrence C. Dolan, for past three years sales engineer for Kay Electric Co., Pine Brook, N. J., joins Telonic Industries Inc. (sweep generators, attenuators and coaxial switches), Beech Grove, Ind., as sales engineer.


NEWS

Frank Roberts, formerly director of news and program operations at KRTV (TV) and KBTX (AM) Denver, appointed news director of KOL-AM-FM Seattle. Martin Tobin joins KOL as newscaster.


Arthur S. Baron, for past two years director of creative programs for Metropolitan Broadcasting Co., joins CBS News in New York as producer. From 1960 to 1962 Mr. Baron served as editorial supervisor for creative projects at NBC News.

Martin McReynolds, of New York cable desk staff of United Press International, appointed manager of news agency's new fulltime bureau in San Juan, P. R., bringing to 21 the number of UPI bureaus in Latin America. He will be responsible for UPI news, picture, audio and TV newfilm operations in Puerto Rico and immediately adjacent areas including Virgin Islands. Albert E. Kaff named Asia division news editor of UPI, with headquarters in Tokyo. Mr. Kaff replaces Arthur L. Higbee, who transfers to New York.

Ralph N. Howard, air personality and account executive at WTTW Watertown, N. Y., joins Associated Press radio bureau in Troy, N. Y.

Henry J. Marcotte, former news director of WISM Madison and WGEZ Beloit, both Wisconsin, appointed news director of KDWA Minneapolis-St. Paul.

Wally Bishop, news writer at WBBM-TV Chicago, promoted to executive producer on news programs, replacing Stanhope Gould, who moves to CBS News in New York as associate producer on evening news show of Walter Cronkite. John Lane, formerly with Chicago Daily News, joins WBBM-TV as writer-reporter.

Gary Azerrier, formerly with WWIP Mount Kisco, N. Y., joins news staff of WVOX-AM-FM New Rochelle, N. Y.

Matthew T. Cooney joins news department of WBNZ Boston.

DEATHS

L. Edward Pamphilon, 55, president of Suburban Broadcasting Corp. (WRSC State College, Pa.), died June 20 at Providence hospital in Washington after brief illness. Mr. Pamphilon, collector of antique automobiles and for many years employee of Central Intelligence Agency (CIA), entered broadcasting in engineering department of NBC in New York in late
1920's. He also held posts of assistant chief engineer of WIP, Philadelphia; co-owner of WRAO Cumberland, Md., and eastern broadcast sales representative of Raytheon Co., Lexington, Mass.

Charles H. Parr, 59, VP, treasurer and director of S.S.S. Co. (S.S.S. Tonic-Liquid, Tonic-Tablets, Mothers Friend and Neurabalm), Atlanta, died June 19 at his home in that city.

Clarence F. Lea, 89, retired U. S. Democratic representative from California who in 1946 authored controversial bill, now law, to curb authority of James C. Petrillo, president of American Federation of Musicians, now retired, died June 20 at his home in Santa Monica, Calif. Bill made unlawful practice of forcing broadcasting companies "to employ or agree to employ any person or persons in excess of the number of employees needed to perform actual services"—in other words, it outlawed musical featherbedding. Mr. Lea retired in 1948 after serving 16 consecutive terms in Congress.

David R. Worley, 44, president-owner of KLEA Lovington, N. M., and KOKO Austin and KWBV Baytown, both Texas, died June 18 in Fort Worth.

J. Donald Ferguson, 74, editor of Milwaukee Journal and president of The Journal Co. (WTMJ-AM-FM-TV Milwaukee) for nearly 18 years before his retirement in 1961, died June 23 at his home in suburban Milwaukee. Mr. Ferguson had been unconscious since last Dec. 21, when he fell at his home and struck his head on stone floor.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, June 18 through June 24, and based on filings, authorizations and other actions of the FCC during that period.

New TV stations

APPLICATIONS

Duluth, Minn.—WMT-TV Inc. VHF channel 10 (121-90 kcrw vis; 158 kw aur. Ant. height above average terrain 94 feet, above ground 98 feet, P.O. address c/o William B. Quarant, Paramount Theater Building, Duluth, Minn). Estimated construction cost $665,697; first year operating cost $565,000; revenue: $550,000. Studio and trans. locations both Duluth. Geographic coordinates 46° 41' 10" latitude, 92° 0°' 17" west longitude. Type ra, RCA TCV180A-F, Legal counsel: Covington and Burling; consulting engineer: Edward Steel and Associates, both Washington. Principals: William B. Quarant (29.97%), L. W. and Harriet Van Nostrand (5%), Kenneth L. Hasle (5%). American Broadcasting Stations Inc. (owned by John S. Mark (12.5%), Helen M. Herman (12.5%), Mary Mark Merrill (12.5%), Dale B. Mark (8.5%), Helen S. Mark (8.5%) and others (54.1%) and others. WMT-TV Inc. is licensee of WMT-AM-FM-TV Cedar Rapids, Iowa, and WZBC Duluth, Minn. Mr. Quarant is former chairman of boards of National Association of Broadcasters. Ann. June 17.

St. Louis—Globe Television Corp. UHF channel 30 (560-572 mc); ERP 234.8 kw vis; 59.2 kw aur. Ant. height above average terrain 328 feet, above ground 375 feet. P.O. address c/o Vincent Welsh, Farragut Building, Washington. Estimated construction cost $122,631; first year operating cost $120,000; revenue $156,000. Studio and trans. location both St. Louis. Geographic coordinates 39° 0' 20" north latitude, 90° 11' 17" west longitude. Type ra, ITA TVU-1A, type ar, ITA TVU-1B, Legal counsel: Lohnes & Albertson, consulting engineer Edward L. Evans, both Washington. D. C. Principals: William A. Marburg (35%) and John B. Fiery (48%). Mr. Marburg is stock broker, Mr. Fiery is farmer. Action June 18.

New AM stations

APPLICATIONS

Coolidge, Ariz.—Coolidge Broadcasting Co. Granted CP for new AM on 1550 kc, 1 kw. Antenna: 220 ft. D. A., facilities previously assigned to KCKY. Ant. height: 206 feet. P.O. address Box 348, Coolidge, Ariz. Estimated construction cost $11,000; first year operating cost $4,000. Principals: Kathleen E. (60%), Craig E. Davis (30%) and Paul Dean Ford (10%). Mr. Davis, station owner, is part owner of WCER Charlotte and WYSI Ypsilanti, both Michigan, and MTY Broadcasting Co., both Ypsilanti. Action June 24.

Franklin, N. H.—Franklin Broadcasting Co. Granted CP for new AM on 1240 kc, 50 kw, un lic. P.O. address c/o Lewis V. Parrish, 8406 Boulevard East, apartment 1A, North Bergen, N. J. Estimated construction cost $3,850; first year operating cost $4,600; revenue $60,000. Principals: Lewis V. Parrish and Robert D. Craver (each 50%). Action June 24.

New FM stations

APPLICATIONS


DEVELOPMENTAL APPLICATIOMS


New FM stations

APPLICATIONS

Murfreesboro, Tenn.—West Tennessee Broadcasting Co. Granted CP for new FM on 923 mc. Ant. height above average terrain 125 feet, P.O. address c/o C. B. Anderson, 1069 FM 111, Murfreesboro, Tenn. Estimated construction cost $1,150; first year operating cost $400 more than AM operation; revenue $3,000 more than AM operation. Applicants are licensees of KPLZ-FM Murfreesboro. Action June 24.

New AM stations

APPLICATIONS

BROOKLYN, June 29, 1984

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers * Financial Advisors

New York—60 East 42nd St. New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewett Ave, Pacific Grove, Calif. • 939-3164
Washington—711 14th St., N. W., Washington, D. C. • DI 7-8531
channel 222, 28.3 kw. Ant. height above average terrain 101 feet. P.O. address c/o John A. Engels, 350 Summit Ave, William Haney, Box 388, Milan. Estimated construction cost $1,000: first year operating cost $3,634; revenue $5,000. Principals: Ben I. King, W. G. Deane, Bryant Conger, roller skating rink, and Evan J. Merrill (each 29%). Applicant is licensee of WKEY-TV, Covington, Va.—Earl M. Key. Granted CP for new FM on 100.5 channel, ERP 3,354 watts, terrain average 34 feet. P.O. address Box 719, Covington, Va. Estimated construction cost $4,000; first year operating cost $2,634, revenue $3,500. Key, sole owner, is licensee of WKEY-Cox, Covington. Ann. June 19.

APPLICANTS

Tulare, Calif.—Blues Ridge Broadcasters, 106.7 channel, channel 294, ERP 870 w, P.O. address c/o Robert E. King, Monterey, Ca. Estimated construction cost $9,000, first year operating cost $4,150, revenue $6,000. Principals: David A. Drubeck (44%), Barnett Heimann (29%), George L. Grueneberg (13%), and Remond A. Owen (5.2%). Associated Broadcasters is licensee of KCXE-Tijuana. Ann. June 19.

EVT fund grants

Following grants for educational television stations were made by Department of Health, Education and Welfare:

Little Rock, Ark.—Arkansas Educational TV Commission $256,560 to activate sale of station license, first year operating cost $256,560.

KLOM Lompoc Calif.—Granted relinquishment of positive control of license corporation, Lompoc Broadcasting Inc., by Clifford J. Davenport (95% after $3,100) to favor sale of stock to Palma Construction Co. (5.3% after), John F. Bogger & Sons Co. (5.3% after), and John F. Davenport (95% after), Lompoc Broadcasting plans to issue 1,000 shares of stock. Principal holders are Earl W. Calvert (20%), Donald L. Calvert Jr. (10%), and Charles M. Bogger (15%).

KHEK Santa Maria Calif.—Granted assignment of license from W. R. Harpel (100%), tr/ as Arthritis Information Radio in Radio Cove, to Eamon C. Curry (100%). Consideration $55,000. Mr. Curry has interest in electronics firm. Action June 19.

KEYD Oakes, N. D.—Granted assignment of license from Interstate Broadcasting Co., owner by Robert W. Ingard and others, to Farm States Radio Co., owned by Quinto M. Solomon (55%), Mr. Ingard (25%) and Nadine M. Coleman (25%). Consideration $51,000, Mr. Coleman has 25% interest in KEQT, KOOKE in KDFX, KDFX. Mr. Coleman is housewife; Mr. Herring is salesman.

WRJ-BF-AM-FM Bayamon, P. R.—Granted transfer of control corporation, Antilles Broadcasting Corp., from Julio Morales Ortiz and Clement L. Littauer (each 50%), to Eranito M. Rodriguez, owner by Transportation Communications of Puerto Rico. Co., owner by Theodora P. Brink Chalk have controlling interest (23.8% of) Transportation Communications. Consideration $50,000, TCA owns Trans-Caribbean Broadcast Corp and Trans-Caribbean Radio Co., owner by Littauer and Rodriguez. Action June 18.

Channels

WMGZ-TV Mayaguez, P. R.—Granted assignment of CP from Antilles Broadcasting Corp. to Bemasco, Inc., owner by Julio Morales Ortiz and Clement L. Littauer (each 50%), to TELE-BANJAN INC, owner by Julio Morales Ortiz and Clement L. Littauer (each 50%). No financial consideration. Action June 18.

WPSJ-FM Ponce, P. R.—Granted assignment of CP from Antilles Broadcasting Corp. to TELE-BANJAN INC (see above). Action June 17.

WTSJ-FM San Juan, P. R.—Granted assignment of CP from Antilles Broadcasting Corp. to TELE-BANJAN INC (see above). Action June 17.


WOLJ-Omaha, Nebr.—Seeks assignment of license for interim period under supervision of IMPACT Communications, Inc., owned by IMPACT Communications, Inc., to IMPACT Communications, Inc., owned by IMPACT Communications, Inc. Action June 18.


Note: The above list of applicants includes only those who have been granted or seeking a license, and does not include all applicants for the period.
KBIZ Ottumwa, Iowa—Seeks assignment of license from Wapeljo County Broadcasting Co. by John L. Wills, Robert A. Dettman, Dale Cowlie, W. John Gribb, C. J. Schumacher and Gay H. Hyett (each 16.7%) to Post Iowa Corp., owned by George T. Lord (50%), which is owned by V. L. Minahan (18.5%), John B. Torinus (12.5%), Roger C. Minahan (5.4%), David L. Neff (5.4%) and others. Consideration $210,000. Post Corp. is publisher of Appleton Post in Appleton, Wis. Its Post Corp. has interest in following through subsidiary companies: WEAC-TV Eau Claire, Wis.; WAXX Chippewa Falls, Wisc., and KTVO-TV Kirkville, Mo. Ann. June 15.

KBEA Mission, Kan. and KBEY(FM) Kansas City, Mo.—Seeks assignment of license and CP from KBKJC Inc., owned by Public Broadcasting Co. of Kansas City (50%), and Dr. Charles M. Gaits (5%) to K. L. Broadcasting Inc., owned by King Louie International Inc. (50%), which is owned by Victor Lerner (18.5%), Harry Lerner (18.5%), Morris Lerner (18.5%), Jack H. Glenn (18.5%) and others. Consideration $450,000. Ann. June 24.

WEVE Sanford, N. C.—Seeks assignment of license from Waveland Co. by Lewis triangles, Harry Mo. and Dr. Charles M. Gaits (5%) to WVEE Broadcasting Co. by Radio Broadcasting Co. to Crest Broadcasting Co. by Stanley H. Post (55%), Seymour L. Doversky (35%), Milton A. Hill and L. R. Fox (15%). Consideration $30,000 with $1,000 covenant not to compete and $15,000 consideration to Crest Broadcasting. Ann. June 24.


WDSC Bennettsville, S. C. and WCNH Georgetown, S.C.—Seeks transfer of control of licensee corporation, Big Bend Broadcasting Inc., by William B. and Dorothy C. Dodson (joint tenants before, each 49.4%) and A. K. Harmon Jr. (1.2%) after. Mr. Harmon will own Big Bend $2,250 for 1.2%. Ann. June 24.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Charles L. Hamilton Sr. and Muriel B. Hamilton to increase power of KZB Zindiana, Iowa, on 1600 ksc from 1000 W to 2500 W, 500 W-NL, condition. Action June 24.

■ Hearing Examiner Sol Schildhause issued initial decision looking toward granting application of Lake-Valley Broadcasting Inc. for new daytime AM in Crystal Lake, Ill., 5000 W, DA, subject to no pre-sunrise operation with daytime facilities. P. 253, 312, 1490 kc, 1490 kc from 2500 W to 500 W, and (2) Radio DeLand Inc., WJBS DeLand, Fl., from 250 W to 1 W, both continued operation on 1490 kc with 250 W-N; conditions attached to both grants. Action June 18.

DESIGNATED FOR HEARING

WHIL Medford, Mass.—Designated for hearing on proposed dual city application as Medford- Everett during daytime operation and designation of city destination of Everett during nighttime operation, and change from D to U, DA-N, continued operation on 1490 kc 5 kw. Action June 24.

BROADCASTING, June 29, 1964

OTHER ACTIONS

KBVU-FM Provo, Utah—Granted increased power on channel 205 from 10 W to 5000 W, ant. height minus 1320 feet, and change ant.-trans. and main studio location: conditions. Action June 24.

WPBC-FM Minneapolis — Granted increased power on channel 233 for 5.3 kw to 100 kw; increase ant. height from 182 feet to 225 feet; change studio, trans. location: makes changes in ant. system; and change station location to Richfield. Action June 24.

■ By memorandum opinion and order, denial appeal by Central Coast Television. KCOY-TV Santa Maria, Calif., from examiner’s May 15 denial of petition for indefinite continuance in proceeding on applications of Lompoc Valley Cable TV Inc. for operational fixed stations in Business Radio Service. Action June 24.


■ Commission gives notice that April 29 initial decision which looked toward granting application of WBEC Inc. for new FM channel 238A in Pittsfield, Mass., become effective June 15 pursuant to section 126 of rules. Action June 24.

■ By report and order, commission made following changes in the FM table of channels: 200.75 assigned to Daybreak Broadcasting Co. to change from 200.75 to 200.725 channel for new station in TBD 24. Action June 24.

■ By memorandum opinion and order, commission granted request for revision of Sun Valley Inc., for waiver of AM freeze rule and accepted for filing applications of (1) Central Broadcasting Corp. to change location of WENO 1490 kc, 1 kw-N, 5 kw-LS) from Madison to Nashville, and (2) George Goldberg Radio Inc. to increase hours of operation of WEFM, 1050 kc, from day to unlimited time. Action June 24.

■ By memorandum opinion and order, commission granted request for amendment of Sun Valley Inc., for waiver of AM freeze rule and accepted for filing applications of (1) Central Broadcasting Corp. to change location of WENO 1490 kc, 1 kw-N, 5 kw-LS) from Madison to Nashville, and (2) George Goldberg Radio Inc. to increase hours of operation of WEFM, 1050 kc, from day to unlimited time. Action June 24.

■ By memorandum opinion and order, commission granted request for revision of Sun Valley Inc., for waiver of AM freeze rule and accepted for filing applications of (1) Central Broadcasting Corp. to change location of WENO 1490 kc, 1 kw-N, 5 kw-LS) from Madison to Nashville, and (2) George Goldberg Radio Inc. to increase hours of operation of WEFM, 1050 kc, from day to unlimited time. Action June 24.

■ By memorandum opinion and order in proceeding reapplications of Sparkman Radio Co. for new VHF-TV translator on channel 9 to rebroadcast programs of WSRA-TV (ch. 7) Spartanburg, S. C., to serve Asheville, N. C., commission denied application for renewal and (Continued on page 84)
Announcers

Announcer with experience in gathering, writing and handling local news. Send sample tape recording, snapshot and resume to Box F-36, BROADCASTING.

Mid-west 5,000 watt looking for top flight announcer. Phone: A great opportunity with an opportunity for growth. Work in a top management position in a top market. Salary plus commission. Send resume to: Box F-232, BROADCASTING.

East coast near Baltimore first phone announcer. Send tape and resume. No drifters.

Announcer-Mature, bright, strong local newscaster who needs alert, resourceful young men. Prospective, progressive community, best working conditions, top salary, good benefits. Full details and job references, send to: Box F-299, BROADCASTING.

Lively one for medium stereo. Sharp production, happy sound. Send tape and resume to: Box F-299, BROADCASTING.

Need mature announcer by August 15th, Midwest F.M. Program like AM. First class ticket preferred but no mandatory. Send resume, photo, audition tape and references requirements. Box F-389, BROADCASTING.

Outstanding personality wanted for after- noon traffic slot on beautiful midwest mid- dle-of-the-road-station. No top 40 Hotheads. Excellent salary plus fringe benefits, including major medical and life insurance. Send tape and full particulars to: Box F-339, BROADCASTING.


Announcer, experienced, play-by-play ability. News writing helpful. $115 newly established eastern station in small market. Box F-361, BROADCASTING.

A major Indiana market top-rated station will pay top, top, top for a local newscaster. Send tape and resume. Box F-370, BROADCASTING.

A major Indiana market top-rated station needs announcer-copywriter. Send tape and sample copy to Box F-371, BROADCASTING.

Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate in Kansas City. Send audition tape, photo and resume. Box F-379, BROADCASTING.

Top flight central Illinois medium size market AM needs top 40 1st phone announcer. Schedule can be arranged to suit college student. Prefer married man, minimum two years announcing experience. Start at $100.00 with regular increases. Job leads to sales position. #1 station in market. Paid vacation. No weekends. Send resume and references. No phone calls. No drifters please. Will consider only top announcer. Looking for a future in this business, this is for you. Send to Box F-394, BROADCASTING.

If you would like to work for one of the finest stations and markets in the state of Mo. and you are an experienced announcer & salesman. Contact Pinkey Cole, Manager, KJTC, Houston, Mo. No collect calls.

Opportunity for announcers with sports and immediate opening but will wait for the right man. "Chess" and the Calumet area. Call or send resume to: PD, WJOB, Hammond, Indiana.

Immediate opening for top male DJ announcing and selling. Send tape and resume. Box F-365, BROADCASTING.

If you are a sales manager and looking for a top position, we have one. Send resume to: Box F-280, BROADCASTING.

Immediate need for general manager in small market in Texas. High salary wanted. If you can run this station and produce you will be paid well beyond the norm. If you are leaving only because I am helping him to broaden your career, you will find the market you have dreamed of. Send complete resume to: Box F-280, BROADCASTING.

Sales

Salesman with management potential. Must have minimum of 40 track record. Owner of country's best pop music stations located in ten major markets. On East Coast. Send resume, references and late picture. Box F-381, BROADCASTING.


Virginia station seeks sales manager with announcing background and experience, excellent opportunity for an individual to grow with one of the state's best known medium sized market stations. Salary plus commision arrangement. Apply with resume and if possible, with photograph to: J. W. Poole, Manager, WFLS, Fredericksburg, Va.

Immediated opening for radio salesman with desire and potential to advance to management position. Top income for man experienced in sports & sales. Call collect or send resume to: Manager, WJQB, Hammond, Indiana.

Sales manager moving up, need thoroughly experienced future salesman capable of earning better than $8,000 annually. Guarantee plus commission. Highly productive account liaison position for salesman. Salary radio sales background. No "pitchmen" need apply. Experience: Robert L. W. Spacer, Vice President, WMIX, Mt. Vernon, Illinois.

Quality station in growing area desires young salesman-announcer. Emphasis on sales. Pierce Burgess, 301-838-2776, Collect.

Opportunities

Opportunities for experienced reliable PD/air- man. Great Lakes AM with FM soon in nearby major market. Music control, getting things done, community service a must. Will be part of tight mgmt team. Box F-343, BROADCASTING.

Chicago station expanding news department. Need strong, authoritative voices with sense of news savvy. Rush tapes to Box F-354, BROADCASTING.

A major Indiana market top-rated station looks for ideal man for own station. Must have mature voice. Able to write copy. Will write own copy. No副作用. Box F-369, BROADCASTING.

Administrative

Administrative

Announcers—(Cont'd)

Long-established station in Virginia's Shen- andoah Valley is accepting announcer appli- cations. Send resume only—We'll ask for tape, if interested. Salary dependent on experience. Box F-396, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word — $2.00 minimum & WANTED 25¢ per word — $2.00 minimum.
- DISPLAY ads $20.00 per inch — STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGEN- CIES 75¢ per word — $5.00 minimum.
- All other classifications, 30¢ per word — $4.00 minimum.
- No charge for blind box number. Send replies to BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

APPLICANTS: If transcriptions or bulk packets submitted, $1.00 charge for mailing (forward remittance separately, please). All transcriptions, photos etc. sent to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Production—Programming, Others

Continued

Program director, experienced and capable of taking full charge, do early morning show, interviews, must know good music and have some sales experience. No travel required. Salary $750 to $1000. Box F-256, BROADCASTING.

Experienced AM production manager familiar with techniques in all aspects of library programming and tape recording. Must be qualified copywriter. Excellent salary plus fringe benefits, including insurance. Box F-238, BROADCASTING.

Newsmen—Announcers

Newsmen-announcer planning vacation in Europe? Contact, Box F-5114 Westag Werbeagentur, 5600 Cologne, Bruderstrasse, 5, Western-Germany.

Program director, experienced and well known. Must translate German to English. Send complete resume. Box KO 5112 Westag Werbeagentur, 5600 Cologne, Bruderstrasse, 5, Western-Germany.

Radio—Situation Wanted

Management

General manager—sales manager—sales director. $10,000 per month plus profit sharing plan. Four years experience. Box F-346, BROADCASTING.

35-year old successful assistant manager in midwest or Rocky-Mountain area. Seeking manager position. 14 years announcing, sales, and management experience. Desires growing station. Western or west coast. Box F-338, BROADCASTING.

Attention station owners! Men with 28 years experience in all phases of broadcasting wishes to manage small station in midwest or Rocky-Mountain area. 8 years in present position. Excellent references. Box F-331, BROADCASTING.

17 years in radio, last four management. Seeking job in St. Providence area. Six figure ofread or good music operation. Offer mature responsible, civic-minded approach to small or medium market offering a permanent future. Immediate financial requirements secondary to stability and potential. Box F-335, BROADCASTING.

I want to manage your station. Now sales manager on competitive small market. Box F-338, BROADCASTING.

Fifty two year old family man ready to manage your station. Thirteen years experience selling and sales manager in tough market. Complete sales-programming, new promotion, management experience. Prefer Florida-Georgia. Box F-735, BROADCASTING.

Sales

Sales manager—Seeking opportunity to buy small share of station. Experience includes announcing, sales, play-by-play broadcasting, 30, college graduate family & excellent character. Employed Southeast. Box F-348, BROADCASTING.

Announcers

C&W dj family man. Third phone, w/enforcement, will sell, prefer California or southwest. Box F-178, BROADCASTING.

Announcers—(Con'd)

Not great; but good: major experience, want good pay, security. Box F-258, BROADCASTING.

10 yr. Radio pro. Adult personality. Married major markets only. Box F-278, BROADCASTING.

DJ. Gospel or rock-n-roll, like to establish self with new, growing station. Excellent references. Box F-293, BROADCASTING.

1st phone dj no maintenance, 4 years radio, 4 years theatre. Good pop music only. 20 years old, single, thoroughly professional, will work anywhere. Box F-306, BROADCASTING.

Stop here! Modern, bright, seasoned air performer-program-producer-man with strong number one ratings in metro market ready to tackle new challenge! Single, reliable, experienced over ten years, good references, ambition unlimited. Will deliver highly professional air work, programming and production. Prefer east... particularly New York state... but will consider others. For particulars write Box F-309, BROADCASTING.

Announcer-newman. College, first phone, vet. Hard work and intelligence. Four years experience. Box F-317, BROADCASTING.

DJ-announcer-newsman—muscian seeks full time position. Available immediately. Box F-322, BROADCASTING.

Top personality, excellent news and production. Six years experience, 22 family. Minimum $6,000. Box F-326, BROADCASTING.

Non-rock announcer with warm, relaxed style and personality, particularly to ladies, wants to better himself professionally and personally. Box F-328, BROADCASTING.


New York has Las Crane and Brad Crandall. Boston has Jerry Williams and you have me. Contact at once for one of the few really capable, phone-interview men in broadcasting. TV-radio combo best but not essential. Box F-334, BROADCASTING.

Top personality in major market. 10 years experience in modern radio. Age 27. Character important in major market. Production, organizational, and writing ability essential. Box F-347, BROADCASTING.

Top announcer-salesman for modern c/w slot. Must have 20 years experience. Top salary. Box F-337, BROADCASTING.

Reliable announcer ready for something better: 4 years experience pleasant voice, effective and intelligent references. Prefers good music, middle-of-the-road format. Box F-336, BROADCASTING.

4 years announcing experience—Good voice and personality. Married man. Box F-363, BROADCASTING.

Third class, fast, funny. Top 40 but would consider top 50. Some experience with small markets. Wanna move up. $150 minimum. Box F-362, BROADCASTING.

Relocate immediately small market, announces, plays, produces. 18, B.S. degree in Broadcasting, production ability, hard worker. Must go now. Box F-367, BROADCASTING.

Announcer. Now employed, experienced, excel! lent character, no change. Has to know this ad. Box F-373, BROADCASTING.

Announcers—(Con'd)

Announcer... Experienced in all phases of small market radio. Excellent production and working knowledge of all aspects of advance work. Box F-374, BROADCASTING.

Radio, television personality. Five years, high sales figure, country music, no drifters. Good references. Wide variety of experience from top market to small. Desire permanent position in north or southern California. Send resume available. Box F-376, BROADCASTING.

Announcer-dj. Authoritative newscaster not a prima donna. Box F-378, BROADCASTING.

First phone, mature, no experience, reliable, married. Needs New York or Az. Box F-381, BROADCASTING.

Attention Los Angeles stations. Fourteen years experience. Currently program director in major market. Exceptionally fine voice. Strong play by play background. Have successful rock background. Prefer good music operation. Box F-383, BROADCASTING.

First phone announcer. Strong on announcing news & creative programming for good music station. Experience in spot commercials in N. Y. Presently employed by media publications as program coordinator. Box F-386, BROADCASTING.

Young energetic announcer 1st phone, staff, news, and rock. Straight or gimmick, good music, preferably in the northeast. Box F-387, BROADCASTING.

Country dj with one record out 5 years on board. Box F-388, BROADCASTING.

Experienced announcer, dj. Bright sound. Authoritative newscaster. Tight board. Family man, want to settle West Coast. Box F-389, BROADCASTING.

Look: Tops in board, sports, news—7 years—and married also C & W top personality & station builder—Available now—References available. Box F-391, BROADCASTING.

Excellent top 40 personality—light board—good production—first phone—plenty of top appeal. Have done TV news with some booth work. Can do light maintenance. Will locate in Northeast, Pennsylvania or Ohio. Tape available. Box F-392, BROADCASTING.

Young—dj. Bright sound, personable. Will settle. Not a prima donna or floater. Experienced Box F-390, BROADCASTING.

Girl-radio TVs announcement. Clerical sales responsibilities. Please telephone. 401-431-7345; Wrote Apt. 6, 134 Rhode Island Ave., N.W., Washington, D.C.


College, age 24, family, adaptable to any operation. Minimum experience. Tape upon request. Phone 717-738-4245. Box F-5, 1111 W. Foor, Jr., 220 Woodbine St., Harrisburg, Penna. 17110.

2-P-R. J. experience Age 24 single have 3rd license. Available Now. Call Jerry, Cleveland Ohio—442-5509.

Technical

Experienced first-phone engineer with college degree and little announcing experience. Frequent in Ohio, but will relocate. Box F-387, BROADCASTING.

First phone. Communications experience. Contact any location. Box F-319, BROADCASTING.

Chief engineer, consulting type, available immediately. Radio exchange. Box F-324, BROADCASTING.

Transmitter engineer, 1st phone with thirteen years experience in electronics. Box F-384, BROADCASTING.

First phone, Grantham grad. One year schooling in electronics, three years commercial radio-announcing experience. Would like to break into broadcast engineering. Prefer position with opportunity for training in all phases of engineering and maintenance. Twenty-three, single with a place in the eastern half of country. Box F-335, BROADCASTING.
**Situations Wanted**

**Technical—Cont'd**

First phone— inexperienced, anxious to learn, reliable, dependable, age 17, will relo. Mr. and Mrs. Peter, 2303 Woodland Ave., Baltimore 21215.

First phone. Experienced combo five KW AM-VHF Transmitter, WBKKG, West Southwest. Pacific 13602 Narbonne, Lomita, Calif.

Willing beginner—southwest—trained all phases. Tex 32-34, Longworth— 606 Center—Little Rock, Arkansas.

Well qualified engineer desires position AM-FM contract. Must have experience in two or more stations. Will relocate. Presently chief engineer WAYS-AM-TV Tulsa, Greenland. Available 15 July. Write L. J. Hammack, 628 North Lincoln Avenue, Pittsburgh 12, Penna.

Fifteen years directional engineer, some announcing. McClain, WHON, Richmond, Ind.

**Production—Programming, Others**

Experienced sports director play-by-play all sports. Strong on news and special events, Box F-56, BROADCASTING.

Football, basketball. Want fall free lance play-by-play weekends. 15 years radio TV experience includes major colleges. Tape and photo evidence request Box F-307, BROADCASTING.

Serious radio newsman looking for station where freedom is important. Experienced in gathering, writing, and airing. College and amateur school background. First phone. Box F-307, BROADCASTING.

Experienced sports director, radio-TV, now in last year of best ratings references top men in Broadcasting & Sports. Phone 314-535-2518 or ext. 218 or Box F-314, BROADCASTING.

Managers...for your file...should you need new assistant in future. Loaded with experience. Box F-336, BROADCASTING.

Top newsman in highly competitive, No market, seeks position in larger news-conscious station. Five years experience, family, college graduate, asking $175. Box F-333, BROADCASTING.

Currently employed in major market, available for program director, 9th year in broadcasting. Excellent background, all phases. References from employers. Good organizer, knows production, will do air shift and create program operation. Prefer growing chain, but will consider a new opportunity. Box F-348, BROADCASTING.

Program Director of one of New York City’s top 10 stations. Successful operation seeks challenge of a new market. Experience includes 12 years AM news director and program director. Box F-351, BROADCASTING.

Sports director ready to move up. Seven years experience in sports writing and announcing. Strong play-by-play. Creative programing. Have an excellent sales record too. I’m ready to make money for you. Box F-360, BROADCASTING.

Program director...15 years radio and TV experience...air work optional, strong on news. New employer, Radio or TV. Box F-383, BROADCASTING.

Copywriter/announcer. Quality copy. Voice expands to news, commercials and better music. Box F-372, BROADCASTING.

Newscaster—Authoritative, personable, will settle down, not a prima donna or floater. Experienced. Box F-400, BROADCASTING.

**TELEVISION—Help Wanted**

**Technical**

Two station N.C. market in top 50 needs hard working local salesman. Prefer stable man willing to grow with expanding market. Salary plus commission. Mail resume and photo to Bernie Witzen, Sales manager, WHAL-TV, Box 9983, Raleigh, North Carolina.

**Production—Programming, Others**

TV commercial continuity writer in top hundred station located in midwest. Include full details with wage required in original application. Box F-248, BROADCASTING.

Newsman for combined radio-television operation in midwest. Group station building quality, aggressive news department. Send resume, photo, audio tape, and salary requirements to: Box F-248, BROADCASTING.

The leading news station in a midwest market of 470,000 TV homes wants a solid TV newsman. No prima donnas. Send SOP or Video tape with complete resume to Box F-336, BROADCASTING.

Do you know all phases of TV operations? Think your ready for production manager job in Baltimore? Send resume to Mr. McLendon. Get BROADCASTING.

TV commercial continuity writer in top hundred station located in midwest. Include full details with wage required in original application. Box F-248, BROADCASTING.

TV commercial continuity writer in top hundred station located in midwest. Include full details with wage required in original application. Box F-248, BROADCASTING.

TV commercial continuity writer in top hundred station located in midwest. Include full details with wage required in original application. Box F-248, BROADCASTING.

**FOR SALE**

Equipment

**FOR SALE**

Television radio transmitters, cameras, microphones, dolly, editors. Electrofind, 400 Columbus Ave., N.Y.C.

Everything in used broadcast equipment. Checking equipment for us first. Complete Broadcast Equipment, Box 3141, Bristol, Tennessee.

1500 feet 34" UHF transmission line. Prices available separately. S-W Electric Cable Company, Hilltop & Twenty-Fourth Streets, Oakland California. 823-5229.

Complete Schaefer 1200-C Automation, consists of master control, one MU-1, four PB-25's, one AT-2600 audio clock with two PB-2 units, two S-2600 spots, one M-4 memory record unit, three M4 memory playback units. Very good condition. M. N. Barwick, 797-41st Street—Miami Beach, Fla.

Parabolic antennas, six foot dia., new surface with hardware, dipole, etc. $100.00 each. E-W Electric Cable Company, Tol- low & Twenty-Fourths Street, Oakland California. 823-5229.

1000 ft. FM transmitter, GE 3 bay antenna, excellent condition, now operating, all for $3,500.00. Write Box F-377, BROADCASTING.


ALTEC 128A Amplifier (30 watt) $145.00. 260A Amplifier (320 watt) $505.00. 500-5R $95.00, 500-5S $350.00, 500-5S $750.00, 220-1 Microphone capsule $65.00. 165A Li- stick Base $35.00. 508S Power Supply $85.00. All new or lightly used. Electronic Craft Inc. Box 13, Binghamton, N. Y. 13902. Phone: 807-724-5782.

**Production—Programming, Others**

**WANTED TO BUY**

Equipment

Turn unwanted broadcast equipment into cash. Please list detailed equipment. Box F-346, BROADCASTING, Equipment, Box 3141, Bristol, Tennessee.

Need 25 kw high-band television aural amplifier. Would prefer type VT-11A2 or BH. Write stating location, price, and condition. Box F-228, BROADCASTING.

AM transmitter in good operation condition for use as standby on 1320 KC. Either 250 watts or 1 kw. Prefer Collins 302-8, or similar. Contact E. M. Tink, VP Eng, Black Hawk Broadcasting Company, Waterloo, Iowa.

Sarkes Tarzian micro-wave transmitter, MT-1D and receiver MR-2 series. KCOE TV, Goodland Kansas.

Wanted—Late model 16 Kv FM transmitter. Contac: RKO, 1551 Camino Del Rio, San Diego 10, California.

1 kw AM transmitter needed immediately. Good condition. Need all other studio equipment. Please list type and condition. Write or call Charles Seaward, WOLD, 728-7100, Marion, Virginia.

**FOR SALE**

Equipment

Turn unwanted broadcast equipment into cash. Please list detailed equipment. Box F-346, BROADCASTING, Equipment, Box 3141, Bristol, Tennessee.

1500 feet 34" UHF transmission line. Prices available separately. S-W Electric Cable Company, Hilltop & Twenty-Fourths Street, Oakland California. 823-5229.

Complete Schaefer 1200-C Automation, consists of master control, one MU-1, four PB-25's, one AT-2600 audio clock with two PB-2 units, two S-2600 spots, one M-4 memory record unit, three M4 memory playback units. Very good condition. M. N. Barwick, 797-41st Street—Miami Beach, Fla.

Parabolic antennas, six foot dia., new surface with hardware, dipole, etc. $100.00 each. E-W Electric Cable Company, Tol- low & Twenty-Fourths Street, Oakland California. 823-5229.

1000 ft. FM transmitter, GE 3 bay antenna, excellent condition, now operating, all for $3,500.00. Write Box F-377, BROADCASTING.


ALTEC 128A Amplifier (30 watt) $145.00. 260A Amplifier (320 watt) $505.00. 500-5R $95.00, 500-5S $350.00, 500-5S $750.00, 220-1 Microphone capsule $65.00. 165A Li- stick Base $35.00. 508S Power Supply $85.00. All new or lightly used. Electronic Craft Inc. Box 13, Binghamton, N. Y. 13902. Phone: 807-724-5782.

BROADCASTING, June 29, 1964
FOR SALE—(Cont'd)

200 foot Stainless broadcast antenna tower complete with guy cables, tower lights and photo electric control. Box F-390, BROADCASTING.

BUSINESS OPPORTUNITIES

Partner active or inactive, with $500,000 needed to buy established, high profit radio station, in major market. You earn 20% interest. Write Box F-320, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical, laugh service featuring Deejay comment, introduction, free catalog, Orben Comedy Books, Atlantic Beach, N. Y.


Deejay manual—a collection of gags, station breaks, filler bits, gimmicks for clever deejays. $5.90. Show-Biz Comedy Service (Dealer), 18 Parkway Court, Brooklyn, N. Y. 11205

Religious Sponsor list. Names and addresses of interested churches and individuals. $5.00. Religious Sponsor List, 701 S. Sangamon St., Chicago, Ill.

Jockey Joker—a collection of six gag-films in one envelope. $5.00. Show-Biz Comedy Service—Dept. J, 85 Parkway Court, Brooklyn, N. Y. 11205

Convention Specials—10 daily 3½ minute features taped for local sponsors—off-sell activities and commercials. Box F-373, BROADCASTING.

Free! Top star interviews! Record from your telephone! Write for number. Box 87696, Hollywood 27, California.

Radio station! Your idle time can turn to profit time, a guaranteed money-maker offered by reliable organization to selected stations. Write for details to Box F-320, BROADCASTING.

Earwitness reports—four 3½ minute shows, with stories from top newsmakers and voice reports from key news centers. Profitable, personalized, full-cast, letter-identification—by stations from coast to coast. Exclusive market guarantee. Write Box F-333, BROADCASTING.

JM Company polyester 7" recording tapes. 1900' $1.59, 1300' $1.29. Postpaid. Towers, Lafayette, N. J.

The Beatles, Dave Clark 5, Rolling Stones. Bobby Vee, Gerry and the Pacemakers—Now you can interview these famous recording stars on your station, on your show! Each interview approximately 30 seconds long, supplied on tape at 7½ i.p.s. in open-end form, with complete scripts. ALL FIVE interviews can be yours exclusively in your market. Rush $5 to: PROFESSIONAL PRODUCTION, 1720 Southwest 93rd Place, Miami, Florida.

INSTRUCTIONS—(Cont'd)

FCC first phone license preparation by correspondence or in resident classes. Graduate schools are located in Los Angeles, Seattle, Kansas City and Washington. 14-page brochure, write Dept. 4-K, Grantham Schools, 150 W. Western Ave., Hollywood, Calif. 90027.

Be prepared—First class FCC license in all phases of theory and laboratory training. Elkins Radio License School, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License, Outstanding laboratory and laboratory instructions. Elkins Radio License School of New Orleans, 123 Saint Charles, New Orleans, Louisiana.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and correspondence to the FCC. First Class License, 14 East Jackson St., Chicago 6, Illinois.

Announcing, programing, console operation Twelve week intensive practical training. Finest, most modern equipment available. O. l. approved, Elkins School of Broadcasting, 2003 Inwood Road, Dallas 30, Texas.


REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone license guarantee $250—private rooms $10 per week. 100 placement free. Classes begin Aug. 1—Sept. 8—Oct. 15—Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

We suspect that our mall has been returned to the sender because of an error made by the Post Office. If this has happened to you, please contact us again. Radio Engineering Inst., 1336 Main St., Sarasota, Florida.


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. Not a Q and A course. Get your license and a working knowledge of electronics. This is space city's Texas-sized opportunity. Next class June 29th. Pittcon Institute of Electronics, 604 M and M Blvd., Houston, Texas.

FCC first phone license in six weeks. For information and references, write Bob Johnson, 1331 9th St., Manhattan Beach, California.

INSTRUCTIONS—(Cont'd)

FLORIDA

FOR SALE—(Cont'd)

$250,000 Florida Station. In major market. $250,000 profit time, $5,000 a week guaranteed, $2,000 weekly if top man can develop ideas and promotions designed to increase sales. Box F-398, BROADCASTING.

Help Wanted—Sales

SALES MANAGER

Major market, group owned station has opening for hard-hitting, selling Sales Manager. If you are interested in this advertisement thus far, here is the type of man we are looking for—You must have ability to sell retail as well as top flight Agency accounts. You must be able to sell with or without "the product" you sell. You must be creative and capable of developing ideas and promotions designed to increase sales. Finally, you must be dedicated radio salesman.

If you have these qualifications, and can lead and direct a sales staff of professionals, handle administrative duties—well, we would like to hear from you immediately. Your income will be in excess of $15,000.00 yearly plus an attractive incentive plan. Please send complete resume, references, etc. to: Box F-398, BROADCASTING.

MANAGEMENT

MAJOR MARKET SOUTHEAST

Substantial Stock interest available to qualified manager capable of small investment. Box F-345 BROADCASTING.

PRODUCTION—PROGRAMMING, OTHERS

WICC WANTS EXPERIENCED RADIO NEWSMAN AT ONCE

Will work with top rated five-man news team for service and information-guided 600 Kc. radio station serving suburban Southern Connecticut—Northeast Long Island coast. Must be first rate journalist with mature voice of first rate staff announcer. Regular air work, editing, rewrite, outside assignments, interviews and documentary experiences is required. Should now be employed. Excellent working conditions and station paid benefits. Salary open. Complete resume and latest first time job! NEWSTIME DIRECTOR, WICC, 350 Post Road, Fairfield, Connecticut.

OUTSTANDING

Program Director

Wanted Immediately by KBTR, in Beautiful Mile-high Denver, Colorado.

We are a 5000 watt ABC-AMIN affiliate, programming strong DJ personalities playing middle-road pop music and heavy on news. The man we want is a strong on-the-air personality himself; he's highly skilled in originating, supervising and promoting the stations sound, and he's an idea man capable of producing excellent commercials. Excellent record will bring excellent pay.

Larry Busket General Manager KBTR 1089 Bannock St. Denver, Colorado 80217

BROADCASTING, June 29, 1964
Help Wanted—Technical

Television/Field Broadcast Engineers
Video and RCA Television Tape installation and maintenance experience required. Considerable travel involved. Openings in East and West. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.
An Equal Opportunity Employer

FOR SALE—Equipment

For sale—3-V RCA color film channel.
Latest model, purchased new about one year ago. Still in service, excellent shape. Can be inspected. How much will you offer? Write to:
Box F-344, BROADCASTING.

Announcers

Attention FLORIDA
Top rated jock would like to swing in your market.
Box F-316, BROADCASTING.

TELEVISION—Help Wanted

IMMEDIATE NEED for
Male or Female Traffic Manager (Experienced), copywriter (Experienced) for Illinois 2nd market. Send resume or Contact: W. L. Snyder, WQAD TV, Moline, Ill.
Salary Open

WANTED TO BUY—Stations

RESPONSIBLE ORGANIZATION WISHES TO PURCHASE
Highly Profitable Radio Station
Replies held in strict confidence. Send full facts and figures to:
Box F-318, BROADCASTING

MISCELLANEOUS

ATTENTION
Managers—Sales Managers
Boost your football revenue $1,000 this fall. Proven in hundreds of markets all sizes. It's a natural, easy to sell. For your free publicity brochure send $10.00—Certified check to "P R A Y E R", 600 Navajo Trail, North Little Rock, Arkansas.

FOR SALE—Stations

To buy or sell Radio and/or TV properties contact:
PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

CALIFORNIA FULLTIME Single Station
Nkt. Asking $135,000 with 20% down.
ARIZONA DAILYTIME $22,000 down.
A. asking $35,000. Exclusive.

GUNZENDORF CALIFORNIA SOUTH DAILY Time Corp.
Stock $42,999. Total price $62,000 Exclusive.

W. GUNZENDORF AND ASSOCIATES
Licensed Brokers Phone OL 2-8800
884 S. Robertson, Los Angeles 35, Calif.

HONOLULU STATION
Low down payment; 15 year payout; excellent frequency! No brokers please.
Box F-380, BROADCASTING

(Continued from page 79)

By memorandum opinion and order, commission denied petition by Cincinnati-770-KFAC Protest Committee and Clarksburg Publishers, Inc., to extend term of station 5-JS, pending consideration by court of appeals of motion for interlocutory injunction, of May 6, 1964, grant of defense for WBOY-TV (ch. 12) Clarksburg, W. Va.; factual record crop broadcast of Northeastern Virginia Television Broadcasting Corporation or any other station which owns CATV systems in Clarksburg and Pocahontas, W. Va., which would result in simultaneous duplication of programs of WBOY and WJPS-TV (ch. 4) Weston, on either cable. Action June 24.

By order, commission denied application of Radio Corporation of Texas, Inc., to move to Austin, Tex., to operate a newspaper radio station at Austin under call letters of KAVO. Action June 24.

By order, granted request by Salem Channel 3 Telecasters, Inc., for waiver of section 12.777(c) of rules defining the permisions necessary for filing 77-page brief in support of exceptions to initial decision in commission proceeding 1962-171 and that of Salem Television Co. for operation on channel 15 TV's on a TV station. Action June 24.

By memorandum opinion and order, commission dismissed petition for reconsideration of final order in the matter of Gilbert F. Bevis, Inc., licensee of WPVY, Waukegan, Ill., seeking extension of temporary authority to operate a television station on channel 36 without authority to exceed a certain power level. Action June 24.

By memorandum opinion and order, commission dismissed petition for reconsideration of final order in the matter of the radio station licensed to Internations, Inc., licensee of WRNO, Baton Rouge, La., seeking extension of temporary authority to operate a radio station on channel 69 without authority to exceed a certain power level. Action June 24.

By order, commission granted motion by members of the Public Service Commission to file a brief in rehearing of the matter of the radio station licensed to the Radio Station Commission, licensee of WQAQ, Mobile, Ala., finding the petitioners' request for reconsideration and rehearing to be without merit. Action June 24.

By memorandum opinion and order, commission granted petition by Emmerick, Kays, and Kays Inc., of Minneapolis, Minn., to increase daytime power of their station in the city of St. Paul, Minn., from 1500 to 5000 watts. Action June 24.

By order, commission granted petition to vary the terms of the license held by station KSF, San Francisco, Calif., to increase power and carrying capacity for a period of one year to 7,600 watts effective at 12:01 A.M., June 26, 1964. Action June 24.

By order, commission granted motion for reconsideration of final order in the matter of the radio station licensed to the Radio Station Commission, licensee of WQAQ, Mobile, Ala., finding the petitioners' request for reconsideration and rehearing to be without merit. Action June 24.

By order, commission granted application by the Radio Station Commission, licensee of WQAQ, Mobile, Ala., to increase power of said station, effective at 12:01 A.M., June 26, 1964, from 1500 to 5000 watts. Action June 24.

By order, commission granted application to vary the terms of the license held by station KSF, San Francisco, Calif., to increase power and carrying capacity for a period of one year to 7,600 watts effective at 12:01 A.M., June 26, 1964. Action June 24.


Broadcasting Northwest 720 10, 1963

broadcasting stations proposing shift to FMs in Cocoa, Fl., as, and, pursuant to commission’s 17 grant petition by Eagleon, Rock- ville, Conn., applicant in AM proceeding in Dockets 15384 et al., to extend time from June 15 to June 29, for exchange of material relating to financial showing. Action June 18.

By Hearing Examiner Charles J. Frederick

In proceedings on revocation of license of WCEF and WAM, WDMG Inc., for renewal of license of WDMG Doug- las, Ga., for renewal of license of WMEN Tallahassee, Fl., and, B. F. Timm for new AM in Jacksonville, Fl., granted license by Benchmark Broadcasting Inc., to the extent of extending from June 22 to July 15 and 22 to July 18 days of simulcasts of programs on WMDG. Action June 18.

In proceedings on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc., for new TV’s on channel 1, in Cleveland, in Dockets 16164-6, granted request by Cleveland Broadcasting to schedule June 29 to exchange additional exhibits, and reschedule June 29 further hearing for July 15. Action June 25.

By Hearing Examiner Millard F. French

By formalized by order agreements and rulings made at June 18 prehearing conference in proceeding on application of Bigbee Broadcasting Inc. for new channel 7, in Bakersfield, Ca., scheduled hearing for Sept. 1, and other procedural dates, Action June 25.

By formalized by order agreements reached and subsequent 27 pre- hearing conference in proceeding on applications of Doug Reiner Broadcasting Inc. and DMR Tele- vision Inc., for new TV’s on channel 7, in Bangor, Me., and scheduled certain procedural dates, Action June 25.

By Hearing Examiner Walter G. Guenther

In proceeding on applications of Coca Valley Broadcasting Co., for new FM’s in Rome, Ga., on motion by Rome Broadcasting, continued June 24 further prehearing conference and July 1 hearing to dates to be established after completion action on petition in Docket 15501 proposing to add another FM channel in Rome. Action June 23.

By Hearing Examiner Jay A. Kyle

In proceeding on applications of Burlingame, California, for new AM’s in Burlingame, Morgan Hill, and Los Gatos, in Dockets 13931, 13933, granted Mount Holyoke College’s motion to June 22 to June 26 to tender exhibits, and from July 6 for further proceeding. Action June 26.

In proceeding on applications of Progressive Broadcasting Co. and Broadcast Bureau to request additional information from movant. Action June 19.

By Hearing Examiner H. Gifford Iron

By request of Broadcast Bureau to continue June 25 hearing to June 30 on proceeding on applications of American Colonial Broadcasting Corp., to change trans. site and ant. height of WSUR-TV (ch. 9) Ponce, and to increase power of WKBM-TV (ch. 11). Cagias, both P. R. Action June 19.

By request of Oral argument for July 1, limited to issue relating to Section 307(b) of the Act, in proceeding on applications of KWAY Broadcasting Corp., and Woodland Broadcasting Co., to operate stations in Port Arthur and Vidor, both Tex. Action June 19.

By request of Continued June 18 further hearing to July 6 for proceeding in joint petition of Holston Broadcasting Corp. and C. M. Tay- lor, for establishment of new FMs in Blountville, both Tenn., in Dockets 15111-2, Action June 17.

By Hearing Examiner Forrest L. McMullen

By granting petition by Paul Dean Ford, of Terre Haute, Ind., for proceeding in Dockets 15491-5, for leave to amend application for new station in current financial plans. Action June 22.

In proceeding by joint petition of Springfield Television Broadcasting Corp. and WTTM Broadcasting Corp., for renewal of license of WTTM Boston, Action June 18.

By Hearing Examiner Harold J. Scola

By granting petition of Las Vegas Television Inc., to correct transcript of hearing on proceeding in application for new AM in Crystal Lake, II. Action June 18.


By Hearing Examiner Herbert Shroffman

By granting motion by Central Coast Television to extend to rescheduling June 22 hearing in proceeding on applications of Universal Broadcasting Inc. to continue July 15 hearing to Sept. 24, for proceeding on new UHF’s in Houston, with proceeding to begin with rescheduled hearing of Commission of United Artists; rescheduled other proceedings. Action June 19.

By request of Granting motion by Lake Valley Broad- casters Inc. to correct transcript of hearing on proceeding in applications for new AM’s in Crystal Lake, II. Action June 18.


By request of Granting petition by Cleveland Telecast- ing Corp. to extend to time June 26 to file application for rescheduling of Superior Broadcasting Corp. action in proceeding on application and that of Superior Broadcasting Corp. on channel 58 in Cleve- land. Action June 18.

By request of Granting petition by Gordon County Television Inc. to extend time to July 8 to file application for review of Docket 15337 application for renewal of license of Blue Ridge Mountain Broadcast-
### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 24

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM CP's</th>
<th>FM CP's</th>
<th>TV CP's</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOT ON AIR</td>
<td>AM 3,304</td>
<td>FM 1,242</td>
<td>TV 322</td>
</tr>
<tr>
<td>TOTAL APPLICATIONS</td>
<td>78</td>
<td>52</td>
<td>152</td>
</tr>
</tbody>
</table>

### AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 24

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>512</td>
<td>155</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>57</td>
<td>50</td>
</tr>
</tbody>
</table>

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

<table>
<thead>
<tr>
<th>Calls on air</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,805</td>
<td>1,136</td>
<td>521</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>67</td>
<td>29</td>
<td>62</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>85</td>
<td>176</td>
<td>79</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,047</td>
<td>1,341</td>
<td>662</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>202</td>
<td>49</td>
<td>211</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>93</td>
<td>34</td>
<td>58</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>295</td>
<td>252</td>
<td>129</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>133</td>
<td>30</td>
<td>175</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>43</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>236</td>
<td>54</td>
<td>52</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Does not include seven licensed stations off air.
*Includes three noncommercial stations operating on commercial channels.

---

### BROADCAST ACTIONS by Broadcast Bureau

#### Actions of June 23

- **WOSAC** Fayetteville, N. C.—Granted CP to include East Fayetteville, Bonnie Doone, and Owens, N. C. in principal community, change type trans., and make changes as system for VHF-2 TV translator, conditions.
- **WNEC** Maybell, Colo.— Granted CP to change type trans. and add amplifier for VHF TV translator.
- **WGBAC** Lafayette, La.—Followed were granted extension of completion dates as follows: **WOBH**-TV Athens, Ohio, to Dec. 31; **WMU2-TV** Mount Pleasant, Mich., to Dec. 31; **WCPI**-TV Chatsworth, Ga., to Dec. 21; **WMAB**-TV Baltimore, to Dec. 21; **WRLA**-TV Baltimore, to Dec. 22; **WFYJ**-TV Baltimore, to Dec. 23; **KBRS**-TV Baltimore, to Dec. 23; **KJIO**-TV Minnesota, to Dec. 23; **KJGJ**-TV Minnesota, to Dec. 23.

#### Actions of June 22

- **KTC5-FM** Fort Smith, Ark.—Granted CP to change station and ant.-trans., location; increase ERP to 30 kw, vertical; increase to 130 feet; and change type ant.
- **KBVU** Bellevue, Wash.—Licensed for AM; describe trans., location; and specify main station location same as trans., and type trans. and change type ant.
- **KCIX-TV** Nanpa, Idaho—Disamplified application for renewal of license of failure to comply with section 1.566(b) of rules.
- **WTHI**-TV Terre Haute, Ind.—Granted CP to change trans., location near Farmersburg, Ind.; ERP to 316 kw vis. and 158 kw aur.; and type trans. and type ant.; make changes in ant. system; and increase ant. height to 590 feet.
- **KBOS**-FM Conneaut, Ohio—Approved engineering technical data submitted, pursuant to common’s April 22 report and order, in Docket 10590, to modify CP of **WIFZ**-FM and specify operation on channel 28A (105.5 mc); ERP 2,78 kw. and ant. height minus 21 feet; and change type trans. and type ant.
- **KOCO** Leavenworth, Colo.—Granted CP to replace expired permit for new VHF-TV translator.
- **WXDE**-FM Lawrenceburg, Tenn.—Granted CP to change type trans. and ant.
- **WAST**-FM Albany, N. Y.—Granted CP to change ERP to 110 kw vis. and 11 kw aur.

### Change type aur. trans. and modify ant. system (main trans. ant. and sec. ant.)

- **WKLY**-FM Columbus, Ga.—Granted CP to increase ERP to 100 kw, and install new trans.
- **KEVE**-FM Golden Valley, Minn.—Granted CP to install new ant. and new trans. increase ERP to 25 kw (horizontal), and 8.8 kw (vertical); and decrease ant. height to 210 feet (horizontal), and 135 feet (vertical); conditions.
- **KMIS** Portageville, Mo.—Granted license covering an increase in power, and installation of new trans.; specify type trans.
- **K70AB** Hawthorne and Babbitt, Nev.—Granted mod. of license to change primary TV to RCEL (ch. 7), Reno, Nev., for UHF-TV translator.

- **WJZ**-FM New York, N. Y.—Granted mod. of license to change primary TV to KIDQ (ch. 6), San Francisco.

### Action of June 16

- **WNCB** Bridgeport, Conn.—Granted change in remote control authority (main trans.).
- **WBAL** Baltimore, Md.—Granted mod. of license for new VHF-TV translator on channel 25, to broadcast programs of **KQED**-TV (ch. 9), San Francisco.

### Action of June 15

- **WNB** Bridgeport, Conn.—Granted change in remote control authority (main trans.).

### Rulemakings

#### PETITIONS FOR RULEMAKING AMENDED

- **Dubuque, Iowa**—Dubuque Broadcasting Co. Requests amendment of rules to substitute following: **Dubuque**; add channel 22A; delete channel 22B.
- **KNOA** Anoka, Minn.—Northwest Broadcast. Co. Requests amendment of rules to amend sec. 73.302(b) as follows: **Anoka**, Minn., add channel 22A; delete channel 22B.
- **WRIP** Rossville, Ga.—Jay Shadow, Requests amendment of rules to delete channel 300 from Birmingham, Ala.; channels 328 and 329 from Knox, Tenn.; channel 22B to Knoxville.

### Action of June 11

- **WCIL** Carbondale, Ill.—Granted change in remote control authority (auxiliary trans.).

### Rulemakings

#### PETITIONS FOR RULEMAKING FILED

- **KTXM(TV)** Austin, Tex.—Southwest Republic Corp. Requests institution of rulemaking proceeding to remove reservation from channel * in Austin, and allocate and reserve for non-commercial television use channel *2 at Austin. Received June 3.
- **KAKO** Anoka, Minn.—Northwest Broadcasting Co. Requests amendment of rules to amend sec. 73.302(b) as follows: **Anoka**, Minn., add channel 22A; delete channel 22B.
- **WDMJ** Marquette, Mich.—Lake Superior Broadcasting Co. Requests institution of rulemaking proceeding to remove reservation from channel 3 from Escanaba, Mich. to Marquette, and shift channel 13 from Escanaba to Escanaba. Received June 8.
- **K9DC** Ames, Iowa—Iowa State University of Science and Technology, Requests amendment of note 1 to sec. 73.325 so commission will accept application for broadcast operations on 640 kc at Ames with power not to exceed 1 kw between 6 am and 12 noon sunrise, local time, rather than Central Standard Time, Received June 1.
- **WSJC** Magee, Miss.—Requests institution of rulemaking proceedings to substitute channel 259 for channel 258 in Magee, and channel 221A for channel 258 in Magee. Received June 8.
- **KXEO** Mexico, Mo.—Requests amendment of rules to assign channel 239 to Mexico, delete channel 232 from Hannibal, Mo., add channel 281, there. Received June 8.
- **KWIX** Moberly, Mo.—Requests amendment of rulemaking proceedings to add channel 284 to Moberly, and substitute channel 275 for channel 284 in Marshall, Mo. Received June 8.
- **KCMC(TV)** Alexandria, Minn.—Requests amendment of rulemaking proceeding to remove channel 259 from Alexandria, Minn. and assign it to Alexandria. Remove channel 258 from Alexandria and assign channel 259 to Alexandria. Received June 21.
- **WBIU** Eau Claire, Wis.—Requests institution of rulemaking proceedings to allocate channel 28A from Menomonie, Wis. to Eau Claire, and assign channel 21A to Menomonie. Received June 12.

### Change type aur. trans. and modify ant. system (main trans. ant. and sec. ant.)

- **WBFL**-FM Columbus, Ga.—Granted CP to increase ERP to 100 kw, and install new trans.

### Action of June 16
A lot of work sprinkled with lemon drops

buying his radio station, Mr. Hurbut gives the favorable impressions made by WFBM - AM - FM - TV Indianapolis. He worked there during his tenure as advertising, promotion and public relations consultant for the Time-Life stations.

Red Hots and Dog Tags • A former Indianapolis associate recalls that “At any given point in a business meeting, John is apt to produce either lemon balls, red hot, or cinnamon balls. This usually occurs at midpoint in one of John’s orations. Usually he will share the candy with those attending the meeting. He is easy prey for any promotional gimmick salesman. WFBM still has an oversupply of plastic brush and comb sets, whistles, balloons, Japanese pins, paper weights, dog tags, appointment books, ash trays, etc.”

Eldon Campbell, WFBM vice president and general manager, says “While John is not the only member of the broadcasting fraternity who gets apoplexy about the detractors of broadcasting I can say that I have known few men in the business who were as well adjusted toward their industry, who were proven workers within the industry and who were the obvious example of a man with a mission.”

John Hurbut sees more small stations and small newspapers in his future. He considers both “the backbone of America.”

Waxing philosophic, he worries about a popular feeling that advertising money is a drain on the economy; does not see how people can fail to make a connection between the world’s highest standard of living and highest level of advertising activity.

Courtesy Needed • He views radio as having slept for a long time, but awakening now. It is still plagued, he feels, by programming fads, needs more balance, and should stop “selling time and start selling ideas.” The newspapers, he warns, have better client-relations programs at the local level. “Radio doesn’t do a good enough job of saying ‘thank you.’”

“The smart advertiser,” according to Mr. Hurbut, “is the guy who learns to use exclusive attributes of a media.” For example, “you can’t just run newspaper ads on radio. Radio has become a personal companion rather than a family activity—a very personal experience. We are talking to an individual.” If you know this, you know “the secret of radio.”

Mr. Hurbut puts 30,000 miles a year on his car and not all of it is business. He has a seemingly unlimited ability to become a part of the community and make the community a part of himself. He was just elected president of the local Rotary club; is a charter member of the Broadcasters Promotion Association and was president of that body in 1961; serves on the boards of the local chamber of commerce and Boy Scouts, Buffalo Trace Council; is secretary of the Wabash county Red Cross chapter, and belongs to numerous other community development and fund raising groups.

“At least,” he observes, “I get to eat at home on weekends . . .”

WEEK'S PROFILE

Regulation by ambush

ONE of the favorite myths at the FCC is that the letters of inquiry its staff sends to broadcasters from time to time about their operations are designed solely to elicit information; there is nothing coercive about them. The commission holds to this in the face of evidence that broadcasters have changed programing plans after being questioned about them. Indeed, some commissioners seem to feel they have something to hide about broadcasters who regard a question as a directive.

Fresh evidence, if it is needed, that the commission staff influences station policy through its letters has been provided in the responses of licensees who have been questioned about their commercial practices. As reported in Broadcasting last week, a number of licensees didn't stop with an explanation of their commercial policies; they adopted a mea culpa posture and actually cut back the number of commercials they proposed to carry. Confronted with the knowledge that their licenses are on the line—the letters were written in connection with the processing of their renewal applications—it's not surprising that they chose to conform to what they believe are the FCC's wishes. When will this point register with the commissioners?

As for the 14 renewal applications that have been held up because of questions about commercial practices, they should be granted at once. The licensees were, in effect, ambushed. The commission only began looking at commercial practices on a case-by-case basis last February after being frustrated in its hopes of adopting the commercial codes of the National Association of Broadcasters as a rule. And although licensees should be expected to live up to promotions, they could hardly have foretold, three years ago, the zeal with which the commission staff would now be examining their commercial practices.

Furthermore, the existing program reporting form is a poor instrument for the job the commission has given it. The form is concerned with numbers of spots, whereas many broadcasters are concerned with the amount of time they devote to advertising. Several of these stations said that the number of spots they carried may have exceeded their proposals, but that the amount of time devoted to commercials did not. In this connection, a number of the licensees said that they had stayed within the time limits of the NAB commercial codes. If these codes were good enough for the commission to consider adopting as a rule, the agency should not object to the stations that abide by them.

If the commission is to practice the kind of fairness it demands of licensees, it should grant the renewal applications, without further question.

Why pick on broadcasting?

If anybody in Congress is looking for legislation to pigeonhole, we commend to his attention bills that have been introduced in both the Senate and House to prevent the broadcasting of election returns or projections until all the polls have closed. The legislation has been introduced on the theory that computerized projections of probable results could influence the vote where polls were still open.

The theory is wholly conjunctural. Nobody knows whether any voter's intention can be changed by knowledge of the action of other voters. There is no experience whatever in the nation's history to indicate a need for suppression of journalistic enterprise in the coverage of elections. Unless the Congress wants deliberately to restore the newspapers to their former position among the news media, it has no business legislating an artificial restriction on radio and TV.

JWT's Seymour

THE importance of the broadcast media in today's advertising world is recognized in the elevation of Dan Seymour to the presidency of the world's biggest advertising agency, J. Walter Thompson.

Before he became an agency executive Mr. Seymour had acquired a national reputation as an announcer on radio and television. He made the transition from performer to business executive when he became vice president in charge of programming and production at Young & Rubicam in 1953. Two years later he was hired by J. Walter Thompson to invigorate that agency's broadcasting operations.

In 1955, the year Mr. Seymour joined JWT, the agency was fourth among all agencies in broadcast billings—well behind the leader, Y&R, which Mr. Seymour left. Last year Thompson was first, with $160 million in radio and TV—$102 million more than it billed in 1955.

Mr. Seymour has come a long way since he took his first job as a $22,50-a-week announcer at WNAC Boston, and J. Walter Thompson has come a long way since Mr. Seymour joined up. Both, it may confidently be predicted, still have a long way to go.

Strike three

TO THE credit of broadcasters another effort to censor public information has been blocked in Congress.

For the third time an omnibus bill, ostensibly applicable only to the District of Columbia but admittedly designed as a model for other municipalities, has been stripped of provisions that would have prevented broadcast of any material that some local functionary might have construed indecent, obscene or lewd.

This time the objectionable provisions were killed in Senate committee. Two years ago it took a presidential veto to nip the attempt—after many broadcasters, then rallied by the Maryland-District of Columbia Broadcasters Association, motion picture interests and newspapers, went to bat.

Specifically, the Senate District of Columbia Committee, in a report to be issued this week, will eliminate radio and television from the anti-obscenity provisions of the bill. It will do so on the ground that the FCC has sufficient authority to deal with obscene and indecent broadcasts—an argument strongly advanced by the National Association of Broadcasters, among others.
When the V.I.P.'s are on TV
Look for the TK-60 Camera!

When very important people appear on television, you're most apt to see this famous camera. It reflects a preference for the best. With its 4 1/2-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.
Take a second look! It’s DULUTH-SUPERIOR, the SUPER market at the tip of Lake Superior. The bustling Fraser-Nelson Shipyard in Superior has the largest drydock on the Great Lakes, attracts millions in construction and repair contracts annually. Take a second look at the Duluth-Superior SUPER market, the second largest market in both Minnesota and Wisconsin. KDAL-TV serves 1 million people in 3 states and has Channel 3 and twenty-three licensed translator stations.