Agency switches this year setting a record. p31
FCC halts letter writing on commercial practices. p38
NAB structural changes may follow Collins exit. p48
What's on the television networks this summer. p77

COMPLETE INDEX PAGE 7

Joey Evans?

You'd swear he's Frank Sinatra ... and you're right. But he was Joey Evans in the smash hit film "Pal Joey" with Rita Hayworth and Kim Novak. This great Rodgers and Hart musical, in color, is just one of 60 top-calibre feature films from Columbia's Post-'50 Group II.... just released for television. SCREEN GEMS
DOES YOUR MARKETING MAP
LOOK LIKE THIS?

IT DOES IF WNAX-570 IS NOT ON
YOUR MEDIA SCHEDULE

WNAX IS THE ONLY
SINGLE MEDIUM THAT
COVERS GIANT BIG AGGIE LAND

- Primary Coverage (2.0 MV) in 95 Farm
  Rich Counties.
- Total Metropolitan Coverage Sioux City
  & Sioux Falls
- 05 MV Coverage in 220 Counties
- 1,214,400 Households Within 0.5 MV Line

MAKE THE BIG BUY . . . THAT'S WNAX-570

WNAX-570 CBS RADIO
SIoux CITY, IA. - SIoux FALLS, S. D. - YANKTON, S. D.
PEOPLES BROADCASTING CORPORATION
Represented by Katz
Take your case to the voters in Baltimore

You're nonpartisan? Not interested in voters? Oh...only if they are potential users of your product. Then you do want to reach Baltimore's voters; but for your own reasons. Consider this: Voters are adults. WCBM is the adult radio station in Baltimore. WCBM will offer CBS (with Vote Profile Analysis) and Metromedia (with David Schoenbrun) convention and election coverage. Before they go to the polls, WCBM listeners will spend many additional hours listening to the station's political news and analyses. So, if you want to take your case to Baltimore, contact WCBM or your Metro Radio Sales representative. And you won't have to kiss any babies.

WCBM Radio

680 AM/106.5 FM
John Elmer, V.P. & General Manager
Represented by Metro Radio Sales
Metropolitan Broadcasting Radio
A division of Metromedia, Inc.
THE ADVERTISER'S CHOICE

for one-minute spots...

MONDAY THRU FRIDAY
9:00 am — CBS MORNING NEWS
   with MIKE WALLACE
9:30 am — I LOVE LUCY
10:00 am — THE McCOYS
   *(delivering 40,500 homes per average quarter-hour)
3:30 pm — OUR MISS BROOKS
4:00 pm — BACHELOR FATHER
4:30 pm — LEAVE IT TO BEAVER
5:00 pm — LOVE THAT BOB
   *(delivering 47,750 homes per average quarter-hour)
10:30 pm — THE STEVE ALLEN SHOW
   *(delivering 35,200 homes per average quarter-hour)

Ride with the winner — see your ADVERTISING TIME SALES representative.  
*ARB  
April/May '64

KRLD-TV

THE DALLAS TIMES HERALD STATIONS

represented nationally by  
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas—Ft. Worth

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

In view of some lawyers, FCC's new AM rules may pose threat to survival of many stations, especially in bigger markets. Here's how these lawyers figure it: If applicant files for new station in community where few if any local stations are on air, and if his proposal would interfere with station in another—and probably larger—market having multiple facilities, it'll be up to existing licensee to prove that this community needs his station (along with all the others there) more than unexploited area needs new service that applicant proposes.

One of announced objectives of FCC's new AM rules (see story page 54) is diversion of AM assignments from big population centers where radio competition is intense to less populated areas that lack local AM service. That FCC air is hardly calculated to work to advantage of any big-city station that goes to hearing against applicant for interfering frequency in some underserved community.

Added attractions

Some indication of what can happen when wired TV runs into head-on competition with over-air TV may be found in Farmington, N. M. Some months ago translator stations began relaying into Farmington same TV programs from distant stations that community antenna system was distributing. CATV system, owned by Teleprompter, added first-run movies to its TV service at no extra charge, now shows movie every night and changes features four times each week. Result: CATV now has more customers than it had before translators started operation.

Headed for bench?

With one and possibly two vacancies to be filled on United States Court of Appeals (to which most FCC appeals are taken) speculation has arisen as to possible appointees. Two members of FCC have been mentioned, although there's no official confirmation: Lee Loewinger and Fred W. Ford.

Judge Loewinger, former member of Supreme Court of Minnesota and assistant attorney general in charge of antitrust matters before he joined FCC, would not be adverse to federal judgeship. Commissioner Ford presumably intends to serve out seven-year FCC term to which he was just reappointed, but he would not turn his back on federal judgeship, to which lawyers aspire as top of their profession. Mr. Ford served in Department of Justice as deputy assistant attorney general before returning to FCC as commissioner in 1957.

Expansion plan

Metromedia Inc. is showing increasing interest in acquiring transit advertising companies as part of its continuing diversification program. Firm just acquired Fielder, Sorenson & Davis, franchise holder in several California cities (see story page 51), also has been negotiating on East Coast. Metromedia reportedly has shown interest in New York Bus Advertising Inc., but no deal was made. Metromedia already owns transit ad franchise in Los Angeles, adding it to its holdings years ago, owns outdoor advertising firm (Foster & Kleiser), Mt. Wilson property, ice Capades aside from maintaining its position in broadcasting as one of top station group owners.

How deal was made

Here's play-by-play of negotiations on June 26 that resulted finally in settlement of LeRoy Collins's NAB contract. Mr. Collins first proposed year's leave of absence with retention of $75,000 salary, but that was washed out when President Johnson made it clear to members of NAB executive committee, at meeting same day, that Mr. Collins would have to cut all ties with association to conform to conflict-of-interest laws.

After executive committee had audition with President Johnson, it offered Mr. Collins $41,000 (half-year's pay plus some allowances), upped that to $50,000 when Mr. Collins balked, and finally settled with him for $60,000 plus "incidental" that include 1964 Cadillac, color television set and oil painting that Mr. Collins bought in Chicago for about $500 couple of years ago.

Equal space

Misgivings of some broadcasters over organization of Hollywood Museum project (they suspected that motion pictures would steal show) at last have been allayed. Agreement was reached last week by board to give equal space and prominence on four-way split to motion pictures, television, radio and recording arts and sciences. Added to museum board were Arthur Hull Hayes and James T. Aubrey, presidents of CBS Radio and Television Networks.

Carl Haverlin, former president of BMI, is broadcast consultant to Sol Lesser, museum president. Other board members identified with broadcasting: Ward L. Quaal, WGN Inc., Paul W. Morency, WTIE-AM-FM-TV Hartford, Conn., John B. Guedel, producer, and NAB President LeRoy Collins. Mr. Collins, in view of imminent separation from NAB, is expected to resign.

Life begins at 72

What motivates septuagenarian industrialist to enter broadcasting field? Jacob B. Blaustein, 72, multi-millionaire Baltimorean who founded American Oil Co. (Amoco gas) in 1910, has acquired Iowa's Omaha for approximately $325,000. Why has he FCC approval (Broadcasting, June 29). His interest, according to confidantes, is getting his feet wet in what he regards as area that can contribute to public good and if he likes it, chances are he'll go for bigger things both in radio and television. Mr. Blaustein is philanthropist and leader in American Jewry.

New Negro market

Burgeoning Negro consumer market is being eyed more carefully by giant broadcast advertisers. Alberto-Culver, for example, is planning to introduce hair preparation products to be manufactured for Negroes exclusively and will distribute and advertise them in test markets within next few months. Word in ethnic marketing circles is that other large advertisers are also considering introducing products to be directed strictly to Negroes.

Computer gag

Action on Republican-sponsored bills to ban broadcast of election predictions until all polls close may get pre-election hearing in Senate if Senator Barry Goldwater (R-Ariz.) is GOP presidential nominee. If he is not nominee, it is doubtful that hearings will be held in either Senate or House during this session. In January 1961 Senator Goldwater offered bill, which died in committee, to amend Communications Act to prohibit election returns until 12 midnight EST of election day.
LOOK WHO'S JOINING BOB HOPE AND JACK PAAR

It's Jack Benny—a national favorite for more than 45 of his 39 years. Now Jack's ready for still another triumphant year as he comes home to NBC—the network on which he started in 1932. Clearly, his sense of timing remains perfect, for his 9:30 p.m. Friday time slot comes right between Bob Hope and Jack Paar. Viewers aren't likely to let anything come between themselves and this glittering threesome.

Returning to NBC, also, will be such members of the Benny crew as Eddie "Rochester" Anderson, Dennis Day and Don Wilson. Happily, they'll again be trying to cope with the legendary Benny trademarks—his frugality, his youth, his fiddle. Predictable result: viewers won't be fiddling with their TV dials during The Jack Benny Show or any portion of NBC's Friday night lineup: International Showtime (7:30); Bob Hope Presents The Chrysler Theater (8:30); The Jack Benny Show (9:30); and The Jack Paar Show (10:00).

Friday is just one of the reasons NBC's fall schedule looks so good. (The other reasons are Monday, Tuesday, Wednesday, Thursday, Saturday and Sunday.) 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.
Advertisers seem headed for a record year of switching accounts. So far this year $91.2 million in broadcast billings have been moved. Prospering Grey Advertising has added approximately $20 million. See . . .

**RATHER SWITCH THAN FIGHT? . . . 31**

Broadcasters tend to want one of their own kind to succeed LeRoy Collins as NAB president. Several possibilities have been suggested. Another issue being considered: Should NAB's structure be changed? See . . .

**WHO WILL SUCCEED COLLINS? . . . 48**

FCC's case-by-case commercial cutting campaign cooled last week. Henry's four-month plan frustrated by majority led by Loevinger. Some think no more "nitpicking" letters will go to stations wanting renewal. See . . .

**FCC ENDS BRIEF ERA . . . 38**

Alch commercials take top two radio awards in Advertising Association of the West competition. California Packing and Manischewitz spots are the gems. Folger Coffee ads judged best in animated TV category. See . . .

**ALCH BEST IN WEST . . . 34**

Avco Corp. and Meredith Publishing have linked arms in avid pursuit of CATV systems. Both have broadcast holdings, Meredith owns several Florida CATV systems. New firm, Meredith Avco Corp., owned equally by both. See . . .

**MEREDITH, AVCO JOIN . . . 44**

Politicians worry about who will win November elections, but TV networks worry about which one will report results first. Pooled voting information means competition now centers on their computers. See . . .

**WHO WILL BE FIRST? . . . 64**

Solid arguments are worth repeating. This was apparently the reasoning of broadcasters who said FCC-proposed AM-FM program reporting form is like similar TV form: censorial, antirective, burdensome. See . . .

**SUMMER RERUN AT FCC . . . 60**

Young David Wolper knows how to succeed by really trying. He set up a new sales force to syndicate his programs because the shows are numerous and more likely to prosper with their own salesmen. See . . .

**A TELEVISION SUCCESS . . . 66**

The FCC is trying to pass a rule allowing presunrise operation by some 2,000 daytime radio stations, but probably won't succeed until after August recess. Staff needs more engineering information. See . . .

**RECESS MAY DELAY ACTION . . . 70**

If summer comes, can reruns be far behind? Nope. But the television networks also have a lot more up their sleeves. Specials will be led by Democratic and GOP conventions and Olympic trials. See . . .

**THE NETWORKS THIS SUMMER . . . 77**

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**BROADCASTING**

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Talk about reaction and response!

NEVER SO MUCH!
NEVER SO QUICK!

VARIETY said . . .

"... basically the same personality lineup . . . but with a new tempo, a new design in program segments, and a more contemporary attitude towards pop music.

"Among the more significant changes are . . . all-night programming with a jazz stanza from 1-5 a.m. helmed by Jim Hill . . . the installation of a three and a half hour afternoon block jockeyed by newcomer Chuck Benson . . . and the abbreviation of local news into three minute morsels every half hour . . . keep the broadcasting procedure moving fast and lively.

"Except for Benson and Hill, the personality lineup is as before, with Henry Cooke, Jim Conway, John Doremus, Norman Ross and Jack Eigen the main guns. The hour-long news wrapup at 6:30 p.m. remains, as does NBC news on the hour and other network features."

BILLBOARD said . . .

"The over-all sound may be termed, 'Standard pop,' with emphasis on up-tempo new versions of standards and some of last year's singles. Unlike many standard and contemporary formatted stations, the 'Q' sound features plenty of vocals and the most modern production and programming techniques.

BROADCASTING said . . .

"WMAQ may be described in overall format . . . with faster-paced production techniques and new staging of most of its regular personalities and program concepts plus some new programs."

HERB LYON'S "TOWER TICKER" said . . .

"WMAQ (NBC radio, Chicago) is off and running with its 'New Q' format and it crackles along. Watch those ratings."

MAGGIE DALY'S "DAILY DIARY" said . . .

"WMAQ (NBC radio, Chicago) which has started with its 'New Q' setup should be a smash."

It's the Sound Chicago Chose
Fairness primer makes its bow

Harris request for light disciplinary hand reportedly turned down

FCC last week adopted its long-awaited fairness doctrine primer which is aimed at clarifying commission's policy on fairness.

At same time commission reportedly declined to give House Commerce Committee commitment it requested that FCC not take disciplinary action against any station on fairness until Congress completes consideration of bills on fairness and editorializing.

 Primer, adopted by 7-0 vote, is to be distributed this week to all licensees. It consists principally of digest of 27 commission rulings on fairness doctrine complaints, grouped according to categories.

Its purpose is to advise licensees and public of broadcasters' rights, obligations and responsibilities under fairness doctrine. Commission expressed hope primer will reduce number of complaints it receives on fairness.

Theorv is that member of public or broadcaster with question will find answer in primer in previous ruling on similar question.

Request for moratorium on disciplinary action against stations on fairness matters until Congress acts was received by commission in December, in letter from Representative Oren Harris (D-Ark.), committee chairman.

Committee made request at urging of its communications subcommittee, which is considering legislation in area of fairness.

Nothing binding Commission, in reply to Representative Harris, reportedly noted that it had never disciplined station because of fairness doctrine question. But it is said to have indicated it didn't want to be bound by commitment not to act in event case meriting such action developed before Congress acts.

Letter was sent to congressman along with copy of primer.

In document, commission notes that fairness doctrine cannot be applied with same precision as equal-time law. Commission said licensees are required to make "good faith judgments."

One ruling that may cause consternation among licensees deals with licensee's obligation to afford opportunity for presentation of opposing views.

Commission, citing 1949 Editorializing Report, basis for fairness doctrine, says licensees' obligation cannot be met simply by not refusing to broadcast opposing views where demand is made. Many stations follow this policy.

However, commission quotes 1949 passage: "fairness... will be difficult if not impossible of achievement unless the licensee plays a conscious and positive role in bringing about balanced presentation of the opposing viewpoints."

Other rulings cited hold that:

Stations may not rely on other media to present opposing views; fairness requirement applies to licensee irrespective of position of other media.

Licensee need not grant request for time to express contrasting view on controversial issue if station feels it has, on overall basis, already treated with all sides of issue. In case cited, commission noted that it had received no complaints against stations involved.

UPI Audio, Metromedia map joint coverage

Metromedia and UPI Audio plan joint coverage of Republican and Democratic conventions to service UPI Audio's 65 client stations and Metromedia's six radio stations.

Both organizations will supply reporters and production personnel, with coverage to be anchored by Reid Collins, WNEW New York. Metromedia's world affairs correspondent David Schoenbrun will be analyst and commentator. Live coverage from convention floors and other news sources, as well as regular news reports, will highlight combined service.

Metromedia radio stations are WNEW New York, WIP Philadelphia, WCMR Baltimore, WHK Cleveland, XMBR Kansas City, Mo., and KLAC Los Angeles.

Murrow to take part in CBS Radio special

Edward R. Murrow was reported Thursday (July 2) to have agreed at least tentatively to make broadcast appearance that would be his first since his operation for lung cancer last fall. CBS News officials said he probably would appear on special program on CBS Radio late this month marking move of CBS Radio-News operations in New York from 485 Madison Avenue, to new CBS Broadcast Center.

Five other present or former CBS newsmen also set to take part in program, The News from Studio 9, which will feature reminiscences plus tapes of historic news broadcasts of past 30 years. Others are H. V. Kaltenborn, William L. Shirer, Robert Trout, Eric Severeid and Charles Collingwood.

Mr. Murrow, CBS's top news personality until he left to become U. S. Information Agency director in 1961, is now at his home in Pawling, N. Y., and has made some visits to New York City since he returned from post-surgery stay on West Coast.

CBS officials have made clear he can return to CBS News whenever he wishes. Some observers thought current special-program assignment might speed his decision. Program, to be taped, will run 55 minutes, has been tentatively set for broadcast July 26 and 27.

Networks set coverage of GOP platform plans

TV networks will devote special coverage to Republican party's platform committee, which meets in San Francisco this week prior to opening of GOP national convention July 13, according to plans made available late last week.

CBS-TV scheduled live coverage of committee meetings July 7-10, 1:30 p.m., EDT, when network expects top GOP leaders, including Senator Barry...

NBC-TV plans live and taped coverage. Live program begins July 7, after All-Star baseball game, and again July 8-10, beginning at 1 p.m., EDT. Taped highlights will be shown on July 6 and July 8-10; 4:30-5.

ABC-TV will carry reports on special programs July 11-12, 11:15-11:30 p.m., EDT; July 14, 10:45-11 p.m.; and July 15, 8-8:30 p.m. Its News Reports, July 13, 10:30-11 p.m., also will be devoted to GOP platform committee.

Scott has Congress back FTC rules

Cigarette smoking kills 600 people a day in U.S., Dr. Wendell G. Scott, American Cancer Society president, told House Commerce Committee last Thursday. He attributed 100 deaths to lung cancer; 500 to "other diseases."

Dr. Scott's testimony followed that of three congressmen. Representative John Blatnik (D-Minn.) said Congress should back strong proposals by regulatory agencies (Broadcasting, June 29).

Representatives Altonennon (D-N.C.) and David Henderson (D-N.C.) claimed advertising warnings were unwarranted and unnecessary and that Federal Trade Commission was exceeding its authority.

Committee members were displeased that Dr. Scott's statements conflicted with testimony of Monday's medical experts (see page 39). Dr. Scott stated belief that previous witnesses had been giving "their own personal opinions, not the results of careful research."

Controls Not Disputes = He said cancer society does not advocate banning of cigarettes, but does want ad controls, whether by industry, FTC, Food and Drug Administration or Congress. What is not wanted, is time-consuming jurisdictional conflict between regulatory agencies, or protracted court contest.

Representative Lionel Van Deerlin (D-Calif.), former broadcaster, speculated after hearing that "some form of labeling requirement was probable result, but general regulation of all cigarette advertising most unlikely."

George V. Allen, president of Tobacco Institute, was present, but had no opportunity to testify before meeting recessed. House is in recess until July 20 and next hearing has not been set.

Turner to retire

George Turner, chief of FCC Field Engineering Bureau, is retiring from government service, effective Aug. 1. Mr. Turner, who has been in government 42 years, served as radio operator with Department of Commerce before creation of agency to regulate broadcasting. He later was with Federal Radio Commission before establishment of FCC in 1934.

LBJ officially nominates Collins

President Johnson formally announced Thursday (July 2) nomination of Leroy Collins, National Association of Broadcasters president, to direct community relations service under Civil Rights Law (Broadcasting, June 29).

Announcement was made as President addressed nation via TV and radio at signing of civil rights law passed by Congress earlier in day.

In statement issued at same time Mr. Collins, who is expected to assume new post Aug. 1, said he is leaving NAB with "much of lasting worth" as accomplishment. His statement:

"My tenure as president of NAB has been fast-moving, eventful and full of challenge, and I leave this office with many regrets but also with pride and satisfaction that much of lasting worth has been accomplished.

"In the last 3½ years, NAB has fostered a constructive program of industry self-improvement, improved government relations and advanced public relations."

"I will always continue to feel that broadcasting has the capacity for extraordinary greatness. It is the most effective means of communications yet put into the hands of mortal man in a climate of freedom. Used to advance the nation's finest hopes and aspirations, and the progress of our individual communities and citizens, its future will be unlimited.

"I am grateful to have had the opportunity of serving as president of NAB, and hope the close personal relationship I have enjoyed with so many broadcasters will continue into the future."

"The members of the staff I leave are very dedicated and competent. I shall be everlasting grateful to them."

FCC cites KALI in unprecedented case

KALI San Gabriel, Calif., last week became first station in FCC history to be liable to fine for "failure to originate a majority of its programs locally."

Commission, in notifying KALI of possible $4,000 fine, said station used studio in Los Angeles to broadcast "majority" of programs. FCC inspectors said they found that KALI's main studio in San Gabriel was unused room in civic auditorium. They said they also were told by engineer at transmitter site that he knew of no programs originating there during three years he had worked at location.

KALI is licensed to Tele-Broadcasters of California Inc. H. Scott Killgore is president of licensee.

Tele-Broadcasters has 30 days to either pay or contest fine.

FCC nonduplication condition modified

FCC last week removed nonduplication condition on grants to microwave operators servicing community antenna television systems in grade B service contour of TV stations.

Commission also extended until Sept. 18 Monday (July 6) deadline for reply comments on proposed rules to govern grants in common carrier and business radio microwave services supplying facilities to CATVs. Rules would condition grants that CATVs not duplicate, for 15-day before and after period, programming of local TV stations within grade A contour (Broadcasting, April 27).

Extension was requested by National Association of Broadcasters.

Pending outcome of rulemaking commission will continue to condition microwave authorizations with nonduplication clauses for grade A contour.

Younger bill to allow longer license period

Representative Arthur J. Younger (R-Calif.), member of House Commerce Committee, last week introduced bill to lengthen FCC licenses granted in broadcast and common carrier services to five years from the current three-year periods.

Identical bills were introduced by Representatives Harold C. Ostertag (R-N.Y.) and Bob Dole (R-Kan.).

Bill also would authorize licenses of indeterminate length in safety and special radio services. Nonbroadcast licenses of indeterminate length have been seen as vehicle by which longer broadcast licenses could be sought.

Four Star gets foreign films

In its first move in feature film syndication, Four Star Distribution Corp. announced TV rights to 14 Italian films and one Japanese feature.

Len Firestone, vice president and general manager of Four Star Distribution, noted company has obtained TV rights to all productions of Alexander Films, Italian motion picture studio.
Watch out! We shatter old TV ideas!

That's what video tape (SCOTCH® BRAND, of course) is doing. There are more production improvements than you can shake a storyboard at. With this result: Today, there are very few TV commercials that can't be produced better on tape than on film or live! Surprised? Then at least have your next TV commercials costed out for tape, whether for local or national use.

Why better on tape? Incomparable "live" picture and sound quality, no danger of a live goof. Instant playback. Pushbutton-fast special effects, no lab processing. Your rewards: production speed (you may save weeks over film), convenience, peace-of-mind, and frequently, lower cost. Call your nearby TV station or tape studio for specifics in terms of your commercials. Over 175 TV stations have already signed up for 3M's comprehensive new program to help advertisers and agencies create better commercials. These stations have available a 25-minute demonstration reel, plus a variety of printed materials. (If we haven't contacted your local station yet, write to the Magnetic Products Division, Dept. MBX-74, 3M Company, St. Paul, Minn. 55119.)

"SCOTCH" AND THE PLAID DESIGN ARE REG. TUS OF 3M CO.
Industry and community leaders are proving these days that efficiency and beauty can join hands. A working America need not be an ugly America . . . Industry is spreading its land-hungry plants in the lush green countryside because good roads, trucks and autos make such locations both practical and profitable. These plants tap fresh labor resources and command an unimpeded flow of supplies and products over highways radiating everywhere . . . Communities find that spacious industrial parks mesh with the job and service needs, too, of the millions of people migrating toward sod and sunlight. Adjacent urban centers also feel a quickened pulse . . . And the “beauty part” of all this is that these trends, based on the motor truck’s triumphs over time and distance, are making industrial America more beautiful. AMERICAN TRUCKING INDUSTRY. American Trucking Associations, Inc., Washington, D. C. 20036. The Wheels That Go Everywhere.
Fifteen percent of the earth's land mass is now covered by desert. Strong winds carry the dunes ever outward, choking off more and more land that once could support life. Now — in Libya, Tunisia, India, Argentina and the United States — task forces from Humble and its affiliates have stopped the encroaching sand and reforested its boundaries.

They hold the dunes together by spraying them with a specially-formulated petroleum product that prevents wind erosion and traps life-giving moisture. Tree seedlings are then planted and, in time, their branches and roots take over the job of holding the land. Life returns to the once-barren earth.

To Humble, land reclamation is another opportunity to fulfill the responsibility of leadership.
**DATEBOOK**

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

Indicates first or revised listing.

**JULY**

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

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

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

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

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

July 13-15—Fourth annual career guidance workshop of the School of Radio and Television, University of Texas, Austin.

July 15—Comments are due on the FCC's inquiry into the ownership of community antenna television systems by TV station licensees.

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

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

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

**AUGUST**

Aug. 4—Georga 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 Plino, vice president of RKO General Phonovision Co.; Terry Lee, vice president for planning and development of Storer Broadcasting Co.; Vince Wasilewski, executive vice president of National Association of Broadcasters; W. Theodore Plierson, Plierson, Ball & Dowd, Washingon; Herb Jacobs, president of TV Stations Inc., New York; Morton Leslie, acting chairman of Television Accessory Manufacturers Association; William Putnam, president of WRFL-TV Greenfield, Mass., and Eugene Cogan, vice president and media director of McCann-Branigan, Atlanta. Guests will present brief prepared speeches, then be questioned by a panel of state broadcasting association presidents. Advance registration deadline is July 24. Riviera motel, Atlanta.

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

Aug. 15—Reply comments are due on the FCC's inquiry into the ownership of community antenna television systems by TV licensees.

Aug. 18-19—Summer convention of South Carolina Broadcasters Association, Ocean Fore Hotel, Los Angeles.

Aug. 18-22—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. 24-Sept. 5—Major British manufacturers in the field of broadcast communications will be displaying their products (radio- and television receivers, tape recorders, components and record players) at the 1964 National Radio and Television Exhibition, under the auspices of the British Radio Equipment Manufacturers' Association. Demonstration sets will show 825-line programs—the type transmitted on Britain's new BBC 2 program—as well as 405-line transmissions. Earl's Court, London.

Aug. 25-26—Institute of Electrical and Electronics Engineers summer general meeting, Biltmore hotel, Los Angeles.

Aug. 28-30—Arkansas Broadcasters Association annual meeting. Coachman's Inn, Little Rock.


**SEPTEMBER**

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

Sept. 10-11—Michigan Association of Broadcasters Fall 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. 28-30—Far Horizons, Sarasota, Fla.
- Oct. 1-3—Hyatt House, San Francisco.
- Oct. 5-8—Western Hills Lodge, Wagoner, Okla. (near Tulsa).
- Oct. 15-16—Northland Inn, Detroit.
Now...reach the full Shreveport market area with KTBS-TV

Station has established added coverage with new 1800' tower!

KTBS-TV is the only station now reaching the entire expanded Shreveport, Louisiana market area. Its newly-constructed 1800-foot tower is the tallest in the area, has been in operation since June 1 and has enlarged the station's reach from 371,700 to 431,700 TV homes, an increase of 60,000 TV homes. Some 8,000 square miles have been added to its coverage in Louisiana, Texas, Arkansas and Oklahoma. Since the tower is located at the previous tower site, receiving antennas do not have to be re-oriented. Specify KTBS-TV, Channel 3, Shreveport, Louisiana, for coverage that exceeds any other medium in this four-state area.

KTBS-TV-FIRST
In Total Homes Reached
In Shreveport Area

<table>
<thead>
<tr>
<th>Time</th>
<th>Station X</th>
<th>Station Y</th>
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<tr>
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<td>32,700</td>
<td>22,500</td>
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E. Newton Wray, President and General Manager
Enjoy Dynamic Programming with Spotmaster ... the International Standard of Excellence in Cartridge Tape Systems

Check

SPOTMASTER

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

SPOTMASTER tape cartridge equipment is the preferred choice on five continents. These quality-engineered machines permit snap-in cartridge loading and split-second, one-hand operation ... plus all the other time-tested and field-proven SPOTMASTER features.

SPOTMASTER models are backed up by an ironclad, full-year guarantee.

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

Broadcasters annual fall meeting, Hidden Valley, Gaylord, Mich.

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

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

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

Sept. 24-28—Fall meeting of Electronic Industries Association, Statler-Hilton hotel, Boston.

Sept. 28-30—Fall meeting of the Minnesota Broadcasters Association. Speaker will be FCC Commissioner Lee Loevinger. Sheraton-Ritz hotel, Minneapolis.

Sept. 28—Radio programming clinic held by National Association of Broadcasters' program study committee. Hilton Inn, Tarrytown, N. Y.

Sept. 29-30—Utah Broadcasters Association convention, Royal Inn, Provo.

OCTOBER

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


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

Oct. 19-22—Twenty-first annual meeting of National Electronics Conference. Additional information may be obtained from R. J. Napolitan, NEC, 201 North LaSalle Street, Chicago. McCormick Place, Chicago.

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

Oct. 21-23—Fourth International Film & TV Festival of New York, to be held in conjunction with the eighth annual Industrial Film and Audio-Visual Exhibition. New York Hilton hotel. For additional information, write: Industrial Exhibitions Inc., 17 East 45th Street, New York 17.


NOVEMBER

Nov. 16-17—Fall meeting of Oregon Association of Broadcasters, featuring reception for state legislators, Marion motor hotel, Salem.

Nov. 16-18—Annual convention of the Broadcasters' Promotion Association, Pick-Congress hotel, Chicago.


Indicates first or revised listing.
No way to run a railroad... Or is it? Recently, in a segment dealing with Los Angeles' seemingly endless quest for an adequate public transit system, "Ralph Story's Los Angeles" gave viewers a nostalgic look at the comparatively rural Southern California of half-a-century ago. Via films taken at the time, audiences rode the now-defunct Pacific Electric Red Car line, which took passengers anywhere they wanted to go in the Los Angeles area for a dime (and managed to be fun at the same time). Ralph's conclusion: present-day residents could do, and in fact are doing, a lot worse transportation-wise.

Then there were the fascinating stories behind the lost village on Sunset Strip... the park with a curse on it... a river engineered to disappear... the historic yacht nobody wants... the world's biggest airplane. Audiences got these—and more—Tuesday nights at 7:30 on "Ralph Story's Los Angeles," the most popular locally-produced program in Southern California television!

"Ralph Story's Los Angeles" is an example of local programming of prime interest to the community because of its prime interest in the community. Programming that has helped to make Channel 2 the year-in, year-out favorite in Los Angeles. Anyone know a better way to run a television station?

KNXT © CBS Owned, Channel 2 in Los Angeles. Represented by CBS Television Stations National Sales.

Source: Latest Nielsen estimates, subject to qualifications which KNXT will supply on request.
A WORKING COMBINATION. The mastery of the report-
art by Chet Huntley, David Brinkley and their NBC News col-
leagues is the product of skill, experience and an unflagging zest
for hard work. This is the key to NBC Television's superior Con-
vention coverage. It is also the key to the unparalleled success of Chet and David as a reporting team. That's why those who want the clearest understanding of the Republican Convention will get it from these men on NBC Television.

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

No call for tears

EDITOR: The demise of KCHU(TV) San Bernardino, Calif. (Broadcasting, June 29), shouldn't undermine faith in UHF, for it reflects neither a "vote of no confidence" by the Times-Mirror Co. nor a "harbinger" of what lies ahead for truly creative UHF operators.

Upon announcing the sale of KTV (TV) Los Angeles to Metromedia last year, Times-Mirror's Norman Chandler made it clear that the future of his company would be exclusively in the field of printing and publishing. The Sun-Telegram, Inland Printing, and Acme Colorprint fit in with that proclamation; KCHU did not.

As for the suggestion of a harbinger, consider the unique circumstances under which KCHU operated. Television homes in the San Bernardino-Riverside area receive not only seven VHF signals from Los Angeles, but, until June 24, three different UHF signals: 10 unduplicated signals altogether. Is there any other place like that in all the world?

Under the circumstances, what did KCHU offer its viewers? Film and syndicated fare with no special interest or particularly local appeal. Certainly, KCHU was not comparable to the unique services presented by the UHF stations in Los Angeles, Washington, Chicago, and San Antonio or by the educational UHFs in Detroit and San Bernardino, itself.

Even on a VHF channel, like the old channel 1, once assigned to San Bernardino, I doubt that KCHU could have been very successful without offering something different. New York City couldn't support a seventh V with the same general-interest programing, but three very sophisticated broadcasters are now competing for the opportunity to offer specialized programing on the last available UHF channel, which will be the eighth commercial facility in the market.

So, rather than weep over KCHU, let's take a cue from its call letters and simply offer a polite, "Gesundheit."—Tom Bratter, New York.

(KCHU (ch. 18) went silent June 21 and its license was turned over to the FCC by the Sun Co., after the sale of the Sun Co. to the Times-Mirror Co.)

Back issue department

EDITOR: Would you be able to supply us with years 1931-1949 and 1956-1964 of the Broadcasting YEARBOOK? We would appreciate this as it affects our decision concerning a proposed department. —Mrs. Frances L. Robison, acting librarian, Millikin University, Decatur, Ill.

(The BROADCASTING YEARBOOK was first published in 1930. Back issues are en route.)
KABC RADIO DID INVENT CONVERSATION

Take it easy, Charlie. We didn't "invent" conversation. But KABC did become the first "talk" station in Los Angeles back in 1960, and we're still the only all-talk station in Los Angeles (and in the entire U.S. for that matter). But "invent" conversation? No, Charlie—we can't take credit for that. —Ben Heiberger—

KABC RADIO 79
The Conversation Station of Los Angeles

REPRESENTED NATIONALLY BY THE KATZ AGENCY
BROADCASTING, July 6, 1964
WHY
WAIT FOR
THE COOKIE
TO CRUMBLE?

COOKIE CRUMBLE.
The way the cookie crumbles doesn’t have to be accepted with resignation. A better philosophy is to find out why it crumbled and what made the buying decision go against you.

In most cases, it’s a matter of not getting your full story through to enough of the right people at the right advertiser and agency levels. Logically, it pays to safeguard against such informational gaps in salesmanship by regularly stating the facts about yourself through the pages of a well-read broadcast business publication.

Broadcasting for example. You couldn’t pick a better atmosphere wherein your message has such added immediacy and significance . . . where it actually reaches so many of the men and women responsible for broadcast buying decisions—and at the opportune moment when they’re thinking about television and/or radio.

A good business publication (such as Broadcasting) fills an indispensable place in their lives. It is just as indispensable as part of your own promotion and selling pattern. No amount of personalized selling, individual presentations or willy-nilly direct mail can possibly cover all the obvious bases—much less the hidden ones—in this complicated advertising business.

Broadcasting more than any other journal, carries your story to all levels of decision-makers at the very times they’re thinking about, planning, formalizing their investments in radio-TV markets and stations. It reaches them quickly . . . frequently . . . thoroughly . . . while they’re receptive to ideas . . . with enhanced believeability and memorability. For Broadcasting imparts a special urgency to all they read within its pages.

Use other business publications if your budget allows. But Broadcasting is basic—the sure ingredient of your campaign that will keep the cookie from crumbling unpredictably. And at a far lower cost per contact than salesman’s calls or individual presentations.

The many people you have to sell regularly pay to receive Broadcasting every week. They do so because they want and need Broadcasting. You want and need their approval. So the wisdom of talking to them through their favorite broadcast business publication is obvious.
How Clio came to live with us

Clio is a brassy blonde. She stands a half inch shy of one-foot tall, not counting her high-heeled walnut base.

She and her many sisters look alike; but they aren't. Each Clio has quite a story to tell. A story of the dedication of a lot of different people with a new, fresh idea for using television just a bit more effectively.

Our Clio was awarded to us in New York a few weeks ago at the annual American Television Commercials Festival. She was presented as a special citation in recognition of the year's "Best Video Tape Production," honoring our "Right Now" commercial for Marathon gasoline. We don't take Clio lightly. To understand why, we'll go back in time a bit.

Challenge = About the beginning of 1963 Campbell-Ewald started exploratory work for its then new account, Marathon Oil Co., Findlay, Ohio. Marathon is a half-billion-dollar business, a major company by most standards, but relatively small compared to some of its giant competitors. Marathon, however, is a fully integrated oil company. It searches for crude oil, finds it, ships it and finally sells it in six midwestern states.

Because of the fact that the Marathon name was comparatively new, even though the company has been known as the Ohio Oil Co. for over 70 years, we were faced with two problems: (1) to establish the name of Marathon as a major brand; (2) to establish the advantages of driving with a full tank of Marathon gasoline.

In considering our approach, we decided to get some use out of the direction in which automobile advertising seemed to be moving. This was the time the bucket-seat brigade was making itself known and the sports-type cars were becoming the leaders in each line.

Thus our course was to show sports and sports-type cars and to talk about things such as that "sports car feeling." We built this concept around the product benefit which we christened "Right-Now Response."

"Right-Now" Sound = We had the beginning of a copy platform and some words. Now we wanted a sound. Our first step was a musical commercial in which we integrated the sounds of shifting gears in a sports car with an up-tempo melody which sang out, "You get Right-Now Response with Marathon gasolines."

Artie Field Productions, Detroit, did the music, working in collaboration with Richard Gagnon of our production department. They recorded two versions. One was done in a quick-step march tempo with a big-voiced male group and the other featured an unusual arrangement with the Hi-Lo's. Now we had sound.

For TV we prepared some film commercials which showed sports cars. But, because of time, we wanted to get something ready sooner. Video tape seemed the logical answer.

If I may go sideways in time for one moment, we'll pick up another thread. When Don Miller, our vice president in charge of broadcast production, was at the National Association of Broadcasters convention, he saw a demonstration of Ampex Corp.'s newest device, the Editec time element control system and electronic editor.

VTR Flexibility = Don saw the possibilities of this device and suggested it might be a way for us to get the Marathon story on TV in a lively form. His research found that Advertel Productions Ltd., Toronto, was the first to use Editec and had worked with Ampex in its development. Advertel was invited to show us samples.

Art Mele, one of Campbell-Ewald's fine young producers, was assigned to explore the visual design concept using the Hi-Lo jingle and the Editec technique. He met the challenge and two days later emerged with a storyboard nearly six feet long calling for approximately 150 cuts in the 60-second format.

Our next problem was to explain this storyboard to our account group and then to the client. Normally Campbell-Ewald avoids storyboards. We feel they tend to inhibit the creative thinking of the production craftsmen who are assigned to the final production of a commercial.

I have never seen a storyboard on the Chevrolet account and I am pretty sure that account has brought home more broadcast awards through the years than any other in history. But here we had a new technique and there just wasn't any other way to explain it.

Frankly, even with Art's nearly six feet of storyboard it was still pretty hard to explain. But thanks to a sympathetic account group and what can only be described as the ideal client, the commercial was approved in about 24 hours.

Shoot 'n' Air = Art then completed the production of his graphics using Letraset and photos which he shot. With artwork in tow, he flew to Toronto on a Thursday morning. Working with the Advertel people, he shot the commercial on Friday and played it in our offices Saturday. The very next week it went on the air.

The lineup has included Detroit Tigers baseball on TV in nine markets and radio in 50 markets, plus news programs on TV in 17 cities and radio in 32 markets. Radio-TV spot buys are additional and Marathon adds Detroit Lions football in the fall.

The Clio-award VTR spot has just gone off the air. But we've just been told of another "award" to its credit: the account group reports Marathon sales are up.

We're proud of Clio. To look at her you'd never know how many men she has had in her life.
DETROIT'S YOUNG AMERICA LOVES US

We're proud of this fact because these young people are an important responsibility to WKNR's position of influence in the Detroit market. Through station promotions, we have directed their youthful energies to the School Drop-Out campaign; have enrolled them this year for contributions of $10,000 for the March of Dimes; have encouraged them toward a greater realization of church responsibility; and this summer are enlisting them in a massive Safe-Driving campaign.

They respond to these things because they love WKNR.

You'll love their influence and their buying power. Let your Paul Raymer man tell you why WKNR is the Keener Buy.
WASHINGTON TYPES #6

the zealot

Leaps like a gazelle when he spots a soapbox. Denounces everything from fluoridation to women in slacks. Formidable adversary at cocktail party. Among few soft spots in his heart: Motherhood and WTOP RADIO, the important station in Washington, D.C. that’s many things to many people.

WTOP RADIO

Washington, D.C.

Represented by CBS Radio Spot Sales

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY
Rather switch than fight?

Whatever the reasons, more accounts are changing agencies than ever before; so far this year

$91 million in broadcast billings have moved

The seldom placid field of agency-client affiliations appears headed for an uncommonly turbulent year in 1964, with $139 million in annual billings of major radio-TV advertisers already up-rooted by agency account changes in the first half.

The radio-TV portion of this total comes to $91.2 million, or about 66%. Thirty-five leading broadcast advertisers were involved (for details, see table page 33).

In dollars, the account switches recorded in the first six months substantially exceeded the total for the same period of 1961, up to now the record year for client changes.

The ten biggest accounts transferred this year totaled $22.1 million as against $75 million represented by the top 19 in 1961. The $139 million total already transferred in 1964 represents 60% of 1961’s full-year total of $230 million.

On the strength of its performance over the past six months, Grey Advertising shapes up as the agency on the hottest new business streak. It has plucked approximately $20 million in added billing since Jan. 1, including Bufferin, Procter & Gamble’s Joy, portions of Heinz Food and Rival Packing Co. Grey currently is billing at the rate of more than $100 million annually.

**DDB Big Gainer** Another substantial gainer was Doyle Dane Bernbach, which acquired more than $7.2 million in business while losing $3 million in Bulova and Rival billing. Doyle Dane Bernbach added billing from Quaker Oats, Heinz, International Latex (Isodettes) and Drewrys Ltd.

**BBDO** was on an aggressive account-getting spree, landing an estimated $5.8 million in billing from Lever Brothers (Lifebuoy), Lucky Lager Brewing and Storz Brewing. It lost no appreciable business during the past six months.

Leo Burnett appears to have gained substantial ground. Though it lost P&G’s Joy, the agency more than recouped by picking up $8 million in Nestle billing.

On the strength of adding the $3.5 million Van Camp Sea Food account, Guild, Bascom & Bonfigli breaks into the circle of gainers. GB&B did not lose any good-sized business.

While Jack Tinker & Partners landed the big ($12 million) Alka-Seltzer account, another Interpublic subsidiary, McCann-Erickson, had its share of account headaches during the past six months. McCann was relieved of approximately $11 million in Nestle business and $2.3 million from Lucky Lager. The agency retrieved slightly more than $4 million from Continental Airlines and J. P. Stevens but not enough to offset its losses.

**Maxon Loses** Another agency that has slid backward insofar as account-switch activity is concerned is Maxon. H. J. Heinz removed its $9 million account from this agency. Maxon recovered a portion of this defection by obtaining the $3.5 million Staley business.

Foote, Cone & Belding lost an estimated $6 million in Lever Brothers’ Pepsodent expenditures and has had no significant account acquisitions with which to recoup.

The loss of Edward Dalton’s Metre- cal and other products and International Latex’s Isodettes stripped Kenyon & Eckhardt of about $6.5 million in billing. K & E, in the meantime, has picked up $1 million from Prince Macaroni.

Fuller & Smith & Ross lost $4.2 million in Lestoil billing and approximately $1 million from Leln & Fink, and has not gained accounts to even the score.

Another Interpublic subsidiary that suffered a setback during the six-month period is Erwin Wasey, Ruthrauff & Ryan. It lost an estimated $8.5 million in business from Van Camp Sea Food, Wrigley and Staley and has had no reported gains.

Norman, Craig & Kimmel was dropped by Kaiser Jeep Corp. and has not announced new accounts to recoup the loss of the $5 million Kaiser billing.

**B & B Loses Eastern** Benton & Bowles lost the lucrative Eastern Airlines business (about $9 million) and has not landed any substantial new accounts during the first six months of

---

**Nestle transfers $9 million from McCann**

The Nestle Co., White Plains, New York, last week announced it would move seven of its products — accounts worth an estimated $9 million — from the McCann-Erickson agency, New York, and named Leo Burnett, Chicago, as new agency for five of the seven.

Burnett, which had already been signed to handle advertising for Nestle’s Quik, gains Nestea iced tea mix, Choco-Bake, Nescafe, Choco-late bars and the Nestle semi-sweet chocolate morsels.

The agency picks up the new accounts officially Oct. 1 and at that time will be placing approximately $8 million annually for Nestle.

Other Nestle accounts leaving McCann-Erickson are Nestea, which will move to Warwick & Legler, New York, and hot cocoa mix which goes to VanSant, Dugdale & Co., Baltimore (see table for estimated broadcast billing on all Nestle products involved in the changes).
RATHER SWITCH THAN FIGHT? continued

this year.

Other agencies that appear to have stepped back are Young & Rubicam, which lost the $11 million Bufferin and plucked the Eastern Airlines billing; Compton Advertising, which was dropped by Alberto-Culver ($5.1 million) and Quaker Oats ($3.5 million) and obtained the $5 million Kaiser Jeep account.

It must be emphasized that some of these losses may be recouped by present advertisers increasing their budgets or assigning new products to existing agencies.

A sidelight to the account shift phenomenon during the first half of this year was that several small and medium-sized agencies acquired good-sized accounts. These include Modern Merchandising Bureau which obtained Bayuk cigars ($3 million); Garfield Advertising, Chock Full O’ Nuts coffee ($2 million); Smith/Greenland, Rayette Inc. ($1.2 million); Carl Ally, Salada Foods Inc. ($3 million) and C. J. LaRoche & Co., Lestoil ($4.2 million).

The top 10 account shifts in terms of estimated total advertising budgets were the $12 million Alka-Seltzer business of Miles Laboratories; $11 million in Nestle billing and another $11 million for Bristol-Meyers’ Bufferin; a $9 million shift for Eastern Airlines and the $9 million H. J. Heinz account. $8.5 million in Lever Brothers advertising; $6.5 million for Quaker Oats, $5.1 million in Alberto-Culver business, $5 million for Kaiser Jeep and another $5 million for Edward Dalton Co. (Metracel and other products).

Top Shifts in 1964 • In radio-TV billings, these are the top 10 shifted thus far this year: Miles Labs (Alka-Seltzer), $10 million; Bristol-Myers (Bufferin), $9.8 million; Nestle, $8.75 million; Lever Brothers, $5 million; Eastern Airlines, $4.5 million; Lestoil, Edward Dalton and P & G (Joy), $4 million each; Alberto-Culver $3.6 million, and Kaiser Jeep, $3.5 million.

This year’s surge of account shifts followed two years of relative stability in agency-advertiser associations. At this point last year, for example, 23 major accounts totaling $80 million had changed agencies, and in 1962, the midyear totals were 27 big accounts representing, again, about $80 million.

The reasons for account changes often are difficult to pinpoint. Observers feel, however, that the acceleration in shifts thus far this year can be attributed, at least in part, to the growing number of agency mergers and the resultant product conflicts; the strong competitiveness in certain product fields that engender restlessness and promote change; the diversification by some companies that lead to product conflicts and the reassignment of competitive products manufactured by a specific company to different agencies as a matter of policy.

Perhaps the most dramatic—and traumatic—agency-client shift thus far this year involved the dropping of Wade Advertising, Chicago, as the agency for Miles Laboratories’ Alka-Seltzer after a business relationship of 33 years. Alka-Seltzer’s billing is estimated at more than $12 million, of which $10 million is in broadcast.

The company made an unusual move in choosing as its new agency Jack Tinker & Partners, a component of the Interpublic Group of Companies, to handle the giant $12 million Alka-Seltzer account. Tinker, which takes over the account from Wade Advertising, officially on Sept. 1, has engaged Robert Engleke, former vice president and media director of Ted Bates, to head a newly organized media department.

This development was disclosed last week in response to inquiries by Broadcasting regarding Tinker’s new role as a full-blown agency. A spokesman said that Tinker will handle all media functions of Alka-Seltzer with a staff headed by Mr. Engleke and added that “orders for space and time will emanate from Tinker.” He added that media research and other services of a “similarly technical nature will be purchased by Jack Tinker and Partners from other Interpublic facilities.”

Business briefly...

Park & Tilford/Norex Laboratories, New York, through Grey Advertising Inc., that city, has announced the first network buy for Amitone Antacid. A 52-week participation on CBS Radio’s Arthur Godfrey Show will begin the largest Amitone campaign.

Universal Pictures, Hollywood, through Charles Schlaifer & Co., New York, has set a saturation spot campaign on the five ABC-TV owned stations for the top of the Alka-Seltzer defection. Bristol-Myers’ Bufferin was transferred from Young & Rubicam to Grey, effective Sept. 1. This will mark the end of a 16-year association between Y & R and Bufferin. The Bufferin switch typified some advertisers’ tendency to have different brands competing in the same field at different agencies. A B-M official noted that Y & R retains Excedrin, a pain-relieving product.

Another king-sized account on the move involved Nestle products. The $9 million worth of business leaves McCann-Erickson and has been split among Warwick & Legler, VanSant, Dugdale & Co., Baltimore, and Leo Burnett Co., Chicago, which obtains the lion’s share of the billing. The move is effective Oct. 1.

Eastern Airlines, in an unusual move, appointed Young & Rubicam as its new agency in April, dropping Benton & Bowles after only five months of tenure. The rapid change in agencies for the $9 million account is on an added element of surprise because, prior to the appointment of B & B in November 1963, Fletcher Richards, Calkins & Holden had been Eastern’s agency for 28 years.

The termination of another long-term business association highlighted the departure of H. J. Heinz Co. from Maxon Advertising after 30 years. The $9 million account was divided evenly among Doyle Dane Bernbach, New York; Ketchum MacLeod & Grove, Pittsburgh, and Grey, New York.

Other substantial accounts that had shifted agencies by mid-year were Lever Brothers’ Pepsodent from Foote, Cone & Belding to Ogilvy, Benson & Mather and Sullivan, Stauffer, Colwell & Bayles ($6 million); Alberto-Culver’s Command shave cream and lotion from Compton Advertising to J. Walter Thompson Co. ($5.1 million); Kaiser Jeep Corp. from Norman, Craig & Kummel to Compton ($5 million); Edward Dalton dropped Kenyon & Eckhardt as agency for Metreacel and other products, estimated at $5 million in billing, and named Ogilvy, Benson & Mather, New York.
These national advertisers changed agencies in past 6 months

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<td>Kitty Clover potato chips, Fairmont dairy products, Chesty Foods Inc. and Kas Potato Chip Co.</td>
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<td>Tatham-Laird</td>
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<td>vinegars, sauces, beans, apple sauce, mustard, minute meals</td>
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<td>Imperial margarine</td>
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<td>FC&amp;B</td>
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<tr>
<td>*Pepsodent tooth-brushes</td>
<td></td>
<td>OB&amp;M</td>
<td>$3.0</td>
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<td>*Pepsodent paste, Pepsodent Flouride</td>
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<td>FC&amp;B</td>
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<td>Lifebuoy</td>
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<td>BBDO</td>
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<td>Bauer, Tripp, Foley</td>
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<td>Young Set, Aqua Net</td>
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<td>hair spray, portable hair dryer, Aqua Gold shampoo</td>
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<td>Stokely-Van Camp frozen foods</td>
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Bell Brand Foods, Santa Fe Springs, Calif., through Honig-Cooper & Harrington, Los Angeles, has begun a saturation spot TV schedule on 18-20 Southern California stations.

CBS Radio reports new and renewal business, representing $3 million, signed in June, making that period the best sales month for the network in the first six months of the year. The network, whose sales were up about 50% last year over 1962, noted that the first half of 1964 has shown an increase over the comparable period in 1963. The June business came from: Chevrolet (Campbell-Ewald), Aunt Jane's Foods (Zimmer, Keller & Calvert), General Mills' Total (Dancer-Fitzgerald-Sample), Campbell Soups (Needham, Louis & Brorby), Tussy Cosmetics (Kudner), International Miners & Chemical Corp.'s Accent (NL&B), Ocean Spray Cranberries (McCann-Erickson), Shulton Inc. (Wesley Associates), Devoe & Reynolds Co. (Erwin Wasey, Ruthrauff & Ryan) and G. C. Merriam Co. (Kenyon & Eckhardt).

NBC-TV said 11 advertisers had placed orders representing $4 million in daytime business with the network during the week ending June 26. The advertisers are Andrew Jergens Co. (Cunningham & Walsh); The Borden Co. (Fuller & Smith & Ross); Bristol-Myers (Ogilvy, Benson & Mather); General Electric Lamp Division (BBDO); Hartz Mountain Products Corp. (MacManus, John & Adams); Miles Labs (Wade Advertising); Ralston Purina (Guld, Bascom & Bonfigli); Minnesota Mining & Manufacturing (MacManus, John & Adams); Scott Paper Co. (J. Walter Thompson); E. R. Squibb Co. (Benton & Bowles), and Vick Chemical Co. Division (Morse International).

P. Lorillard Co., New York, has signed for sponsorship in The Price is Right and The Tennessee Ernie Ford Show in late September on ABC-TV. The daytime TV order was placed through Lenne & Newell, New York.

Investor-Owner Electric Light and Power Co.s, through N. W. Ayer & Son, New York, will sponsor three one-hour specials on ABC-TV next season.

Chevrolet Motor Division of General Motors, Detroit, through Campbell-Ewald, that city, has renewed its sponsorship of five-minute CBS Radio weekend newscasts for the 11th year.
Alch commercials best in West

Spots for California Packing and Manischewitz place 1-2;

Folger Coffee commercials take top animated TV awards

The radio commercials produced by Alan Alch Inc. for California Packing Corp. won top honors in the annual advertising craft competition of the Advertising Association of the West. Winners in radio, TV and print media classes are to be announced today (Monday) at the opening luncheon of the 61st AAW annual convention, being held July 5-9 in Sun Valley, Idaho.

The Calpak radio spot which won first prize in the national regional category was one of a humorous commercial series advertising Del Monte tomato sauce, in this case as a garnish for pizzas. The same commercial also was awarded the perpetual trophy donated by the Vancouver (B.C.) Ad and Sales Bureau.

The Alch firm also produced the second national/regional radio award winning commercial, for Manischewitz Wines. Mr. Alch wrote both of these prize-winning commercials, as well as supervising their production. He also wrote the copy for a Del Monte television commercial which received an honorable mention in the TV competition. Spots for Folger Coffee Co. of San Francisco took top honors in the 60 and 20-second animated television commercial category. Playhouse Productions, Los Angeles, and Pintoff Productions, New York, produced the Folger spots.

The TV sweepstakes award for the best commercial regardless of length or type was won by Chevrolet's, "The Pinnacle," produced by Alexander Film Co., Colorado Springs.

The radio awards:

Regional/National
First: California Packing Corp., San Francisco; Roland Saysette, adv. mgr.; McCann-Erickson, San Francisco; Alan Alch, copywriter; Alan Alch Inc., Los Angeles, producer. Caption: Pizza test.
Local
Second: Bandini Fertilizer, Los Angeles; Byron Reynolds Jr., adv. mgr.; Davis, Johnson, Mogul & Colombatto, Los Angeles; Bill Dolton, copywriter; Mark McIntyre, producer. Caption: All Hail to Thee.
Golden Grain Macaroni Co., San Leandro, Calif.; Paul de Dominicis, adv. mgr.; McCann-Erickson, San Francisco; Lloyd Fabri, copywriter; Alan Alch, Inc., Los Angeles, producer. Caption: Another Moment at the Opera.
Perpetual Trophy

The TV awards:

Animated—60-second
First: Folger Coffee Co., San Francisco; Ben Howe, adv. mgr.; Campbell-Ewald, San Francisco; Robert C. Prilikin, copywriter; Jack Keeler, visual treatment; Playhouse Productions, Los Angeles, producer. Caption: Tin trio.
Second: Foremost Dairies Inc., San Francisco; Tom Drohan, adv. mgr.; Guild, Bascom & Bonfigli, San Francisco; Maxwell Arnold Jr., copywriter; Gordon Bellamy, treatment; Film Fair, Hollywood, producer. Caption: All kinds of people.
Honorable mention: California Packing Corp., San Francisco; Roland Saysette, adv. mgr.; McCann-Erickson, San Francisco; Alan Alch, copywriter; Randy Grochoske, visual treatment; John Urie & Associates, Los Angeles, producer. Caption: Glasses.

Animated—20 second

Animated—10"s

TVB holds seminar for agency network

Television Bureau of Advertising held a seminar on June 25 for executives of 20 advertising agencies attending the annual meeting of the Trans-American Advertising Network in New York. Trans-American is made up of 21 agencies in the United States and four overseas, each billing annually in the $2.5 million to $15 million range. The TVB seminar was scheduled in coopera-
more awards for WHIO-TV-AM-FM NEWS

Ohio ASSOCIATED PRESS BROADCASTERS
IN RECOGNITION OF AN OUTSTANDING PERFORMANCE IN THE FIELD OF VOICE AND/or VISUAL JOURNALISM PRESENT THIS AWARD TO

| WHIO-TV | 1st |
| WHIO   | 1st |
| WHIO-TV | 1st |
| WHIO   | 1st |

"THE BEST REGULARLY SCHEDULED NEWS PROGRAM" for the "11 O'clock News with Phil Donohue and Don Wayne" seen each weekday night on Channel 7.

"THE BEST RADIO SPOT NEWS REPORT" went to Andy Cassels for his interview with a man who was in a bar on west Third street when the wall collapsed after being weakened by an urban renewal project.

"THE BEST EDITORIAL FOR TELEVISION" presented by Paul Price, discussed the "State Administration Affecting The Dayton Area," which concerned the construction of Route 35 through Dayton.

"THE BEST EDITORIAL FOR RADIO" presented by Paul Price, discussed "The Reason We Have Bootleg Joints," which concerned the lack of prosecution in the courts of known and habitual offenders arrested for bootlegging.

There were 10 categories for judging in the awards, WHIO-TV & AM taking four of the 10. There are 15 commercial TV stations in Ohio and 100 radio stations. The awards were judged by the Michigan Associated Press Broadcasters.

Earlier this year the first, second and third awards in the Ohio Press Photographers Association annual competition — television film division — were won by Chuck Upthegrove, Al Brown and Andy Cassels. The superiority of the WHIO-TV-AM news department is so pronounced they win awards in bunches, despite stiff competition from some of the larger cities in the state.

WHIO-TV-AM-FM
CHANNEL 7  1290 K.  99.1 Mgs.


Second: U. S. Forest Service, New York; Mal Hardy, adv. mgr.; Foote, Cone & Belding, Los Angeles; Michael Lindsay, copywriter; Kenneth H. Sieffried/Raymond C. Davis, visual treatment; PM Productions, Los Angeles, producer. Caption: Rod Struebing.


Sweepstakes Award Chevrolet Division, General Motors Corp., Detroit; Jack Land, adv. mgr.; Campbell-Ewald; Detroit; Don Miller, copy & visual treatment; Alexander Film Co., Colorado Springs, producer. Caption: The pinnacle.

TV gets most of Mobil's budget

The Mobil Oil Co. started an extensive advertising campaign last week in network television and radio and in magazines for the second half of 1964. A budget of $4.5 million has been appropriated for the remainder of this year. About $3.25 million will be spent on network TV.

The advertising will stress the reliability of Mobil products and Mobil dealers. The theme was created by Ted Bates & Co., New York, Mobil's agency.

Though $3.35 million has been allocated to TV for the second half of 1964, a company spokesman said the total amount of money to be spent by Mobil on TV this year will be "somewhat lower" than in 1963. The budget for radio will be increased, he said, but did not provide details.

The network TV lineup will include participation in CBS-TV coverage of the national political conventions and elections and participations in various programs. In radio, a substantial portion of the budget is for CBS Radio's coverage of the conventions and elections.

Commercial scrutiny topic of agency meet

A meeting of leading agency, advertiser and television network executives has been set for this week, at the agencies' request, to consider procedural questions relating to network clearance of commercials. Agency sources acknowledged last week that they were concerned about the possibility of inconsistencies in the way the National Association of Broadcasters television code might be interpreted by different code members. But they flatly denied published reports that they were feuding with the code authority and its interpretations of the code.

They also stressed that their action did not represent support of a central clearing house to pass on commercials. The creation of such a central body has been suggested, but agency sources emphasized that the question is one for the code board and code members, particularly the networks, to decide for themselves.

One of the key questions to be raised at this week's meeting, authorities reported, will be determination of procedures to be followed if networks clear a given commercial but some of their affiliates refuse to carry it.

Other problems to be explored also were described as procedural—and also as hypothetical, rather than based on actual problems already encountered.

The meeting will be held Tuesday (July 7) at the American Association of Advertising Agencies' headquarters in New York. It was arranged by the AAAA's broadcast operating committee, a group concerned with high-level radio-TV advertising problems. The committee is headed by Richard A. R. Pinkham of Ted Bates & Co.

A group of advertisers representing the Association of National Advertisers broadcast committee, which is headed by John W. Burgard of Brown & Williamson Tobacco Co., has been invited to participate along with the network and agency representatives.

Flying A on airwaves

Radio is the only medium being used by Tidewater Oil Co., Los Angeles, in a six-week “win a flying” western campaign offering 216 vacations for two at a choice of five vacation spots: Disneyland-Hollywood-Palm Springs, San Francisco, Las Vegas and Banff-Lake Louise. Thousands of radio commercials are announcing the contest, backed up with banners, signs and other promotional material at the service stations.
Now is the time to buy!

PROVEN PROGRAMMING

5 TIMES A WEEK, DAYTIME

Successful season after successful season . . . these "live" shows deliver important audiences in this important market. Day in, day out, for years . . . they have developed strong viewer loyalty — the best showcases for your products or services. All three are exclusive . . . the only ones of their type on Baltimore television! And you get the added plus of WMAR-TV "Measured Coverage" for Maximum Homes reached in a 43-county market. See any ARB or Nielsen Report: Maryland and surrounding areas in Pennsylvania, New Jersey, Delaware, Virginia, and West Virginia.

In Maryland Most People Watch

WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.

Coming next month:
Baltimore's new 1000 foot candelabra tower
(1319 feet above sea level).

"ROMPER ROOM"
9:00 to 9:30 A.M. — Monday through Friday
Miss Sally entertains her friends. This Baltimore-originated program is one of the most popular children's shows in the Channel 2 area.

"DIALING FOR DOLLARS"
9:40 to 10:00 A.M. — Monday through Friday
Baltimore's morning viewing habit has had tremendous popularity and loyal viewers for years. Stu Kerr is "Mr. Fortune", Sylvia Scott is hostess.

"THE WOMAN'S ANGLE"
1:00 to 1:30 P.M. — Monday through Friday
Sylvia Scott interviews guests Paul Hartman and Edward Everett Horton. Interviews, cooking, homemaking and decorating ideas are featured on this, the only 5-day-a-week women's service program in the Baltimore-Maryland area!
FCC backs off on commercials

Henry's four-month experiment into case-by-case study of commercial practices comes to a halt; Loevinger leads majority against 'nitpicking'

The FCC's campaign to police "excessive commercials" on a case-by-case basis appeared to have stalled last week, four months after it began.

The commission, on a 4-3 vote, rejected a staff recommendation that it inquire into the commercial practices of six radio stations in Mississippi, Louisiana and Arkansas. Instead, the commission instructed the staff to ignore the stations' commercial practices in considering their renewal applications, which have been deferred since June 1.

The commission majority reportedly felt that the practice had become a "nitpicking" operation and that the existing reporting form was a poor instrument for attempting to assess a station's commercial practices.

The action was regarded by some commissioners and staff members as heralding the end of the FCC practice of sending letters of inquiry to renewal applicants about their commercial practices. They felt that only stations showing "gross" overcommercialization would be in line for letters.

Since February the commission staff has been poring over renewal applications, picking out those showing the heaviest amount of commercials and checking their performance against their promises. Those showing the greatest percentage of commercialization have been ticketed for letters.

Letters to 14 - Thus far, 14 stations have received such inquiries. And it's understood that the staff has recommended that at least five Florida stations receive one-year rather than full-term renewals. They are WTVT-TV and WFLA-TV, both Tampa; WQAM Miami, WWHO Orlando, and WOWN Lakeland. However, officials believe last week's decision indicates that disciplinary actions against any of the 14 is unlikely.

Last week's 4-3 vote, therefore, is seen as a rebuff to Chairman E. William Henry. It was largely at his insistence that the case-by-case approach to commercialization was adopted last February, at the time the commission bowed to congressional pressure and abandoned its rulemaking to limit the number of commercials stations might carry. The chairman said then that the commission would look at cases of "excessive commercials" and build a body of rulings that would constitute policy (Broadcasting, Feb. 10).

Opposition to the practice was led by Commissioner Lee Loevinger, who was joined by Commissioners Rosel H. Hyde, Frederick W. Ford and Robert T. Bartley. Voting with the chairman were Commissioners Kenneth A. Cox and Robert E. Lee.

The stations under consideration for letters last week were WMXX Meridian, WHNY McComb, and WJQR and WRBC, DCS&S to offer the commercials, featuring the recorded voices of the comedy team of Mike Nichols and Elaine May, to the Narragansett Brewing Co. of Providence, R. I. Narragansett Beer claimed to be the largest selling beer in New England already, but the Nichols-May com-

Three regional breweries cooperate on spots

Rising sales charts are the norm for three regional breweries since they began pooling their radio and television commercials at their advertising agency, Doherty, Clifford, Steers & Shenfield, New York.

DCS&S first interested the Jackson Brewing Co., New Orleans, in using animated cartoon TV commercials in 1960 when sales of Jax beer in the Gulf States were declining. An agency spokesman said this decline was arrested in the first year the commercials ran, and that sales have been increasing ever since.

In 1961, the company allowed

The eagle (symbol of Weidmann beer) turns his most charming manner on the unattached female in the bar, buys her a beer, wheels an invitation to her apartment—only to learn she is a taxidermist.

Executive Fred Narragansett secretly dials the information operator, asks what is the largest selling beer in New England, gets "Narragansett" answer, breaks down and confesses need for reassurance.

Hostess (May) keeps serving Jax beer to barbecue guests, chiding host (Nichols) to hurry up with steaks. Host, holding steaks with one hand to prevent grill marks, painfully admits he's using other hand to roast marshmallows.

38 (Broadcasting Advertising) Broadcasting, July 6, 1964
Doctors urge more research

Tell House hearing they aren't convinced smoking causes lung cancer

Congressmen raised more questions and witnesses urged more research as the House Commerce Committee entered its second week of hearings on smoking and health.

Monday's (June 29) session was addressed by a statistician-newsman, an expert on pulmonary disease, a cardiovascular specialist, a radiologist, a pathologist and two thoracic surgeons. Differing only in their emphasis, all of them stressed a need for further research, all of them disagreed with the procedures, evidence and conclusions of the surgeon general's report on cigarette smoking, and all of them indicated that discovery of a positive causal relationship awaits discovery of cancer's "trigger mechanism."

Committee members seemed most interested in the possibility that air pollution is a greater health threat than cigarette smoking, with Representative William L. Springer (R-Il.) in particular, asking pointed questions along this line. The medical witnesses were inclined to discount either substance as a positive carcinogen, but invariably agreed that air pollution was potentially the more dangerous. Dr. Hiram Langston, a Chicago thoracic surgeon, observed that "carcinogenic substances do exist in the urban atmosphere in amounts far greater than the heaviest cigarette consumption might provide." He concluded, in complete accord with the testimony of his fellow witnesses, that "the continuing need for honest research in seeking the answer to this unsolved problem cannot be sidestepped merely because an apparent statistical association has spotlighted a convenient though probably innocent suspect."

Dr. Thomas H. Burford of St. Louis, the other thoracic surgeon, flatly stated "I do not believe that lung cancer is caused by cigarette smoking and I do not believe that smoking is responsible for any shortening of life." He said, in response to a question, "I think we are producing in this country a disease that's worse than cancer—cancer phobia."

On Heart Trouble • The group's lone cardiovascular specialist, Dr. Henry I. Russek of New York, listed heredity, a high-fat diet and emotional stress, in that order, as the prime causes of heart

The commission's action, therefore, probably means a greater effort will be made to expedite action on completing the long-pending rulemaking to revise the program reporting forms for radio and television.

One commissioner said the staff would continue to study renewal applications and bring the statistical information that they develop to the commission. The order terminating the commercials limiting rulemaking said that the staff would bring cases of "excessive" commercialization to the commission for action. "But this doesn't mean that a penalty will be involved for some stations," the commission said. "We're interested in overcommercialization, not nitpicking."

The commission's "exercise"—as one official put it—of examining the commercial practices of stations has been helpful—and revealing, according to one commissioner. He noted that although the staff examined the applications of several hundred stations since February, it has produced only a handful of cases it felt merited a closer look.

"Maybe the commercial practices of the stations aren't so bad, after all," he said. "There's been a lot of smoke and fire about the question of commercialization, but on the average, the industry appears to be doing a good job."

BROADCASTING, July 6, 1964

both Jackson, all Mississippi; WYLD
New Orleans, KTCS Fort Smith, Ark.

The four-member FCC majority reportedly felt the deviation between promise and performance of the stations was not serious enough to warrant action. The greatest apparent discrepancy was reported in the case of WMOX. According to the staff's calculations, the station exceeded its promise on the number of spots it would carry in 58% of the 14 22-minute time segments in its composite week. However, the commissioners felt there was doubt as to the accuracy of the staff's analysis.

The discrepancies the staff reported for the other stations were WRNG, 28.5%; WHNY, 27.1%; WJQS, 16%; WYLD, 17.8%; and KTCS, 25-47%, depending on the interpretation placed on the information supplied.

Present Form Inadequate • The commission majority also felt that the existing reporting form is an inadequate instrument for attempting to measure promise versus performance. They felt the question asking for a statement of the station's commercial policy is too "vague" and practically invites an imprecise response. In addition, the form requires information on commercial spots in terms of numbers, and many stations state their's in terms of time.

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mecials gave sales charts a "shot in the arm."
The Geo. Wiedemann Brewing Co., Newport, Ky., joined the pool arrangement in 1962 and soon found that sales of Wiedemann's beer in the Midwest were on the rise.

Bill Wall, now creative director at DCS&S, first promoted the use of the Nichols-May commercials. Although the breweries were hesitant at first to use comedy to sell beer, they now are enthusiastic converts. All of Jax and Wiedemann's beer TV commercials and 50% of their radio spots are the Nichols-May recordings. Narragansett, which sponsors broadcasts of the Boston Red Sox baseball games, uses the comedy commercials about 50% of the time on both radio and TV. Each of the three breweries has radio-TV billings between $1.5 and $2 million a year.

An unusual aspect of the commercials is that they usually are not prepared beforehand. Mr. Nichols and Miss May simply begin talking and quickly develop characters in a situation. Then Forrest Long, copy supervisor and producer of the commercials at DCS&S, confers with Hal Gerhardt, TV art director, and Bud Wexler, art director, on producing cartoons to match the dialogue.

Mr. Long edits the recordings to one-minute or 20-second lengths and provisions are made to substitute the names of the different beer brands on the sound track and in the cartoons.

Ideas for commercials may come from the beer companies or the agency, but only rarely are complete scripts given to Mr. Nichols and Miss May to work from. Each brewery is free to use or reject any of the commercials, though most of the commercials are used by all three.

By pooling their efforts, the breweries are able to reduce production costs by as much as a third on commercials. More important, they are able to use commercials that in most cases have already proved successful in another market.

Mr. Long said that commercials successful in one market invariably have similar success in the other two and that all three breweries expect to continue their cooperation in commercial production indefinitely.
Everything for convention news for the air

From San Francisco, UPI will deliver the only complete spot news coverage for broadcast:

- News by Teletype
- Newspictures by Telephoto and Unifax
- Newsfilm direct from the scene
- Audio reports via leased line

More than 100 UPI news specialists—script writers, photographers, cameramen, editors, audio reporters, technicians—will be on hand at the GOP national convention to provide this full-dimensional reporting.
Cigarette consumption

The Agriculture Department reported last week that Americans have smoked 800 million fewer packs of cigarettes since the surgeon general's report in January than they did during the corresponding time a year ago. Sales dropped 6.5% below the first six months of 1963.

Sales were continuing an 8-year rise until the report, the department said, but because of it have dropped 2% in the last year. Apparently, the department said, cigarette consumption dropped 15-20% after the report, has picked up again but not to the pre-report volume. The government agency said it "cannot be foreseen" whether sales will continue to gain.

trouble. He explained that "statistical findings linking the tobacco habit to coronary disease afford no proof of a causal relationship since excessive smoking, like overeating and failure to obtain adequate exercise, is often an undeniable manifestation of physiological fact."

Representative J. Arthur Younger (R-Calif.) noted what he considered a curious similarity in the formats of the prepared statements, and asked Dr. Russek for an explanation. The latter replied that he had been advised on form by an attorney for "one of the tobacco companies," but that the content was all his.

Alan S. Donnahoo, vice president and assistant publisher of the Richmond Times Dispatch and News Leader and a former lecturer on statistics at the University of Richmond, attacked the statistical validity of the surgeon general's report. He attributed the faults he found to "surveys that fail to meet the minimum standards of scientific sampling; to statistical data to which no error limits can be assigned; to findings that are contradictory to known fact."

The congressmen asked a series of questions probing the fact that the surgeon general's advisory committee was composed of men who hadn't expressed an opinion on the smoking controversy.

Anti-FTC Warning • Representative Horace C. Kornegay (D-N. C.) asked each witness if he believed the medical evidence was strong enough to justify proposed FTC advertising warnings (Broadcasting, June 29) and each replied "no."

Commerce committee Chairman Oren Harris (D-Ark.) on June 29 foresaw that "much time will be spent in the courts before implementation of FTC rules released (somewhat inadvertently and prematurely) during the course of the hearings." He stated that "if the contentions in the special report are valid, corrective action should be taken now."

One of the 11 bills on the subject being considered by the committee was introduced by Representative Walter Rogers (D-Tex.), who said last Wednesday that while cigarette packages should carry a "clear warning of smoking's potential dangers," the requirement ought to be established by Congress and not by a regulatory agency.

A joint resolution was introduced on June 30 by Representative William Munford Tuck (D-Va.) to prohibit the FTC "from promulgating or enforcing rules or regulations requiring the labeling of cigarettes with respect to their effect on human health until duly authorized by Congress."

D'Arcy gets Rust-Oleum

The Rust-Oleum Corp., Evanston, Ill., manufacturer of rust preventative, announced last week appointment of D'Arcy Advertising, Chicago, to handle its advertising effective Sept. 1. The account, estimated at $1 million with some budget allocated to TV and farm radio, was formerly at O'Grady-Anderson-Grey, Chicago. Robert P. Grey, president of O-A-G will join D'Arcy as supervisor on the account.

Shulton buys radio time

Shulton Inc., New York, has introduced a new technique in sound in a radio commercial campaign for its Man-Power deodorant for men. The campaign started on the four radio networks on July 3.

The commercials, as conceived and produced by Wesley Associates, New York, are designed to convey brand identification and product characteristics through abstract musical sounds, chords and novel blends of instruments.

Shulton said it's spending more than $250,000 in the initial radio campaign.

Rep appointments . . .

• KROY-AM-TV Weslaco, Tex.: George P. Hollingbery Co., New York.
• KROY Sacramento, KLYD Bakersfield, and KACY Ventura, all California; KOEN Roseburg and KYNG Coos Bay, both Oregon: William I. Simpson and Associates, Seattle.

ABC-TV adds 5 to list of convention sponsors

Five new advertisers have been added by ABC-TV to the one-third sponsorship already spoken for by Xerox Corp. for the network's coverage of the national political conventions: Brown & Williamson Tobacco (Post-Keyes-Gardner); Clairol (Foote, Cone & Belding); Firestone Tire & Rubber Co. (Sweeney & James); General Electric (Young & Rubicam), and Lever Brothers (Ogilvy, Benson & Mather). ABC-TV said the convention-election coverage was now nearly sold out.

The Xerox business was handled by Papert, Koenig & Lois and covers one-third of the coverage of both conventions and the election. Purex Corp. will present two special programs on ABC-TV: the conventions and the campaigns. A number of special pre and post convention and election programs is included in the new advertiser signings, ABC-TV indicated.

ABC-TV's convention and election night coverage is fully sold to Gulf (Young & Rubicam); CBS-TV's package is five-eighths sold to Institute of Life Insurance, American Tobacco and Socony Mobil.

Agency appointments . . .

• Suburban Club, a full-service advertising agency acquired by ABC-TV.
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Critics acclaim KLZ-TV's
WATCH O'ER THE RAMPARTS

the pulse-tingling one-hour documentary of the cadets who make up America's Air Force Academy!

"...slick, thorough-going report, possibly the most comprehensive yet beamed of the new Air Force Academy..."
— Variety

"...captured our imagination completely...without qualification, the best local show we've seen in Denver..."
— Del Carnes, Denver Post

"...viewers should be delighted...one of the finest local documentaries ever produced..."
— TV Scout, Rocky Mountain News

"...most absorbing hour on TV we've seen!"
— Anne Warriner, Cervi's Journal

KLZ-TV — produced "Watch O'er The Ramparts" — two years in the making — has been a smashing success with audiences, critics and sponsors. The built-in personal interest of every American in the newest of America's service academies insures highest audience response. Available for sponsorship in your area. Wire or call Jack Tipton, Manager, KLZ-TV, Denver, Colorado, for an audition print today!

CBS • DENVER

Represented Nationally by the KATZ Agency

BROADCASTING, July 6, 1964
Commercials in production...

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercials, production manager, agency with its account executive and production manager.


Chrysler Corp., Detroit (Chrysler cars); in definite number of 60s for radio campaign. Noel Blanc, production manager. Agency: Young & Rubicam, Detroit. Ed Ratcliffe, account executive.


Mid-American Videtaprtape Productions, a division of WGN Inc., 2501 West Bradley Place, Chicago 18.
Alberto-Culver, Chicago (Calmin); five 60s for TV on tape. Dale Juhlkin, director. Agency: BDDO, Chicago. Gene Miller, agency producer.


Nelson Bros., Chicago (furniture); ten 60s, 20s and 10s for TV on tape. Dale Juhlkin, director. Agency: Stern, Walters & Simmons, Chicago. Charles Tempkin, agency producer.


Shield Radio & TV Productions, 919 North Ernst Court, Chicago 11.
Quaker Oats Co., Chicago (Ken-L-Ration dog food); one 60 for TV, music track on film. James C. Dolan, production manager. Agency: J Walter Thompson, Chicago. Bill Ross, agency producer.


'H-B' gets year-round buys

Nine advertisers have bought into NBC-TV's Huntley-Brinkley Reports (Monday-Friday, 7-7:30 p.m.) on a 52-week basis, making the news program more than 90% sold. Advertisers are the Block Drug Co. (Grey Advertising), Aluminum Co. of America (Fuller & Smith & Ross), American Chicle Co. (Ted Bates & Co.), American Dairy Association (Compton Advertising), American Home Products Corp. (Ted Bates), General Cigar Co. (Young & Rubicam), John Hancock Mutual Life Insurance Co. (McCann-Erickson), Standard Brands Inc. (J. Walter Thompson Co.) and J. B. Williams Co. (Parkson Advertising).

THE MEDIA

Meredith, Avco join in CATV

Broadcast group owners form company to operate community TV systems

Avco Corp. and the Meredith Publishing Co., both owners of subsidiary group broadcasting operations, last week announced joint formation of a company to establish, acquire and operate community antenna television systems.

It represents the opening move by Avco—parent of Crosley Broadcasting—into the fast-developing community antenna field. Meredith Publishing, which owns Meredith Broadcasting, had already embarked on CATV acquisition in Florida, both in cooperation with Jerrold Electronics Corp., and with four systems of its own.

These Florida holdings are expected to be the nucleus of the new company, Meredith Avco Corp., which will be evenly held by Meredith and Avco. The new firm, expected to have headquarters in New York, will have a planned capitalization of $10 million.

A joint statement issued by the two companies last week indicated that officers, directors and personnel of Meredith Avco would be named at a date in the near future.

Avco's Crosley Broadcasting operates WLW and WLWT-TV (Cincinnati); WLWC (TV) Columbus; WLW(D) Dayton, all Ohio, and WLW-TV (TV) Indianapolis.

Meredith Publishing Co., Des Moines, Iowa, publishes Better Homes and Gardens Magazine and trade journals. Its broadcasting subsidiary operates KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WTV-AM-FM-TV Omaha and WHEN-AM-TV Syracuse, N. Y.

The four CATV systems which have been held independently by Meredith are located in Eau Gallie, Melbourne, Ormond Beach and Merritt Island, all Florida.

A representative of Avco said the decision to join forces with Meredith was based on Meredith's experience in CATV and that joint capitalization of $10 million would likely yield greater success than one of half that size.

The Avco spokesman said the company did not expect any objection from the FCC on the basis of the parent organizations' multiple station ownership status. He described the joint venture as "a perfectly legitimate procedure."

Avco said there is no intent to localize the CATV operation in Florida and that opportunities are being explored throughout the country. The present CATV holdings of Meredith represent "a very small part" of the $10 million marked for the project, according to the Avco official. "There is no reason to expect the $10 million will be spent in a hurry," he said.

GE's three outlets renewed

Four-year wait ends with no FCC vote announced; Henry writing disagreement

General Electric's four-year wait for the renewal of its three broadcast licenses came to an end last week. The FCC, in a terse announcement, said it had granted renewal of the licenses for WGY, WQFM(FM) and WRGB(DV), all Schenectady, N. Y.

No vote was announced. But it was learned that Chairman E. William Henry dissented and that Commissioner Robert E. Lee may line up with him when the order granting the renewals is issued.

The order, which contains the commission's reasoning, was not published last week, reportedly to allow the chairman time to prepare a dissenting statement to issue with it.

The renewal applications had been deferred since 1960 as a result of GE's pleas of guilty and no contest to antitrust charges growing out of a price-rigging case involving the sale of electrical equipment.

In 1962, the commission granted the renewal applications of 14 Westinghouse Broadcasting Co. stations that
ANOTHER FIRST
IN A GREAT TRADITION

* For Excellence in Local Community Service Programming *

KLZ Radio has always strived to be a leader in the broadcasting industry, and is today one of the nation's most honored stations. Many important national awards have been won FIRST by KLZ Radio. We are pleased by the vote of confidence expressed in our programming when the U. S. CONFERENCE OF MAYORS - BROADCAST PIONEERS recently presented us with their FIRST Annual Radio Award... It is the same kind of confidence that listeners and advertisers place in KLZ every day... Put "excellence in programming" to work for you...

REPRESENTED BY KATZ

KLZ RADIO 560 CBS IN DENVER

DENVER'S FIRST STATION

BROADCASTING, July 6, 1964
Is there concentration of control or excessive competition?

For months it's been evident the FCC intends to take a hard look at its multiple-ownership rules. Individual commissioners have expressed concern that the rules, at least as implemented, permit a concentration of control. And the commission staff is known to be reviewing the rules, preparatory to recommending revisions.

It isn't known when this issue will come to a head. But a TV-radio management consultant, who has credentials as an economist and who is a former official of the National Association of Broadcasters, isn't waiting for rules change proposals to emerge. In a letter to his clients, he says concern over concentration of control is baseless and that, in fact, competition in the broadcasting industry is excessive.

The rules permit licensees to own a maximum of seven AMs, seven FMs and seven TV's, provided no more than five are VHF stations. And the consultant, Richard P. Doherty, asserts that "certain proponents" of the "concentration of control theory" who would alter these rules "are essentially searching for a mechanism to fragment the broadcasting industry into an essential structure of 'locally' owned single units."

Mr. Doherty said local ownership has not proven a guarantee of high-quality service and that "those who would fragment operation . . . to maximize numerical ownership should demonstrate that this is the way to improve public service."

Mr. Doherty, who is president of TV-Radio Management Corp., of Washington, D. C., has had 17 years experience teaching economics at Boston University and Harvard, and was vice president of the NAB from 1946 to 1954.

Major Arguments • Mr. Doherty makes two main points:

1. Mass communications in the United States are so highly developed and widely diversified that group ownership of radio-TV stations could not result in concentration of control.

2. The economic and social evils that can flow from "bigness" in business are not found in the broadcasting industry.

Mr. Doherty sought to bolster his first point with the results of research he did on the coverage by all mass media—radio, TV, newspapers and magazines—in the nation's 15 largest markets. In his project, he translated circulation into terms of "impressions." For instance, newspaper weekly impressions equaled daily circulation multiplied by six. Television impressions were based on the most recent Nielsen Market Data Reports for each of the 15 cities, with average (per day) quarter hour circulation projected to a total weekly base.

The results, he said, showed that "so massive and diversified are mass communications, in any given market," that the top TV station accounts for about 20% or less of total weekly impressions in 8 of the 15 markets; for between 20% and 25% of the impressions in 6 of the top 15 markets and 20% in only one of the 15 leading markets. In radio, he said, the No. 1 station accounts for less than 10% of all weekly impressions in 12 of the 15 markets.

Combines Don't Monopolize, Either • And if the audiences of the top TV and radio stations are combined, he said, "we account for less than one-third of all impressions in the vast majority of the nation's leading 15 markets."

So long as the FCC enforces its duopoly rules — prohibiting ownership of two stations of the same service in the same market, he said— "there is no hazard that concentration of broadcast control will result in monopoly influence by group owners over public opinion."

In discussing "bigness" in business Mr. Doherty said it should be guarded against only when it results in such economic and social evils as unfair restraint of trade, domination of markets to the detriment of the public, and collusion to fix prices.

None of these situations exist in broadcasting, he said, adding that radio and television constitute one of the country's "most freely competitive industries in regard to product, service and price." Price control, he noted, has never existed—indeed, the major problem has been the "other fellows" who cut rate card prices. And collusion between stations, even big ones, to control product (program or markets or audience) is a myth, he added.

He said that 90% of the American public has at least a three-station choice of the programs, including outside TV stations and CATV service.

had been deferred because of the Westinghouse Electric Corp., WBC's parent corporation, involvement in the same antitrust case (Broadcasting, March 5, 1962).

The renewal of the GE licenses followed the creation of a new GE subsidiary—General Electric Broadcasting Co.—that will operate the broadcast properties. Although no announcement was made, it was learned that the commission approved the assignment of the station licenses to the new company.

Subsidiary a Plus • The commission reportedly cited the creation of the subsidiary as one of the reasons for renewing the licenses. The commission had suggested that changes be made in the GE corporate structure as a means of assuring "proper discharge of the responsibility of top management for operation of the broadcast station in the public interest" (Broadcasting, Jan. 21, 1963).

Top GE management officials are in charge of the new subsidiary, including Fred J. Borch, president and chief executive officer of GE. He is a director and chairman of the board of the new company.

The commission also reportedly noted that none of the GE officials responsible for station operations were involved in the antitrust proceeding.

GE's record as a pioneer broadcaster—it's been operating WGY since 1922—was also said to have been counted a mitigating factor. The commission reportedly feels that the company's 42-year record has been generally commendable.

The commission is said to have noted that GE has been active in community affairs and that its stations have provided programming—including specials, documentaries and public service programs—"consistent with the public interest."

However, the order announcing the renewals will also reportedly deliver a warning about any future violations.
RCA-5820A 3-INCH IMAGE ORTHICON

Today's Most Popular General Purpose Camera Tube

- HIGHER SIGNAL-TO-NOISE RATIO than the original 5820: 45:1 at 4.5 Mc.
- HIGH SENSITIVITY: requires only 5 footcandles scene illumination, 0.02 footcandles on faceplate.
- UNIFORM SIGNAL OUTPUT
- UNIFORM BACKGROUND
- IMPROVED AMPLITUDE RESPONSE FOR HIGHER RESOLUTION
- LOW MICROPHONICS
- EXCEPTIONAL UNIFORMITY FROM TUBE TO TUBE
- THE MOST POPULAR AND RELIABLE general-purpose image orthicon on the market. For black-and-white pickup outdoors or in the studio.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.

The Most Trusted Name in Electronics

AVAILABLE THROUGH YOUR LOCAL RCA BROADCAST TUBE DISTRIBUTOR
Who's to succeed LeRoy Collins?

Broadcasters incline toward one of their kind as new NAB president—but they also begin to think about changing association's structure

The 44-man joint board of the National Association of Broadcasters has been called to meet July 14 in Chicago to weigh the future of the association following the impending resignation of President LeRoy Collins (Broadcasting, June 29).

Mr. Collins is scheduled to become the federal director of community relations services, a new post created by the Civil Rights Act. The office is designed to conciliate civil rights controversies before they reach the federal courts.

Mr. Collins already has been busy helping to establish the skeleton of the new office in the Department of Commerce, although he is not expected officially to leave the NAB until Aug. 1. In the Civil Rights Bill the community relations services job is specified at $20,000 per year. The pending pay raise bill is expected to boost this to between $23,000 and $25,000.

The July 14 meeting, at O'Hare Inn was called by Williard Schroeder, Wood- AM-FM-TV Grand Rapids, Mich., chairman of the NAB joint boards. There is some opposition to the date; it comes one day after the opening of the Republican National Convention.

Whatever the date, the combined TV and radio boards are confronted with three board problems:

- To arrange for interim administration of the NAB.
- To decide whether to continue the principle of a permanent president.
- To appoint a selection committee to find a new president.

It isn't certain that the boards will face all three of these problems at their meeting in Chicago. It has been suggested that the boards confine themselves to establishing a caretaker administration, while giving unhurried consideration to the other matters confronting the association.

Broadcasting Leader - As the news that Mr. Collins was leaving his $75,000-a-year NAB post spread throughout the industry last week, strong sentiment seemed to develop for the selection of a practical broadcaster to head the NAB.

Although the prevailing view was that the trade association should proceed deliberately, many broadcasters lost no time in suggesting that a broadcaster rather than a public figure or a politician should take over as NAB president.

Several influential broadcasters were quick to advance their notions as to the type of broadcast executive who should be sought. The predominant view was that the new president should be...

Busy Collins, speaks out in favor of broadcaster's fairness

Man in the news LeRoy Collins, scheduled to become first director of community relations service after the Civil Rights Bill is passed by the Congress and signed by the President (Broadcasting, June 29), fulfilled a busy public schedule during the last week.

As president of the National Association of Broadcasters Mr. Collins on June 28 told the American Optometric Association meeting in New York that many times the government "attempts to extend its hand too far" and often "bumbles—no one can deny that." But, he added, "blind opposition to any and all government activity is a dead end street, and the idea that everything will come out right if each of us pursues his own narrow special interest is no longer valid. ... If we abdicate our responsibilities, things will come out badly for us and our nation."

Monday's schedule for the NAB president included an assignment as the opening speaker before the California Broadcasters Association meeting in San Francisco where he pointed out that "some within the federal government unwisely—and I think without real forethought as to the consequences—continually advocate more and more control over radio and television. Some of our government guardians, in an excess of zeal," Mr. Collins continued, "seek to impose controls which would seriously handicap broadcasting. The projected expanded clarification of the so-called fairness doctrine, by the Congress and also by the FCC, is a case in point. No one argues that a broadcaster should not be fair. "But fairness is a term that is not precise, and one that cannot be spelled out in exact specifications which will be applicable in the wide variety of circumstances a broadcaster actually faces," Mr. Collins said. "Thus in day-to-day broadcasting operations, the gravity of government concern over 'fairness' now has the practical effect of discouraging the use of the broadcasting media for the expression of opinion. ... Any broadcaster who would be deliberately unfair does not satisfy the character qualifications to be a licensee. But we should not have the government looking over our shoulders on a day-to-day basis telling us what we should and should not broadcast. If the broadcaster is to be a vital effective force for the advancement of his community then his programing must come in response to his own dedication and integrity and competence."

At a student-faculty symposium on conventions at the University of California, Berkeley, Mr. Collins, also on Monday (June 29), praised the virtue of television's comprehensive coverage of political events by saying that "the watchful eye of the television camera and a more sophisticated and better-educated American people will impel the parties to compete in the quality of the conventions as well as in the quality of
serve full time in Washington.

In the forefront of those mentioned as the ideal broadcaster-executive was Clair R. McCollough, president, Steinman Stations, who has been active in industry affairs for a quarter century. Mr. McCollough, who was 61 on July 1, served unofficially as acting head of the NAB (while chairman of the joint board) from the death of Harold E. Fellows on March 8, 1960, until Mr. Collins assumed the presidency on Jan. 4, 1961.

Other well-known broadcasters suggested as possessing the leadership qualifications for the NAB head were:

- Donald H. McGannon, 43, president of Westinghouse Broadcasting Co., who has handled numerous troubleshooting assignments for the NAB, including the chairmanship of the Broadcast Rating Council and of the research committee.
- J. Leonard Reinsch, 54, president, Cox Broadcasting Corp., long on the national scene as presidential consultant-advisor on broadcast matters and, since 1956, as executive director of the Democratic national conventions. Mr. Reinsch was chairman of the U. S. Advisory Commission on Information until early this year (his successor will be Frank Stanton, president of CBS Inc.) and is active not only in broadcasting but in CATV affairs.
- Ward L. Quaal, 45, executive vice president-general manager of WGN Inc., and a member of the board of the parent Chicago Tribune Co. Mr. Quaal previously served as director of the Clear Channel Broadcasting Service, with headquarters in Washington, and as vice president of Crosley Broadcasting Corp. He is a familiar figure in Washington.
- John S. Hayes, 53, president of the Post-Newsweek Stations, and chairman of the executive committee and of the planning committee of the Washington Post Co. Mr. Hayes was the first head of the American Forces Network in the European Theater of Operations during World War II as a lieutenant-colonel, and was advisor on broadcast matters to Lyndon B. Johnson as vice presidential candidate in the 1960 campaign. He is the immediate past president of United Community Funds and Councils of America Inc. and is a member of the board of trustees, National Urban League. Mr. Hayes is also chairman of the NAB's committee on international broadcasting.

In some broadcaster quarters the possibility of appointing an outstanding constitutional lawyer—perhaps of the stature of Whitney North Seymour, former president of the American Bar Association—to head the association was advocated. The thought was that with a distinguished lawyer heading the association a good fight could be made toward retrieving for broadcasting its constitutional rights as a free instrumentality of mass communications.

It was generally conceded that if the course of selecting a practical broadcaster is decided upon, the most difficult task would be to convince men of the caliber suggested to leave their present assignments, even if only for a tenure of one year or two. In practically all instances, financial sacrifices would be involved—even at a $75,000 stipend—because of the dislocation involved in making the move to Washington.

It was believed that most of the broadcasters who might be considered for the NAB presidency would have ownership interests in broadcast properties or vestments in retirement plans associated with their private jobs. Whether these would constitute barriers to their acceptance of the NAB post was not entirely certain.

The NAB by-laws contain no prohibition against an NAB president or executive holding financial interests in broadcast properties. In 1946, however, the NAB board forced an NAB executive to withdraw his application in an application for a radio facility. Since then that action has been construed to imply a general ban against NAB executive participation in broadcast ownership, although the board could now revoke or perhaps ignore the 1946 vote.

Staff Operated In some circles it is thought that the NAB staff as now constituted would be capable of carrying on the normal functions of the association, with policy guidance provided by the association's executive committee (in addition to Mr. Schroeder, as joint chairman, the executive committee comprises the chairmen and vice chairmen of the TV and the radio boards). This would put Vincent T. Wasilewski, NAB executive vice president, in the chief operating seat, until a new president is chosen.

In 1960, when Mr. Fellows died, a regency consisting of Mr. McCollough, G. Richard Shafto, Broadcasting Company of the South, and Merrill Lindley, WWSO-AM-FM, Decatur, Ill., ran the NAB. Everett E. Revercomb, the NAB's secretary-treasurer, administered the association's staff.

Among other suggestions voiced by broadcasters is the thought the association might follow the practice of other trade associations (notably the U. S. Chamber of Commerce, and, closer to home, the Electronic Industries Association) which elect a new president yearly from among its members, while a permanent staff operates the association under the direction of a permanent operating executive.

One broadcaster reflected a common view that while a search for a president is undertaken the interim period be used to consider larger questions. Among these is the very structure of the NAB itself. One veteran broadcaster thought this might be the opportune time for a management study of the NAB organi-
Wasilewski voices confidence in staff

Vincent T. Wasilewski, executive vice president of the National Association of Broadcasters, said last week that he felt the NAB staff could carry on during the interim period while the NAB boards, or a selection committee, looked for a new president.

"I believe we have an excellent staff." Mr. Wasilewski said, “which is fully qualified and capable of conducting the normal operations of NAB for the interim period. Governor [LeRoy] Collins has developed a good staff here and I'm sure he is as confident as I that it will be able to carry out its functions while awaiting the selection of a new president.”

The 41-year-old Mr. Wasilewski was named executive vice president of the NAB in 1961, after 12 years with the association as lawyer, general counsel (1953), manager for government affairs (1955) and vice president for government affairs (1960). He joined NAB in 1949, directly after being graduated with a doctorate in jurisprudence from the University of Illinois. He was graduated from the University of Illinois cum laude in 1948 with a bachelor's degree in political science.

A native of Athens, Ill., Mr. Wasilewski served with the U. S. Air Force in the China-Burma-India Theater during World War II. He lives in suburban Falls Church, Va., with his wife and six children (four girls, two boys).

Station identification is a snag

CBA told of rating flaw found by RAB-NAB study; political broadcasting panelists cover spectrum

A source rating error not previously thought of has been revealed in the first study conducted for the Radio Advertising Bureau—National Association of Broadcasters methodology study steering committee.

Miles David, administrative vice president of RAB, told the radio session of the California Broadcasters Association 1964 convention that preliminary inspection of the study shows many people don't know how to properly identify the station they listen to when they are interviewed by a rating service.

The CBA meeting was held Monday-Tuesday (June 29-30) at the Mark Hopkins hotel in San Francisco with CBA President, Robert D. Wood, vice president and general manager of KXTV (TV) Los Angeles presiding. A record registration of 117 executives attended the convention, which at its closing sessions elected Robert Wilson, KXTV(TV) Sacramento, to succeed Mr. Wood as president of CBA (see page 74).

Section 315 of the Communications Act, the high cost of TV campaigning, disclaimers, station endorsements of candidates and TV debates between major candidates got a thorough going over during a panel on political broadcasting problems.

Eugene Wyman, California Democratic state chairman, was mainly concerned with station endorsement of candidates. Newspapers traditionally favor candidates, but radio and TV he contended, are different. They lack the tradition, and when they endorse a candidate, it comes as something of a shock to the listeners, Mr. Wyman noted. More important, he added, is the "tremendous influence" radio and TV have on the voting public.

No Censorship - Casper Weinberger, Republican state chairman, took the opposite stand, and favored endorsement of candidates. A more important problem, he declared, is the broadcasting of projected final vote totals at a time when people are still voting. The answer to this problem, he said, should not be censorship or penalties.

Don Bradley, campaign manager for Pierre Salinger, California Democratic candidate for U. S. senator, was upset about the lack of uniformity in disclaimers required for political commercials. In some cases, he said, they use up the full 10 seconds of an ID spot. He urged CBA to formulate a statewide disclaimer code to which all stations could adhere.

Mr. Bradley said that Mr. Salinger's California primary campaign cost $512,000, of which 70% was for radio-TV, mostly TV. In 1950, he said, only 12% of campaign budgets went into broadcast.

Spots are the best broadcast buys for a political candidate according to James Dorais, partner in Whitaker & Baxter, political advertising specialists. Programs, he said, should be used only occasionally.

The political panelists agreed on one point. They voiced an appreciation for the rule that requires broadcasters to sell political time at the same rates they charge commercial clients.

A TV sales panel was moderated by Elton Rule, vice president and general manager of KABC-TV Los Angeles. Panel members were Frank King, national sales manager, KTVU(TV) Oakland-San Francisco; Mac Lean Chandler, account supervisor, Post-Keyes-Gardner, San Francisco; Ray Beindorf, sales manager, KXTV(TV) Los Angeles, and Clarice McCready, TV media director, Honig-
Field Enterprises seeking UHF

Return to broadcasting places firm in competition with three opponents for remaining Chicago outlet

Field Enterprises Inc. last week took a first step that could return the Chicago company to broadcasting. Through its subsidiary, Field Communications Inc., it filed with the FCC an application for UHF channel 38 in Chicago.

Field faces a comparative hearing with three other applicants for what is the last free television allocation in Chicago. Field’s competitors are Warner Bros. Pictures Inc., Kaiser Industries Corp.’s broadcasting division and Chicagoland TV Co.

Field Communications’ executive head is Sterling C. (Red) Quinlan, who would manage the channel 38 station if his company got the grant. Mr. Quinlan is a former ABC vice president and general manager of the network’s Chicago outlet WBBK-TV. The Field application proposes 38.8% live programming.

Field Communications estimated it would cost over $1.8 million to construct the proposed station. The outlet would be on the air from noon to midnight during weekdays and from 2 p.m. to 11 p.m. on Saturdays and Sundays. Power is planned at 1 megawatt for the video and 500 kw for the aural signal.

Field’s Return — The Field application confirmed the company’s interest in returning to broadcasting 10 years after it sold out of radio. In the early 1950’s Field sold its five radio stations—KJR, WFMF(FM), WFRB, WSRN and WBBK—in order to get its share of the TV band. In later years Field returned to the air in a big way.

Field is planning its return in a big way. At the time the company announced Mr. Quinlan as its broadcast executive, Mr. Quinlan said, in reference to the company’s ability to invest “you can dream about any figure you want!” (BROADCASTING, April 6).

Patria is also studying FM, subscription TV and community antenna television. Mr. Quinlan has said its plans in TV may expand into a fourth network.

Field Enterprises is publisher of the Chicago Sun-Times and the Chicago Daily News, World Book Encyclopedia and Childhood.

Filed First — Kaiser was the first to file for channel 38, doing so in early September 1962. The Chicago application was part of Kaiser’s move into UHF with applications for channel 50 in Detroit, channel 41 in Burlington, N. J.-Philadelphia, channel 44 in San Francisco and channel 52 in Corona. Kaiser has received grants for Detroit (WKBD), San Francisco (KFOG-TV) and Corona (KICB) (BROADCASTING, Jan. 7, 1963). There has been no action on the Burlington-Philadelphia application. Kaiser also owns KGMB-AM-TV Honolulu and KMAU-TV Waipahu, Hawaii.

Chicagoland TV filed a year later and Warner Bros. followed two months after that.

Chicagoland TV is owned equally by Frederick B. Livingston and Thomas L. Davis. Mr. Livingston is the majority owner of a Chicago advertising and public relations firm, Livingston and Associates. Mr. Davis is general manager of WAAF Chicago and part owner of WBOB Terre Haute and WHUT Anderson, both Indiana.

Warner Bros. is owned by Jack L. Warner (23.6%) and others and is an applicant for channel 20 in Fort Worth.

Chicago UHF Status — Channel 38 is the last free UHF frequency assigned to Chicago. There is at present one operating UHF, WCUW-TV on channel 26, owned by Weigel Broadcasting Co., and two UHF’s not yet on the air. They are WCAD-TV (ch. 32), which is owned by TV Chicago, a joint venture of the H. E. Balaban Corp. and Transcontinental Properties groups, and WSNS-TY (ch. 44), owned by Essaness TV Associates. There is also an educational UHF WXXW-TV [ch. 20)]. WXXW’s permittee is the Chicago Educational TV Association, licensee of WTTW-TV on channel 11.

Metromedia gets transit ads

Metromedia Inc. last week acquired Fielder, Sorensen & Davis, a transit advertising company which holds a franchise in San Francisco, Oakland, San Jose and Sacramento, all California.


Acquisition of Fielder, Sorensen & Davis is Metromedia’s second move into the transit advertising field. It added the transit franchise in Los Angeles to its holdings last year.

Cooper & Harrington, San Francisco.

Substantial — If a claim made in a commercial cannot be supported it “has no business being made over broadcast facilities,” Howard H. Bell, director of the National Association of Broadcasters code authority told the CBA. But he argued that “a standard of reasonableness” that demands “only reasonable validation. All researchers may not agree that a certain claim can be made.”

But, he said, “you would be amazed at the number of times a so-called clinical study is virtually nonexistent, and at the number of times that a claim can’t be supported at all.”

Mr. Bell also said it was time “to explore and probe to see if we can develop some new approaches to certain code standards, including time standards. For example, is there a way to set limits which will continue to preserve and benefit the public’s interest while at the same time provide more flexibility to the broadcaster?”

Although he earlier pointed out that the code’s playback amendment was not fashioned as a panacea for the clutter problem, Mr. Bell did broach the problem. “The code does not now deal with the matter of interruptions,” he said, “which current evidence indicates is the chief cause of viewer irritation on television. It may well be that the TV code’s future emphasis will be in this area of commercial practices.”

Public servants — Broadcasters can become free only if they accept the professional obligations to serve society, W. Theodore Pierson, Washington communications attorney, told the California meeting.

This professionalism, Mr. Pierson said, comes from a belief in the “high calling” of communicating, training and experience to know “better than the people I serve” what should be communicated to them, a continual improvement of skills through experience, research and training, and an ultimate purpose “not to just make money, though that is awfully essential” but to contribute to “a free and open and progressive society of dignified and responsible people who will understand as much as man is given to understand.”

In his talk, Mr. Pierson questioned whether broadcasters really want to be free.

“I have become increasingly disturbed by the fact that most of the external shackles upon your liberty to program as your judgment dictates were fashioned by the industry itself, willingly accepted by it, and to an alarming degree, continuously urged by it.”

This acquisition, Mr. Pierson observed, is based on the desire of the industry to improve relations with government.
'52
"Television's coverage of the election returns ... resulted in a landslide victory for the Columbia Broadcasting System."
THE NEW YORK TIMES

'54
"CBS, which went into this election much more thoroughly than anyone else, did a superb job."
NEW YORK HERALD TRIBUNE

'56
"So again we string along with Walter Cronkite, the CBS-TV anchor man. Cronkite is a calm, un-panicky, reserved type."
NEW YORK JOURNAL-AMERICAN
'58
"On television it was once again the Columbia Broadcasting System that had the best organized... method of reporting."
THE NEW YORK TIMES

'60
"What is an anchor man?... as far as TV goes, one definition could consist of two words—Walter Cronkite."
WASHINGTON POST

'62
"When it comes to election coverage, Walter Cronkite is the winner and still champion..."
PITTSBURGH POST-GAZETTE

'64
Walter Cronkite extends his record run as the only television reporter to cover every convention and election since 1952. Joined by fellow CBS News Correspondents Eric Sevareid and Harry Reasoner, and backed by television's most experienced news-gathering organization, he's the man to watch at the Republican National Convention in San Francisco beginning next Monday. ©CBS NEWS
AM freeze ends after two years

FCC adopts plan to thaw freeze, limit certain FM program duplication

The FCC by a 5-2 vote last week adopted its proposed plan for the future development of AM radio and its relation to FM. The action thawed a two year freeze on AM applications for new stations and major changes of facilities.

The commission also adopted the provision of the rulemaking that will limit to 50% the amount of time FM stations in cities of 100,000 or more population may duplicate AM stations in the same community.


The commission's order lifts the freeze as of July 13. The adoption of the new rule affecting AM radio becomes effective Aug. 13. The rule prohibiting FM duplication of AM is effective Aug. 13, 1965.

New applications meeting the new requirements are being accepted by the commission, but won't be acted on until the rules become effective.

Chairman Henry said at a Senate Independent Offices Appropriations Subcommittee hearing that the commission expects to process about 200 AM applications for new stations and major changes during the first year following the lifting of the freeze (Broadcasting, June 29).

(The rulemaking was adopted essentially in the form reported in Broadcasting, June 15.)

Efficient Spectrum • The rules will put future AM assignments on a go-no-go basis—that is, applications will have to meet rigid engineering standards before they will be accepted for processing. The object is a more efficient use of the AM spectrum.

TV sets swamp daily papers

TVB report claims number of sets passed circulation of papers for first time

There are more TV sets in the country than copies of daily newspapers.

The Television Bureau of Advertising last week reported figures for 1963 showing 60 million sets and circulation of daily newspapers at 58.9 million. The TV count had moved up to an estimated 61.9 million as of last January—no comparable figure for newspaper circulation was available.

TVB previously had cited A. C. Nielsen Co. figures showing TV viewing to have reached an average 6 hours per day for the first quarter of 1964 (Broadcasting, June 29).

TV noses ahead in 1963, the bureau said, noting that in 1962 newspaper circulation was still in the lead: 59.8 million newspapers vs. 58.2 million TV sets. It also said that in 1950, the first year of the bureau's newspaper-TV comparison, sets totaled 4 million as against 53.8 million circulation for newspapers. In the next 13 years the number of sets increased by 56 million, newspapers by 5.1 million.

TVB, which bases its figures on NBC research data for TV and on Editor & Publisher information for newspaper circulation, saw a leveling off in TV set gains (since 1960) as well as in newspapers. Newspaper circulation in 1963, in fact, was at the same level as in 1960.

Changing hands

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 79).

• KPLC-AM-TV Lake Charles, La.: Sold by T. B. Lanford and L. M. Sepaugh to a group of St. Louis businessmen for $2 million. Buyers include Pelham E. Mills Jr., general manager of stations; Henry Chesley, D'Arcy Advertising; Harry A. Collinger, financier; H. M. Stolar, attorney, and Stan Musial, retired baseball star and chairman of President's Committee on Physical Fitness. Sellers continue to own 13.8% of each of WSLI and WJTV (TV) Jackson, Miss. Mr. Lanford owns KALB-AM-FM and 50% of KALB-TV Alexandria and KRMJ-AM-FM Shreveport, both Louisiiana. KPLC, founded in 1935, operates
fulltime on 1470 kc with 5 kw day and 1 kw night. KPLC-TV, established in 1954, is on channel 7 and is affiliated with NBC and ABC.

- WTRX Flint, Mich.: Sold by John Lord Booth to Robert E. Eastman Co. for $345,000. Eastman is a station representative firm with headquarters in New York. Robert Eastman, president of the company, said the station would be operated as a wholly owned subsidiary and would be used as a training ground for salesmen. Mr. Booth is head of Booth Newspapers, which also owns control WJLB and WZMK (FM) Detroit, WSW Saginaw, WBM and WBB (FM) Jackson, all Michigan; WOD and WRT (FM) Toledo, Ohio; WJVA South Bend and WIOU Kokomo, both Indiana. WTRX, founded in 1947, operates full time on 1330 kc with 5 kw day and 1 kw night.

- KTUC, KFMM (FM) Tucson, Ariz.: Sold by C. Van Haaften, Ben L. Lash and Robert Lebsock to Cote Realty Co. for $300,000. Buyer is owned by John J. and Joseph L. Cote and Chester E. Finn; they also have interests in WKLIC St. Albans, W. Va., and WOHP Bellefontaine, Ohio. KTUC, established in 1926, is a 250 w daytimer on 1400 kc. KFMM, founded in 1954, operates on 99.5 mc with 7 kw.

Media notes...

New homestead • KKKK Pasadena, Tex., has begun construction on a new two-story studio-office building that will complete a $250,000 expansion program started earlier this year.

Towering gift • KDOD Colorado Springs has given a 137-foot tower to Colorado College, that city. The tower replaces the school’s present 96-foot tower for its station, KRCC (FM).

September target • WHSH-TV Boston, granted to Boston Catholic TV Center Inc., plans to go on air in early September. George P. Hollingbery Co., Chicago, will be national representative for the split commercial-educational station on ch. 38.

Change of plans • The Southwestern Republic Corp., permittee of KXTN (TV) on channel 67 in Austin, Tex., has asked the FCC to dismiss its request for a reassignment of the station on channel 18. Southwestern Republic gave no reason for the change of plans. The permittee at the same time has filed an application for a new transmitter site and taller tower. Southwestern Republic requested the lower channel on the grounds that it would make KXTN commercially more viable and make a network affiliation more likely (Broadcasting, June 15). Austin is presently served by KTBC-TV, owned by President Johnson’s family.

On the air • WKM FM Kalamazoo, Mich., began operation June 19 with a format of popular dance music, show tunes and classical music in stereo with news every two hours. Broadcast hours are 6 a.m. until midnight with 24-hour service planned for next year. Station is on 106.5 mc with 23.5 kw. WKM-FM is owned by Steere Broadcasting Corp., Kalamazoo.

Rowan cites Russian ad campaign as VOA success

U. S. Information Agency Director Carl T. Rowan told a Senate appropriations subcommittee last week that a large Russian radio store uses Voice of America programs to sell sets. He cited such reports as evidence VOA programs are “getting through” behind the Iron Curtain.

Mr. Rowan asked the subcommittee to restore $5,839,000 of a House cut of $8,590,000 in USIA’s original request for $174,890,000 to run the agency for the fiscal year starting last Wednesday (July 1).

He was questioned critically by chairman John L. McClellan (D-Ark.) and Senator Allen J. Ellender (D-La.) on what they described as the failure of this country to project a favorable image in friendly countries.

FCC moves to clarify importance of issues

How much weight does the FCC give to local residence as opposed to broadcast experiences in making a decision between mutually exclusive applications for a broadcast license? Or to integration of ownership and management as opposed to programing plans?

Anyone examining FCC decisions in comparative cases might have a difficult time answering these questions.

In an effort to clarify the situation, FCC Chairman E. William Henry has asked the commission staff to determine whether it would be possible to restate commission policy in a manner that would give broadcasters a better understanding of FCC policy.

The chairman, in an interview with U. S. News and World Report, published in the July 6 issue, disclosed that the commission was considering “a proposal looking toward a restatement of the criteria for granting licenses.”

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**NORTHWEST**
- High powered daytimer grossing close to $8,000 monthly. Priced at $157,500 on terms. **Contact—John F. Hardesty in our San Francisco office.**

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**Broadcasting, July 6, 1964**
National strike stops live shows on ITA

One-week walkout follows breakdown in contract negotiations; employees may stay out longer

A strike by more than 3,500 key production workers is keeping all regular live programs of the Independent Television Authority, Britain's commercial TV network, off the air. The nationwide strike, the first in the ITA's 10-year history, has also halted the showing of commercials.

Executives of the program companies were reported taking over the technicians' jobs and showing movies and other recorded programs to keep the stations on the air during the strike.

The walkout last Wednesday (July 1) by producers, directors and floor managers followed a breakdown in negotiations between the program companies of the ITA and the Association of Cinema and Television Technicians on pay, fringe benefits and hours. An estimated $840,000 a day is being lost by the companies.

May Stretch • Shop stewards of the association's TV branch called the strike, and set it to last one week. But George Elvin, acting general secretary of the association, said it would go longer unless the companies gave assurances about the outcome of any fresh negotiations. He said the strike wouldn't be called off just to start talking again. Negotiations had been underway for six months.

Although the ITA may legally broadcast its own programs, it does not intend to do so. ITA says it has neither the technical facilities nor the staff to cover the schedule, and it regards the strike as a matter between the companies and the union only.

ACTT is asking for raises which will increase pay by about 25% over the next five years and for a 35-hour work week instead of the present 40 hours. The companies have offered a 13% increase over three years.

The BBC, which is publicly owned and nonprofit, has not been affected by the strike.

Murphy looking for year-round series

Jack Murphy, producer-director of the CBS-owned television stations' non-commercial International Hour, is looking forward to the time when enough countries will contribute programs to the series that it can be shown throughout the year.

The International Hour, now in its fourth year, will show one-hour programs from 11 countries, four more than the seven nations that participated in the series in 1961. Mr. Murphy said he anticipates that 16 or 17 countries will produce programs for the series in 1965 and hopes that the number will continue to increase.

The 1964 series, in addition to being telecast on the five CBS-owned television stations, for the first time also will be telecast on 10 educational TV stations in the northeastern part of the U. S. Mr. Murphy also envisions expansion in the viewing audience for the series by additional agreements with educational outlets.

The first program in the 1964 series was shown May 30, with telecasts on the five CBS-owned stations continuing through August. The programs then go on a rotating basis to the 10 educational stations and the participating countries.

Mr. Murphy was lavish in his praise of rising TV production standards in the participating countries. He said that techniques and equipment used by these countries are among the best in U. S. television. Any problems that now exist, he said, center mostly on timing and communications.

He pointed to such improvements as contributing producers inserting their own English translations and that countries seem to be ready to standardize their line frequencies at 50 cycles and 625 lines. Although this differs from the 60 cycles and 525 lines in the U. S., at least the variety soon may be limited to two, Mr. Murphy said.

Four of the offerings in the 1964 series are of the "western" variety format, which Mr. Murphy indicated he thought emphasized that a growing "international audience exists." Contributing countries may produce any kind of program they wish, excepting drama, which Mr. Murphy said would be of little value because of language barriers.

Aside from the variety programs, most producers put together musical programs by which they attempt to convey the spirit and character of their countries. Typical is this year's U. S. contribution by CBS-owned KNXT (TV) Los Angeles, a program of famous movie scores as performed by the Hollywood Bowl Symphony Orchestra and many contributing artists.

Nations participating in this year's International Hour, in addition to the U. S., are Argentina, Australia, Canada, France, Italy, Japan, Mexico, Peru, West Germany and Yugoslavia.

The CBS-owned stations are WCBS-TV New York, WBMM-TV Chicago, KMOX-TV St. Louis, WCAU-TV Philadelphia and KNXT.

Kraft expands buys on national CBC-TV

Kraft Foods Ltd., Montreal, through Needham, Louis and Burroby of Canada Ltd., Toronto, has signed one of the largest advertising contracts in Canadian television. Kraft will be sole sponsor of 36 one-hour variety shows to be seen Monday 8-9 p.m. on CBC-TV. The Show of the Week includes 10 programs by Wayne and Shuster, Canadian comedians; eight shows of Canadian and American talent produced in Canada; 14 mystery and suspense dramas by Canadian playwrights, and four European variety shows.

Kraft will also co-sponsor the week-
Olympics TV verdict due soon

Whether there will be live telecasts of the Olympics from Tokyo to the U. S. in October may be known definitely later this week. A group representing the European Broadcast Union meets July 6 in Washington with U. S. officials, including those of the Communications Satellite Corp. which is coordinating the project.

The decision further to explore the idea of a joint effort to cover the Tokyo Olympics live and to relay the telecasts via Syncom III, due to be launched next month to a stationary orbit over the Pacific, came at a meeting in Vienna on June 19-21 of the 14-country EBU. Also present were observers representing the Japan Broadcasting Corp. (NHK), NBC (which holds the TV rights for the U. S.), and others.

At that meeting, NBC agreed to contribute up to $200,000 toward the estimated $500,000 needed to modify the U. S. Navy's Point Magu, Calif., receiving station so it may be able to receive from Syncom III. NHK also agreed to contribute up to $100,000.

The EBU also agreed in principle to contribute, and this week's meeting is for the purpose of establishing the amount of the contribution and the terms. Also to be present at the meeting will be representatives of the Canadian Broadcasting Corp.

Tentative plans are to bring the TV signal from Magu across the U. S. to Buffalo, then to Toronto and eastward to Halifax, N. S. Jets would fly TV tapes across the Atlantic to Europe for showing in all EBU countries. The CBC would be able to tap off the line at Toronto. The USSR also has shown interest.

Fremantle enters TV production deals

Fremantle International is joining hands with television groups overseas to produce a 39 episode half-hour series in Australia and a group of five color specials in Italy.

Paul Talbot, president of Fremantle, which specializes in the distribution of both American and foreign-made programs in markets outside the U. S., reported last week that this venture into foreign co-production marks the first substantial investment by Fremantle in the production field. In Australia, Pacific Film Productions, the Australian Broadcasting Commission and Fremantle will co-produce 39 half-hour segments of The Magic Boomerang, a children's adventure series. In Italy, Fremantle and Radio Audizione Italiano (RAI) will co-produce five one-hour specials in color titled The Egyptians, which will be narrated by Omar Sharif.

"Though our investment is modest by U. S. standards," Mr. Talbot commented, "it is substantial in terms of the economy in these two countries. But we feel that since these shows are worth doing, it's only reasonable that a company like Fremantle, which earns revenue from selling overseas markets, should make some investments there."

In another area of new program acquisition, Mr. Talbot said, Fremantle has obtained the overseas rights to the 90-minute Steve Allen Show, to a series of 100 five-minute segments on championship boxing, titled Knockouts and two special sports events, The World Series of Golf and the Davis Cup tennis tournament.

Fremantle currently represents 40 producers in the U. S., Canada, Britain and Australia, serving as sales agents on some series on a worldwide basis and on others in specific international markets. The company has 23 employees in New York, Toronto, Montreal, and Sydney, where it maintains branch offices, and has agents in other parts of the world.

Mr. Talbot is particularly optimistic about global syndication of the hour Romper Room series. This is a live program with station and network groups obtaining the rights to teletase and receiving format and production material from Fremantle on a regular basis. In early 1963, it was carried only

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We're known for having what it takes when it comes to Color TV. That's why Crosley Broadcasting is the national Color TV leader with a long record of Color firsts. First NBC color affiliate, first to perfect use of low-light Color tube, first to colorcast indoor remotes and nighttime outdoor remotes under normal lighting conditions. And our four Color TV Stations form one solid regional network offering a unique television opportunity to advertisers. One buy wraps up the whole works!

Color Television is just another feather in the Crosley cap, which has placed the WLW Stations among the most watched, most heard, most talked about Stations in the United States.

Another example of Crosley 42 years of leadership

CROSLEY COLOR TV NETWORK

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in Canada outside of the U. S. Today it is presented in Australia, Japan, Mexico, Britain and Venezuela on a network or multiple-station basis. Within the next few months it will be started in Norway, Finland, Brazil and the Philippines, according to Mr. Talbot.

It's investigation time for the CBC

Another investigation of the Canadian Broadcasting Corp. by a committee of the Canadian House of Commons has been started. The committee will specifically delve into the CBC's financial affairs and question its officials on what has been done about recommendations on management and organization made in last year's report of the Royal Commission on Government Organization.

There is also another investigation of the CBC underway by a committee of three, headed by R. M. Fowler, who was head of the 1957 Royal Commission on Broadcasting. CBC officials point out that since the CBC came into existence in 1932 it has been examined by three royal commissions and 16 parliamentary committees.

Abroad in brief...

Station sold - Cfor Orillia, Ont., has been sold, pending approval by the Board of Broadcast Governors, to Great Lakes Broadcasting Ltd., Toronto, owners of CFRG Chatham, Ont. New owner is affiliated with Maclean-Hunter Publishing Co., Toronto.

Account switched - Gallaher Limited, British cigarette manufacturer, has switched its Senior Service Tipped account from BBDO, London, to Service Advertising, an associate of Fuller & Smith & Ross, that city. Service Advertising has handled Gallaher's Senior Service Plain brand since 1951.

Jolly good show - Arrangements have been completed for a co-production deal between Associated Television in England and MCA TV Ltd., England, for the production of Court Martial, a series of one-hour TV dramas. Dick Irving will be executive producer of the series, to be filmed in England, with production to start at the end of this summer.

Radio crystals - Standard Telephones and Cables Ltd., a British affiliate of International Telephone and Telegraph Corp., has established a new $2.8 million factory for commercial production of artificial quartz crystals for use in electronic equipment. The factory, in Harlow, England, will produce crystals to be used to set frequencies of operation at radio stations.

CBC lit show - Ted White Productions, New York, has announced that the syndicated radio program, Assignment: People, is being carried on the Canadian Broadcasting Corp.'s 70-station network. The program is a literary show composed of brief interviews with authors and others in the literary field and has run for eight years without a break.

Muzak to Japan - Muzak, a division of Wrather Corp., and Mainichi Music System of Tokyo has contracted to supply Muzak background music to Japan. Mainichi Broadcasting System pioneered commercial radio in Japan, and now operates commercial radio and TV. A co-owner with Mainichi Broadcasting of the new music system is The Nichimen Co., an international trading and holding company in Japan. Muzak programming is heard in 15 other countries abroad.

Bilingual study

The Canadian Royal Commission on Bilingualism and Biculturalism, with Davidson Dunton, former chief of the Canadian Broadcasting Corp., as co-chairman, will look into the efficiency and methods of mass media in furthering communications between Canadians. The research will cover television, radio, newspapers and the cooperative Canadian Press organization. The study will run to the fall of 1965 and will include studies of European countries where a nation has two or more official languages.

L & N opens in Paris

Lennen & Newell, New York, has opened a branch outlet in Paris, in association with Impact, a leading French advertising agency.

The new agency will be known as Lennen & Newell, Impact, S. A., with Jacques Sorbac, formerly with J. Walter Thompson and Havas in Paris, named as managing director. Adolph J. Toigo, president of L & N, will serve as chairman of the board of the new agency.

BBC, musicians get together

BBC and the musicians' union have reached agreement on the increased use of recorded music. The union, opposing the use of records where it feels musicians should be employed, has withdrawn its objection to the 47 extra hours a week of recorded music that BBC wants in order to extend the on-air time of two of its three radio networks. The agreement also provides for increased employment of musicians.

International film sales...

The World's Greatest Showman (MGM-TV): BBC for United Kingdom; Televisone Italiano for Italy; Radio Televisao Portuguesa for Portugal; Danmarks Radio for Denmark; Radio Globo and Radio Bandeirantes for Brazil.

Mr. Novak (MGM-TV): Anglia TV for Channel Islands and Tyne Tees.

The Thin Man (MGM-TV): Television Espanola for Spain and Canary Islands; and Cyprus Broadcasting Corp. for Cyprus.

National Velvet (MGM-TV): TVW Ltd. for Australia.

Many Happy Returns, The Islanders, Father of the Bride (MGM-TV): Teleorganizacion-Americana for Argentina and Uruguay.

Pete Smith Specialties (MGM-TV):
Kenya Broadcasting for Kenya.

*Northwest Passage, Asphalt Jungle, Cain's Hundred* (MGM-TV): Cia Latino Americana de Doblares for Mexico.


The *Travels of Jaimie McPheeters* (MGM-TV): Globe and Bandeirantes for Brazil.


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**FINANCIAL REPORTS**

Radio-TV profits swing upward

NAB study shows downward trend of 1963 seems to have been reversed

The profits registered by radio and television stations dipped a bit in 1963, but they seem to be booming in '64, according to the National Association of Broadcasters.

David L. Doughty, acting manager of the NAB's Department of Broadcast Management, released the statistics, which were drawn from reports offered by stations of all classes. The complete figures are generally available only to NAB members.

The typical radio station, Mr. Doughty reported, in 1963 earned 6.4% profit before federal taxes, 7.7% in 1962. Figures through this April indicate a projected 1964 revenue increase of 3.1%. The average radio outlet last year had a 4.9% jump in revenue but, a 6.4% increase in expenses, accounted for the drop in over-all profits. The ballooned expenses were blamed primarily on program and sales costs.

In comparison, the typical TV station had a 16.3% profit in 1963, 16.9% in '62. TV revenue is expected to climb by 4.9% this year. The TV stations upped their revenue by 3.6% last year, but expenses grew 4.6%. Labor costs were a major factor in the increase in expenses.

AB-PT sets limit on expense accounts

Because a stockholder charged that some officers and employees of American Broadcasting-Paramount Theaters Inc. (parent of the ABC network) had received excessive expense accounts for which they were not required to account, the company has agreed to limit expense accounts in this category to not more than $15,000 a year.

A hearing on the stipulation of settlement, already approved by a referee, will be held Aug. 31 in the county courthouse, New York City, before State Supreme Court Justice Owen McGivern.

The suit was brought by Cecilia R. Gissen, a stockholder. It charged that some officers, directors and employees received, in addition to their salaries, an expense allowance on which no accounting was required, that these allowances exceeded the actual expenditures by the recipients, that the recipients were reimbursed for expenses, and that certain employees were reimbursed for expenses which were not proper.

The AB-PT defendants denied all allegations of wrongdoing but entered into a settlement last September in order to avoid expense and inconvenience of litigation. A referee appointed by Justice McGivern held an inquiry into the fairness of the stipulation and last May concluded that the settlement was fair, reasonable and adequate. He recommended judicial approval.

Financial notes . . .

- The board of directors of the Outlet Co., Providence, R. I., department store firm with broadcast holdings, has declared a 25-cent dividend per share. The dividend will be paid to all stockholders of record on July 23.

- Move of National General Corp., Los Angeles-based theater circuit operator and entertainment company, to acquire outstanding stock of Columbia Savings & Loan Association as a diversification investment, has been approved by NGC stockholders. For the year ended Feb. 29, the savings and loan institution reported net income of $1,003,499 ($1.12 per share), on a gross of $6,708,460. For the 26 weeks ended March 24, National General had a net income of $1,086,457 (30 cents a share), up 86% from the net of $586,295 (17 cents a share), for the like period of last year.
Summer rerun—FCC style

At hearing on radio program reporting forms
broadcasters make arguments similar to those
given at session on television program forms

The FCC was urged last week to trim and simplify its proposed program reporting form for AM and FM. The urging came in an all-day hearing Tuesday that, in many respects, was a playback of the proceeding the commission held on its proposed TV program reporting form (Broadcasting, June 8).

The prospect of a court suit over the commission's authority to regulate programing was raised again. There were complaints, as in the TV proceeding, that the proposed form would stifle creativity and be burdensome on the broadcasters. And, as was the case earlier in the month, there were the detailed, item-by-item suggestions on how questions might be rephrased for greater clarity.

In all, 19 persons participated in the proceeding. Dozens more filed written comments. Not all were opposed to the form. Some, like ABC and NBC, felt it an improvement over the existing reporting form, but each suggested a number of revisions. Three church groups generally endorsed the proposal.

The proposed form, which like the TV document, is aimed at implementing the commission's 1960 statement on program policy, would require broadcasters to report on a survey and evaluation of community needs, on past programing (with emphasis on news and public-affairs programing) and on past and proposed commercial practices, in hours and minutes and in percentages of total time.

Two Forms • Actually, two forms are involved. One would be used with renewal applications, the other with applications for new stations, assignments and transfers, and major changes in existing facilities.

The question of whether the constitutional guarantee of freedom of speech prohibits the commission from regulating programing was raised by Douglas Anello, general counsel for the National Association of Broadcasters, who expressed some of the sharpest criticism of the proposed AM-FM form.

Mr. Anello said last week—as he had in the proceeding on the TV form—that the NAB would support in court any broadcaster whose license has been revoked or denied because of a programing issue. Last week, in a colloquy with FCC Chairman E. William Henry, he said a question of broadcaster fairness on a controversial issue might be the most clear-cut issue on which a test case might be brought. He said he had been "doing research" on the matter, and that the association might be in a position to challenge the commission on the fairness issue "soon."

W. Theodore Pierson, a Washington attorney, has already said several of his clients would seek judicial review if the commission adopts its proposed reporting form for TV, which is more detailed than the one for radio (Broadcasting, June 1). Mr. Pierson didn't testify at the hearing Tuesday, but he submitted a brief statement in which he said the views he expressed concerning the TV form applied to the one for radio.

Commission Pressures Charged • Mr. Anello urged the commission to eliminate the question on ascertaining community needs. He said it was too detailed and constituted commission direction of how to program. He said licensees should simply be required to submit a statement of the procedures used to familiarize themselves with their community and explain how their programs meet community needs.

The form as proposed, he said, "tends to create pressures to which licensees will surrender." The view that questions about specific types of programs would induce broadcasters to carry such programs, regardless of their personal judgments, was echoed by a number of speakers.

Several commissioners, however, challenged this view. Chairman Henry said "hundreds" of licensees don't carry program types listed in the present form. "They don't feel pressure to include those programs," he said. "They simply explain the reasons for not carrying them."

Commissioner Frederick W. Ford noted that the nature of radio programing has changed considerably over the last 20 years—but the program form has remained the same. If questions are coercive, he asked, "how come programing has changed?"

Requests that the commission abandon efforts at regulating programing were made by two large group owners—Meredith Broadcasting Co. and Storer Broadcasting Co. Michael Bader, counsel for Meredith, said broadcasters' rights should be recognized and that they should be given "complete freedom from any government agency." Mr. Bader said the commission's authority should be limited to determining whether a broadcaster has made an effort to learn his community's needs. Any inquiry into programing beyond that, he said, is censorship and a violation of the broadcasters' right of free speech.

Define Public Interest • Warren Zwiecky, counsel for Storer, urged the commission to adopt a "clarified definition" of public interest in programing.
as "the public use of the frequency in a lawful manner." Once a broadcaster meets this standard of public interest, he said, the commission need not review his program material in detail.

Broadcasters themselves seemed more concerned with practical problems than with the legal questions posed by the proposed form. Grover C. Cobb, KVGB Great Bend, Kan., and a member of the NAB’s radio board of directors, and Robert B. Jones Jr., WFBF Baltimore, a member of the NAB’s radio code review board, urged rejection of the detailed question on determining community needs.

Mr. Cobb, who said the form, in general, was "much improved" over the existing one, said stations should not be required to follow any set procedure in determining needs. He said his station had won prizes for local programing without ever requesting programing ideas from civic leaders. The commission’s proposal that licensees be required to report on their contacts with community leaders would "straight-jacket" broadcasters.

Mr. Jones felt the proposed requirement would be undesirable in a large as well as a small market. He said his station has conducted a continuing survey of its audience since 1961 but could cite only four programing ideas that grew out of the contacts.

Contacts Necessary • He said he felt the contacts themselves were beneficial and that stations are "insane" if they don’t attempt to assess needs. But he expressed opposition to the "rigidity" of the commission’s proposal. He said a narrative report on what had been done to determine needs should be sufficient for the commission.

A representative of the South Carolina Broadcasters Association said the form left the broadcaster "no latitude for judgment." Joseph Wilder, WBAW Barnwell, S. C., a one-station market, said he knows the character of his community—in a county of 17,500 people—and wants to be able to make "day-to-day" program decisions "without extra paperwork, without a formula or guidelines that may inhibit my performance as a licensee." He said he was "alarmed" by the amount of detailed information he felt the form would require.

Like many others who appeared, he also objected to a question asking applicants to describe how their programing differs from their competitors'. As originally drafted, the question required a characterization of the competitors' programing. This was revised before the form was put out for comments. Those participating yesterday, however, had the same objection to the revised question—it would result in subjective judgments of competitors' programing.

Paglin Testifies • The hearing provided the forum for the first appearance before the commission of Max Paglin since he resigned as FCC general counsel on May 1 to enter private law practice. Mr. Paglin, appearing on behalf of several licensees, was critical of a question that drew objections from a number of other participants—that requiring the applicant to list problems of greatest public importance in his community and to describe the programs he broadcast on them.

Mr. Paglin said the question was "subjective" and would not elicit meaningful information, in that licensees would respond only in terms of the programs they had carried. He suggested the question be rewritten to request a list of programs carried to illuminate issues of public importance.

Concern about the form’s emphasis on "local" programing was voiced by Charles W. Godwin, vice president of the Mutual Broadcasting System. He said such emphasis could be interpreted as "antinetwork bias" and could make it difficult for the network to line up affiliates.

He said licensees should not be discouraged from carrying news and discussion programs on national and international affairs. "The residents of any community may be very much concerned with questions of war and peace, of our foreign policy, of the civil rights debate in Congress, of who is to be our next President and similar issues relating to national or international affairs," Mr. Godwin said he urged the com-
A loser still thinks TV debates essential

Richard M. Nixon has endorsed the principle of television debates by candidates for President of the U.S., though he admits that his TV appearances in the 1960 campaign cost him the election.

The former Vice President, in an article in the June 27-July 4 issue of the Saturday Evening Post, calls for President Lyndon B. Johnson to debate his Republican opponent in the coming campaign. Mr. Johnson so far has not publicly stated whether he will participate in TV confrontations with his Republican opponent.

Mr. Nixon quotes a campaign aide as saying that the late President Kennedy started the 1960 campaign as the "less well-known candidate." By participating in the "Great Debates," the aide wrote in a confidential memo, Mr. Nixon gave Mr. Kennedy "the opportunity to remove that liability and to fight the campaign out on even terms."

In his article, Mr. Nixon states that the issue of TV debates this year is "bigger than whether they help the Democratic or Republican nominee." The debates, he writes, to serve the public, not the candidate. He cites four major objectives to which the TV debates contribute significantly: a bigger vote, better informed voters, lower campaign costs, and, in the end a better President.

Mr. Nixon comments in the article on his poor physical appearance in the first TV debate. He says that he "always detested makeup," but after the first debate, "I changed my attitude." TV makeup's purpose, he comments, "is not to make a person look better than he really does but to correct for unnatural effects produced by the TV cameras."

Corrective measures were taken for the remainder of the TV appearances. But, Mr. Nixon states, "even if I hadn't been able to correct my televised appearance, I still think it wouldn't have made a crucial difference. It is the man himself and what he says that ultimately affect people."

mission to review the language in the form to eliminate any implication of antinetwork bias.

ABC's Comments * ABC said the proposed form was an improvement over the one now in use, but recommended a number of revisions. Joseph Kittner, Washington attorney representing the network, recommended a relaxation of the requirements for surveying and evaluating community needs and elimination of a detailed question on news, public affairs and other programs, exclusive of entertainment and sports. He said the latter question projects the commission into an "evaluative" role which should be avoided.

NBC and CBS, which were not represented at the hearing, submitted written statements in which they also commented on questions dealing with news. NBC said it supports the proposed form "insofar as it places the emphasis, and the responsibility, on the licensee" to describe the manner in which he has determined and met community needs.

NBC objected to questions that may "imply" that some program types are more desirable than others. NBC referred to questions seeking information on news and public affairs but specifically excluding data on entertainment and sports programs. The network said the implication is that the commission is more interested in the first two types.

CBS on News * CBS also raised questions about the proposed form's section on news broadcasts from a different point of view. It said it is "inappropria-

Dozier-Fox enter co-production deal

William Dozier will move his Greenway Production offices onto 20th Century-Fox's Westwood, Calif., lot within the next two weeks in the first step of a long-term exclusive co-production and distribution deal for TV series and features.

The two firms agreed to the pact last week. Greenway's first work on the Fox lot will be pilot production on several co-production deals Greenway has concluded with the networks. Two feature properties are expected to be ready for filming by early next year.

Pilot scripts on five Greenway series aimed for the 1965-66 season are near completion.
Pepper expects to double gross in '64

Pepper Sound Studios, Memphis, anticipates gross revenues of $4 million this year, doubling its 1963 income of approximately $2 million, William B. Tanner, president, reported last week.

He said this income does not include that of Mars Broadcasting or of revenue accruing from barter transactions. Mr. Tanner estimated Pepper will generate more than $3 million from barter deals this year, with approximately $300,000 to $400,000 of this translated into cash.

Mr. Tanner reported that in less than three years since Pepper organized itself as a producer of radio commercials and programming on a national basis, it has become a leader in the field. He estimated that one-half of the company's revenue accrues from the production of "image-concept" commercials for local, regional and national advertisers and the remainder from its programming services, sales and promotional aids and production materials.

Mr. Tanner pointed out that more than 1,600 radio stations have used the custom commercials made by Pepper and more than 1,000 outlets have bought Pepper's program service.

Film sales...

Cartoon library (NTA): WCI-X-TV South Miami, Fla.

Big Six feature films (NTA): WMX-TV Cedar Rapids, Iowa and KSD-TV St. Louis.

Storybook Magic (NTA): KPIX-TV San Francisco.

The Exciting Years (TAC): Sold to Southern Indiana Gas and Electric Company by WTVX-TV Evansville, Ind.


Leave It to Beaver (MCA-TV): KJEO-TV Fresno, Calif.; KNTV-TV San Jose, Calif.; KOLO-TV Reno; WLWTV Columbus, Ohio; KOAM-TV Pittsburg, Kan.; WSPD-TV Toledo, Ohio; KLAS-TV Las Vegas; KLTV-TV Texaskana, Tex.; Shreveport, La.; WSFA-TV Montgomery, Ala.; WATF-TV Norfolk, Va.; WLBY-TV Miami, and WPFL-TV Tampa, Fla. Now in 91 markets.

Tales of Wells Fargo (MCA-TV): KORK-TV Las Vegas; WLWTV Columbus, Ohio, and KDSO-TV Yakima, Wash. Now in 34 markets.

Bachelor Father (MCA-TV): KGMB-TV Honolulu; WLS-TV Roanoke, Va.; KOA-TV Denver; KOAA-TV Pueblo, Colo., and WCKT-TV Miami. Now in 63 markets.

Arrest & Trial (MCA-TV): KTNT-TV Fort Worth-Dallas; WTTV-TV Bloomington-Indianapolis, and WTTG-TV Washington.

Mack & Myer For Hire (Trans-Lux): WFMJ-TV Youngstown, Ohio.

The Mighty Hercules (Trans-Lux): WRCT-TV Philadelphia.


Cavalcade of the 60's Group I (Allied Artists TV): WOW-TV Omaha.

Cavalcade of the 60's Groups I and II (Allied Artists): KAKE-TV Wichita, Kan.; KSHO-TV Las Vegas, and WOW-TV Omaha.


Science Fiction (Allied Artists): WTVY-TV Dothan, Ala.


Bob Hope Features (Allied Artists): KAKE-TV Wichita, Kan.; WOW-TV Omaha and WTVY-TV Dothan, Ala.


The Human Jungle (UA-TV): WAGA-TV Atlanta; KARD-TV Wichita, Kan.; WHO-TV Dayton, Ohio; KVTI-TV Amarillo, Tex., and KMID-TV Midland, Tex.

War Group (Teledynamics): WBKB-TV Chicago; KSHO-TV Las Vegas; WTTG-TV Washington, and WSFA-TV Spartanburg, S. C.


Science Fiction (Teledynamics): WBKB-TV Chicago; WBAP-TV Fort Worth-Dallas, and WTTG-TV Washington.

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LANSING DELIVERS ALL THE LANSING METRO AREA PLUS THREE OUTLIER COUNTIES IN ONE OF THE HIGHEST INCOME HOUSEHOLD MARKET AREAS IN THE U. S. (14 in U. S. Metro Cities over 200,000).
Who will be first in 1964 race?

Three TV networks hard at work preparing their computers to predict winner on election night

Competition among the three television networks to be first in announcing the winner of November's presidential election has been intensified by their decision to set up a pooled Network Election Service (Broadcasting, June 15), spokesmen for ABC, CBS and NBC made clear last week.

Because NES has eliminated the actual vote-gathering contest among the networks, it was noted, the competition will center more than ever on their use of computers to determine the winner as quickly as possible. Although production quality and other elements will figure in the competition, each TV network recognizes that the public will tend to judge according to "who calls it first."

CBS is using International Business Machine computers; NBC, RCA machines, and ABC, Burroughs equipment. But network spokesmen emphasized that the extensive and careful preparation of material that will be fed into the computers really is the key to how successful they will be in November.

CBS gets its Vote Profile Analysis by selecting key precincts in each state that together will give it a picture of the state's behavior in miniature.

Broadly, CBS selects its key precincts on the basis of income, ethnic, religious and racial groups, and geographic characteristics—urban, rural, suburban or town. The selected precincts should together show similar percentages of each group as the state as a whole. This, as one spokesman said, is more easily said than done.

In addition to the difficulty of compiling accurate information identifying the composition of the state and the precincts that would mirror that composition, attention also must be paid to whether acceptable precincts report their vote counts early or whether there have been sudden changes in the precinct's makeup, such as new housing developments or hot local issues that might transcend the presidential election in importance.

Early Calls = CBS does not feel it needs the vote tally from each key precinct in a state to report how that state has voted—provided that the "spread" of the precincts that have reported is good. In the California primary June 2, CBS declared Barry Goldwater the winner on the basis of returns from only 18 of the 42 in its pre-selected sample (Broadcasting, June 8). The network felt it was able to do so because it considered the 18 precincts an effective representation of its 42-precinct miniature. Although Senator Goldwater's victory margin eventually was a bit less than the 53% of the vote that CBS said it would be, the network feels its early declaration was justified.

NBC goes a step further than CBS in trying to determine who won. It feeds actual statewide vote tallies into its computers in addition to the votes from its key precincts to arrive at its Electronic Vote Analysis.

Some of the NBC key precincts are chosen in a manner similar to those by CBS by compiling a miniaturized version of the state by means of a few precincts, correctly weighted in terms of geography, social-economic factors and past voting histories. NBC also chooses some precincts at random, particularly in "flat" states, those that do not have widely varying characteristics (a state may be largely rural, or Protestant, or have a population with a comparatively even distribution of wealth).

By knowing how early statewide vote returns compare with those in previous years, NBC feels it can accurately declare the results of the election on this basis as well as on the returns from its key precincts. The network says it withholds declarations of election contest winners until projections from its key precincts tally with those from the statewide returns. A network spokesman said this double check may have kept it from being first every time, but has never misled it into a wrong declaration of who won.

ABC's approach is somewhat different. Its key precincts are a combination of cross-section precincts that are themselves a composite of the state in regard to geography, income groups, etc., and "barometric" precincts—precincts whose percentage of vote in

FCC prepares political questionnaires for stations

Broadcasters last week were advised by the FCC that they will be asked to answer a political broadcast questionnaire on their activities during the 1964 primary and general election campaigns.

The questionnaire has been expanded to include, besides the information required in the 1960 and 1962 editions, a station's over-all schedule of rates, the distribution of time during all phases of the campaigns, free-time offers (whether accepted or not), and the station's editorializing for candidates for specific offices. The commission is expected to vote on the staff-designed questionnaire this week.

The questionnaire is sent out in connection with Congressional suspension of the equal time requirements, Section 315, of the Communications Act for the presidential and vice presidential campaigns. Suspension of Section 315 by Congress is expected soon (Broadcasting, May 18). The FCC will report to Congress on May 1, 1965, on the effect of the suspension of Section 315 on the presidential and vice presidential campaigns and "the role of broadcast stations and networks in other political campaigns during 1964."

The commission's notice of its intention to send out questionnaires said with the exception of free-time offers to either candidates or their supporters "the information that will be sought will be obtainable from the records which licensees normally keep." The commission urged broadcasters to review the previous questionnaires.

Stations will also be asked to inform the network with which they are affiliated of the network political programs carried, whether sustaining or commercial. The commission said the networks will report clearances on a program-by-program basis.

64 (Programming) Broadcasting, July 6, 1964
Too few convictions

A Chicago criminal court judge suggested last week that television programs whose courtroom themes generally find the defendant “not guilty” may be having an adverse effect on real life jury decisions. Judge Nathan M. Cohen told the Chicago chapter of Sigma Delta Chi Tuesday that “there is talk in the criminal courts that we are not getting as many guilty verdicts because of these programs, which seem to convey the idea that the defendant is never guilty.”

each election swings back and forth between the Republican and Democratic parties identically to the shifts in the nation as a whole.

ABC also feeds statewide vote returns into its computers, along with returns from the key precincts. However, the computer is programmed in such a way that more emphasis is placed on information that is gained from the key precincts until a substantial percentage of the statewide vote is available.

Because of the early call of the California primary by CBS before all the polls had closed, some controversy has arisen as to whether CBS had acted irresponsibly and whether some controls should be effected so that no reports of voting returns could be made until all the polls in the country have closed to insure that voters are not influenced by knowing what has happened in other states.

Policy on Controls = The networks unanimously oppose any attempts to limit their ability to report what already has happened. They maintain they are not predicting what will happen, but only declaring a projection of the count of votes already cast—a projection as valid as random, cross-section and barometric precinct sampling can make it and as quick as the computers can interpret it.

Unofficially, the three TV networks do not believe influence on western voters of reports of returns in the East and Midwest will be an issue in coverage this year. They point to the fact that only two of the elections since 1900 needed the electoral votes of states in Mountain and Pacific Coast time zones to determine the winner. The rest were determined by electoral votes in the East and Midwest. In effect, western voters usually do not affect the outcome of a presidential election.

However, should this not prove true this November, the issue may arise. Both NBC and ABC say their computers will give them enough information to project, on the basis of returns from the East and Midwest, what will happen in the western states, even though they have received no returns from those states. They both maintain they will have to exercise editorial judgment at the time on whether to declare a presidential winner on the basis of what the East and Midwest have done and how they feel the West will do.

However, CBS says flatly it will only declare the presidential winner on a state-by-state basis and that one candidate will be declared to have won the election nationally only after he has actually rolled up sufficient electoral votes. The network said that because each state is different, computers cannot predict how one state will vote strictly on the vote of another state that may have similar characteristics.

The TV networks feel that should it come about that vote return reports must be controlled, they should be controlled at the source and suggest the possibility of having all polls close at the same time.

In future elections, the networks believe the pool arrangement on the actual vote returns will be continued and may even be expanded to include all election races. Spokesmen made no mention, however, of abandoning their individual efforts to be the first to tell the nation who won.

Radio-TV covering the World’s Fair

The New York World’s Fair is proving to be a showcase for new television technology as well as the basis for a wide variety of radio and television origination.

The Communications Demonstration Center and School of Tomorrow exhibits at the Hall of Education pavilion opened to the public a complete array of the latest developments in audio and video equipment.

Visual Electronics Corp., New York, the systems coordinator for the communications center, enlisted the support of more than 20 companies to equip the exhibit with modern audio-visual facilities. The newest designs in TV and film cameras, projectors, microphones, consoles, amplifiers and lighting equipment are included in the displays.

WNYC-TV New York uses the center for its daily Dialogues in Depth program that features discussions with leading figures in public and private life.

Another center of interest for broad-
The story of a television success

WOLPER IN SALES BECAUSE HIS FIRM IS MAKING TOO MANY SHOWS

Last month, when David Wolper announced the formation of Wolper Television Sales to syndicate Wolper Productions' special programs and series to TV stations across the country, the move was viewed with some speculation and even skepticism by some observers.

Why, it was asked, should a highly successful program organization which had carved for itself a solid place in the documentary field, supposedly sewed up by the networks, want to get into the highly competitive business of film syndication? Was young Dave Wolper, still four years on the sunny side of 40, getting too big for his britches that he should want to add sales to production? Was't he smart enough to let well enough alone?

The questioners forgot one thing: that Mr. Wolper got his start in the sales end of television. He was selling films to stations in the late 1940's when television itself was still a novelty. He personally sold the first full-length motion picture ever broadcast by a TV station ("The Adventures of Martin Eden"), part of a group of features rounded up for television by Flamingo Films, a TV distribution firm organized by Mr. Wolper and some other young pioneers before 1950.

Among the Flamingo properties was the Superman series of short films, which has been a TV staple ever since, including eight years of Kellogg's sponsorship. It is perhaps more than coincidence that the new Wolper sales organization is handling Superman and other Flamingo material, including 70 half-hour Grand Ole Opry programs and a collection of feature films, as well as the Wolper-produced shows. Negotiations are in progress for syndication of other outside programs, he said.

Mr. Wolper said he returned to syndication because his production organization, which now numbers some 200 producers, directors, researchers, editors and others engaged in the process of turning old newsfilm into new programs, is now capable of turning out more product than other syndication firms are willing to handle, and enough to keep a sales force of its own busy. Also, he commented, a Wolper sales force can concentrate on selling Wolper product, which is not always true of other sales programs that are or will originate from the fair for one or more programs are CBS-TV's Candid Camera, ABC Radio Flair reports, big band shows with Sammy Kaye and Guy Lombardo on CBS Radio and 30-minute segments every Friday of NBC-TV's Today.

Rural electric co-op to press fairness

The National Rural Electric Cooperative Association plans to follow through in its efforts to secure, under the FCC's fairness doctrine, equal time on radio stations that aired Life Line, Manion Forum and Dan Smoot Reports programs opposed to President Johnson's antipoverty program.

The NRECA sent out over 700 letters asking for free equal time in reply to the three programs (Broadcasting, June 29). The association said last week that 76 stations have accepted its 13-minute taped reply to the Life Line program, 84 to the Manion Forum and 13 to the Dan Smoot Reports. A number of stations responded that they did not carry the program mentioned by NRECA or that it was the station's belief that they presented a balanced view of the "war on poverty" through their other programing such as news.

A spokesman for the NRECA said that in certain cases they are following up with a second letter and if the situation warrants the association may take its case to the FCC.

A number of stations which were asked to provide time for reply to the Manion Forum said they would if paid. However, the NRECA said it will not pay for equal time. The association also refused to accept Life Line's offer to provide NRECA with two 5-minute segments for replies within another Life Line program.

The NRECA spokesman pointed out that the association is not pressing for equal time on stations that present a balanced picture of the antipoverty program.

Richard G. Evans Sr., president of WYZZ(FM) Wilkes-Barre, Pa., refused the NRECA free time to reply to Manion Forum on the ground that the
organizations. In addition to such off-network material as D-Day, Making of the President, 1960 and the three Hollywood specials, Wolper Television Sales is going to handle a number of documentary series made expressly for first-run syndication. First of these is Men in Crisis, 33 half-hour stories of the historic clashes of opposing forces: "Chamberlain vs. Hitler," "Salk vs. Polio," "Stalin vs. Trotsky," "Kefauver vs. Crime" and so on.

**Drama In There** In making our documentary specials, Mr. Wolper said, "we found that whenever we had a head-to-head conflict, a strong protagonist and antagonist, it played well, like a dramatic script. Kennedy versus Nixon in the TV debates was a high point in The Making of the President, 1960; Ike versus Rommel, in D-Day, So the next step was naturally a series of such confrontations and Men in Crisis is it. Apparently the broadcasters agree with us, for in the first month our salesmen placed it in 22 markets, including an order from Metromedia for all of its TV stations."

Wolper Television Sales has four sales offices, including the headquarters office in New York at 555 Madison Avenue, from which Ira Gottlieb, vice president in charge of sales, directs the national operation. Julian Ludwig, vice president, Western sales, directs the out of Los Angeles, main offices at 8720 Sunset Boulevard, Hollywood.

Ken Rowswell, southern sales manager, is stationed in Atlanta and Jack Garrison, Midwest sales manager, operates out of St. Louis.

The entry into TV syndication is only one of a series of diversification moves now underway at Wolper Productions. A new industrial and government division is producing an industrial film for Timex and government films for the United States Information Agency and the National Aeronautics and Space Administration. A commercial division is working with Young & Rubicam on some specialized, documentary-style commercials. The company is also getting into the live TV program field with Stop the Camera, a panel game show produced by Nat Liggerman that uses newsreel footage for the contestants to identify. And Wolper is going to make an international series for pay TV.

As owner of Paramount News and its 15-million foot newsfilm library, Mr. Wolper also sells footage to producers, foreign TV stations and others in need of this material. Theaters may go back to using newsreels, he thinks, especially if they can get them in color. Paramount News is pretty much an autonomous operation, with its staff working from its own offices in New York.

Newsfilm is the backbone of the documentary program business and Wolper Productions has agreements with Pathé and United Press International, as well as some foreign newsreel companies, to obtain footage needed to augment the Paramount library.

**Big-Screen Features** In addition to its TV documentaries, the Wolper organization is preparing two feature-length documentaries for showing in theaters, "Adolph Hitler and the Third Reich" and "Four Days in November," the latter in cooperation with UPI. The sale of these feature pictures to theaters will be handled by United Artists, which has handled the syndication of Wolper's The Story of . . . series and is also involved in Hollywood and the Stars, a half-hour Wolper series which has been on NBC-TV this past season.

NBC's willingness to take this series about Hollywood and its stars, while refusing to even consider letting him make a public affairs documentary, is wryly amusing to David Wolper. This policy, which is shared by CBS, is extremely short-sighted, he believes, and is going to change eventually. Moreover, he asserts, it is pointless, as any documentary he produced for a network would be subject to the same editing and revision as one produced by the network's own news department.

Most of all, Mr. Wolper decries this policy as working against the best interests of both broadcasters and viewers. If ABC had stood firm with the other networks and had not agreed to broadcast The Making of the President, 1960, he said, the public would have more seen the program which won four Emmys for Wolper and ABC-TV.

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**SAG sets July 9 strike in TV filming**

With a Screen Actors Guild strike against the Association of Motion Picture and Television Producers set for Thursday (July 9), SAG is set to meet in a separate bargaining session this morning (Monday) with TV producers who are not affiliated with AMPTP.

Directors of the guild unanimously approved the strike date after the SAG-AMPTP contract expired June 30. July 9 was set with the guild saying it was giving sufficient time for negotiators to make a final effort to avoid a work stoppage.

SAG said it had made "substantial modifications" in its original demands, including those in the rerun and foreign shooting areas. Officially, no one has talked about what has gone on in the

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**Mowers vs. Plows**

Farm radio programs in the Northeast today are more for the man who pushes a lawn mower than for the man who pushes a plow.

This is one of the findings by two farm directors of eastern radio stations and presented to the National Association of Television & Radio Farm Directors, meeting in Cherry Hill, N. J.

The two broadcasters are Frank Atwood, WTIC Hartford, Conn., and Don Tuttle, WVOY Schenectady, N. Y. They wrote to all farm broadcasters in the northeast area for air checks of their programs to compile a montage to indicate the kind of products being sold on farm programs. This indicated that farm programs now sell not only the basic farm products—equipment, feed, seed and fertilizer—but also, and in greater number, the normal complement of straight consumer goods—automobiles, beer, cigarettes, furniture, insurance, banking, etc.

Mr. Atwood estimated that 70% of his commercials are "nonfarm" products. "Not are farmers regular consumers, Mr. Atwood said, but a considerable number of his audience are new exurbanites who live in rural areas but commute to work in the city.

From 1955 to 1961, Mr. Atwood reported, the farm audience of WTIC, covering about 2.5 million people, declined from 9% to 4%. Mr. Atwood’s own program (Frank Atwood Show), runs heavily on farm information from 5:30 a.m. to 6 a.m., and then switches to a more "urbanized" format until it ends at 6:45 a.m.

The Atwood-Tuttle presentation, entitled "Farm Radio in the Urban East, or from Baltimore to Boston," was compiled with the help of John Schmulback, sales manager of WVOY.
WISN-TV brings 'golf course' into studio

What is claimed to be television's first use of the new Golf-O-Tron system for playing golf indoors in small space has been introduced by WISN-TV, Milwaukee on a new local sports program, Inside Golf.

Here Dick Johnson (1), WISN-TV sports director, describes the instruction John Smeaton, golf pro, is giving the program's student-hostess, Nancy Cudahy.

The Golf-O-Tron projects the background from any of a number of top U.S. courses onto the rear screen, which serves as the net catching the studio player's drive. A computer system measures both force and angle of drive and advances the picture slides and visual marker registry.

The result is the player can actually simulate his stroke-by-stroke advance around the particular course chosen. The system also includes a studio green with putts up to 25 feet. Cost is around $6,000.

bargaining sessions, but it is understood that AMPTP rejected a plan to give the actors a cut on foreign sale of TV films and offered SAG only a token increase in present rerun fees.

The SAG-AMPTP impasse has brought other labor-management negotiations in Hollywood to a virtual standstill. Progress in some minor areas was reported in a negotiation session between the Screen Extras Guild and producers last week. However, producers talks with SAG and the Directors Guild of America are waiting outcome of the SAG situation.

Program notes...

Laurels • The Czech International Television Festival awarded The Jackie Gleason Show: The American Scene Magazine top prize and named Leonard Bernstein recipient of a Diploma of Honor for the "What is a Melody?" program from his Young People's Concert series. Both shows are seen on CBS-TV and are distributed overseas by CBS Films.

Hayworth on TV • CBS-TV has signed Rita Hayworth for her first television appearance in a performance on the Rawhide series next season (Fridays, 7:30-8:30 p.m. EDT). Miss Hayworth's appearance will be in a "star vehicle" the network is creating for the series that will feature top stars in important guest roles. Salary for a performer appearing in a "star vehicle" would range from $25,000 to $40,000 compared to a range of $3,000 to $6,500 paid conventional guest star talent.

Blake back • Blake Edwards, who created the Peter Gunn and Mr. Lucky series for TV several years ago, has committed his newly formed Patricia Productions to provide ABC-TV with pilot programs for three new series next year.

Seven Arts may get 20th-Century films

Seven Arts Associated last week confirmed a report that it is close to acquiring 30 post-1948 features from 20th Century-Fox. The package is expected to cost the syndication company in the neighborhood of $5 million.

A Seven Arts representative said essentials of the deal had been agreed upon, but that it remained to be signed. The 30-film group comprises the same 20th Century pictures that were originally shown on NBC-TV in the past season.

Among the titles are "Diary of Anne Frank," "Love is a Many Splendored Thing," and "Seven Year Itch."

The Seven Arts spokesman said acquisition of the films, 80% which are in color, represents a continuing emphasis by the syndicator on color pictures. Approximately 50% of the films now in the Seven Arts library are in color.

Official sues Wolper over new TV series

Official Films Inc. has filed a suit in the U.S. District Court in New York against Wolper Productions Inc. for $600,000 damages, claiming that Wolper has breached its 1960 contract with Official on the Biography half-hour TV series.

The suit contends that the pact Wolper made with Official to produce Biography contained a clause prohibiting Wolper from producing and distributing one-half hour series depicting biographies of famous persons of the past 50 years. Official claims that Wolper's current series, Men in Crisis, is a violation of that clause.

In addition to the $600,000, Official is seeking an injunction restraining Wolper from making any further sales on its Men in Crisis series and is asking that Wolper pay over "his profits and the losses sustained by Official."

Weekend programs hit in WNDT(TV) budget cut

New York area educational station WNDT(TV) will not resume Saturday and Sunday operations in the fall because of a $654,000 reduction in its operating budget.

Samuel B. Gould, president of the station, said the station normally drops weekend programming during the summer months but originally had planned to resume telecasting on Saturday and Sunday in the fall.

The decision to eliminate weekend
telecasting, according to Mr. Gould, was made at a recent meeting of the board of trustees because the budget for 1964-65 amounts to $2.3 million. The station had hoped to operate with approximately $2.8 million but, Mr. Gould said, there have been cutbacks in contributions and in grants from foundations.

A program series that received critical acclaim, The City, devoted to an examination of life and problems within specific neighborhoods in New York, will not return to WNDT in the fall because "it is too expensive for us," a spokesman said. Fifteen episodes in the series during 1963-64 cost $50,000.

Most of the programs that have been carried on the station for the past two years will continue. The regular fall schedule will start on Oct. 5.

WOR-TV, WBKB(TV) buy CBS Films series

CBS Films reported last week it has sold 156 episodes of Marshall Dillon and 111 segments of Whirlybirds to WOR-TV New York and the Dillon series only to WBKB(TV) Chicago. The purchase price by WOR-TV was estimated at $500,000 and by WBKB at $200,000.

James T. Victory, vice president domestic sales, CBS Films, noted that 35 stations have bought Dillon since it was placed into U. S. syndication two months ago. He said that more than $1.7 million in sales have been made on the series during that time.

AB-PT, Warners film Burton's 'Hamlet'

A stage production of "Hamlet," now on Broadway, has been filmed for presentation in over 1,000 movie theaters with American Broadcasting-Paramount Theaters and Warner Bros. Pictures underwriting the venture. AB-PT's investment is estimated at $350,000.

The Broadway "Hamlet," starring Richard Burton, was filmed during a regular performance last week by a special high-speed process, "Theatrorfilm," which permits filming under normal theater lighting. Theatrorfilm is the registered trade mark of Electronovision Productions.

Warner Bros. Pictures will pay the cost of prints, advertising, promotion and distribution.

The cinema presentations in the U. S. and Canada—four showings in each theater—according to contract must be made within the same two-day period, necessitating at least 1,000 separate prints of the film. The dates have not been set.

A representative of Warner Bros. said the company expected to spend around $350,000 for prints and another $350,000 on advertising and promotion. He declined to predict distribution expenses.

Backers of the production hope for a minimum theater audience of five million with ticket prices averaging $2 each.

Overseas news programs offered by radio firm

Overseas Communications Co., Darien, Conn., a new radio production firm, is offering stations two five-minute feature news programs each weekend. The firm reports its service has already been sold in 24 markets.

The news programs, featuring former CBS newsmen Robert Pfeiffer, are short-waved each Thursday from foreign cities to New York, where they are recorded by RCA and then forwarded to member stations. According to Overseas Communications, the programs represent "in-depth analysis of the top story of the week as seen from abroad."

News wire complaints

Opposition to the Agriculture Department's market news wire service continued last week as a number of representatives of news media testified against it before a Senate appropriations subcommittee. Funds for the service already have been approved by the House (BROADCASTING, May 25).

The arguments advanced by publishers last week charged that the department's service unfairly competes with privately owned firms. One publisher testified that his company lost at least $75,000 to the service last year.

WNEW-TV buys 225 films

The purchase of the largest feature film package in the history of WNEW-TV New York, consisting of 225 pre-1948 Paramount pictures was announced last week by Jack Lynn, vice president of programming for the station. The price paid to MCA-TV for the films was said to be about $1.5 million.

Included in the package are "For Whom the Bell Tolls," "State of the Union," "The Lost Weekend," "Two Years Before the Mast," "The Lives of a Bengal Lancer," "Beau Geste" and "Wake Island."
Presunrise action may fall victim to recess

Commission says lack of engineering information holds up any chance of making a decision

The likelihood of early FCC action on a rule permitting presunrise operation by daytime broadcasters appeared slight last week, despite what has been a concerted commission effort to adopt a rule before the August recess. The project was begun with a proposed rule-making issued in November 1962.

The commission staff, which has been working under considerable pressure for weeks to complete a draft rule, presented its recommendation to the commission last week, but got a cold reception. The FCC felt it lacked the necessary engineering data on which it could make a decision.

Basically, the staff proposed a plan it said aimed at preserving existing presunrise operations of day and fulltime stations as far as possible and, in special cases, permitting resumption of presunrise operations that had been banned because of interference with fulltime stations. Some 2,000 daytimers would be affected by the proposal.

But the staff had presented only a preliminary version of its proposed rule; the report and order that ordinarily accompanies a rule and contains the rationale for it had not been completed in time for the June 29 meeting.

As a result, the commission asked the staff for more information. It asked what effect the rule would have on U. S. obligations under the North American Regional Broadcast Agreement. The commission also requested data on the service needs of the stations involved, and on the interference that would result if the proposed rule were adopted.

Time-Consuming • Some officials expressed doubt the staff would be able to provide the commission with the data before the recess.

As presented by the staff, the rule was designed to eliminate as an issue the matter of complaints by fulltimers about presunrise operations of daytimers. Daytimers now are permitted to broadcast before dawn until a fulltime station complains about interference.

The staff’s recommendation would have provided a cut-off date, after which presunrise operations would have been “grandfathered in;” the commission would not have entertained further complaints about such operations. But at the same time, the cutoff date would have been a deadline for new presunrise operations by daytimers.

As for existing situations, the proposed rule provided for procedures for resolving disputes. Initially, stations would be expected to reach agreement between themselves, as is currently the practice under an interim procedure adopted by the commission in March. The negotiations could involve an agreement by the daytimer to reduce power to a point where interference ceases.

Commission Action • A dispute that couldn’t be settled in this manner would, under the staff’s recommendation, be referred to the commission, which would settle it on the basis of written filings submitted by the stations. The commission could decide whether a presunrise operation should be allowed to continue or be resumed, and if so, on what basis.

The staff proposal provided for a set of priorities on which the commission would make its decisions. Daytimers that are the only stations in their communities would be given particular consideration.

Since the commission is prohibited from modifying a station’s license without a hearing, the proposed rule provided for imposing settlements on stations at the time their license comes up for renewal. The staff reportedly is anxious to avoid the burdens on the commission that would result from a series of hearings on complaints about presunrise operations.

AMST opposes drop-in

The Association of Maximum Service Telecasters and a local UHF permittee last week urged the FCC to deny a requested short-spaced channel 10 drop-in in Jacksonville, Fla.

The drop-in request was made by New Horizons Telecasting Corp. after the commission declined to reconsider its denial of drop-ins to the Florida city and six other two-VHF markets (Broadcasting, May 25). New Horizon’s proposal would place the channel 58.5 miles short of the required co-channel spacing from WALB-TV Albany, Ga.

AMST said the New Horizon petition for the channel is merely a second plea for reconsideration of the drop-in decision, and as such is a violation of the FCC’s practice not to entertain further pleadings following a denial of reconsideration in a proceeding. Rust Craft Broadcasting Corp., permittee to WJKS-TV (ch. 36) in Jacksonville, backed AMST’s argument. Rust Craft also told the commission that New Horizons erred in arguing that the short-spaced channel 10 could serve Jacksonville more efficiently than could a UHF station.

American Airlines to have TV, movies

American Airlines last week announced plans to bring live television, among other in-flight entertainment, to passengers on 45 of its jets by the end of September.

Using equipment made by Sony Corp., the airline will offer live TV, when in range of a station; movies on closed circuit; pictures of the takeoff and landing from a camera in the nose of the plane or stereo music. The technical gear is expected to cost more than $1 million.

American’s announcement last Wednesday (July 1) came less than a week after Ampex Corp. announced availability of a similar system, Travelvision. Heart of the Ampex system is a 96-pound Videotape playback unit providing TV pictures, movies prerecorded on tape and two music programs for passenger selection.

United Air Lines is examining passenger television systems and Pan American Airways is also reported considering such installations.

The sudden interest in in-flight entertainment was generated by the passenger response Trans World Airlines has had with motion pictures on its international flights since 1961 and cross-country flights since 1963. TWA, American and United are in direct domestic competition and Pan American competes on
Tiny sets steal the spotlight

Chicago Music Show provides introduction for radio-TV receivers

The great diversity of tiny personal television sets and pocket size AM-FM radios now available to the consumer was clearly seen last week at the 63rd annual Music Show in Chicago sponsored by the National Association of Music Merchants. The trend to solid state in TV as well as radio was evident, especially in the small portables.

Some 13,000 U. S. retail buyers attended the show. About 350 companies, including many of the radio-TV majors, exhibited some 6,000 product lines. Dealer reaction to the new all-channel TV law appeared mixed with some indifference and confusion over pricing. In most cases all-channel sets are running about $10-$20 over the previous VHF-only models. In many instances dealers were said to have stocked up on VHF-only sets to avoid the all-channel selling problem as long as possible. Generally set sales seem to be continuing at a good pace.

Standard Radio, which has featured what it claims is the smallest of the transistor AM pocket radio lines for several years, came up with a similar entry for the portable TV field with its new 3-inch set, an all-channel model which works on regular AC current or DC using an enclosed packet of nine regular "C" cell flashlight batteries. Standard also introduced its less-than-cigarette pack sized AM-FM pocket radio. Both items still await pricing from Japan.

A similar flashlight battery all-channel tiny TV portable was shown by Sony Corp. but the picture size is slightly bigger, 4-inches. Price is $199.95. Sony still has inventory of its well-known tiny VHF portable featuring a 5-1/2 inch picture tube (now $189.95) and for which a UHF adaptor is available. Sony also introduced a new solid-state 9-inch model.

More Small Sets • General Electric, Magnavox, Curtis Mathes and Westinghouse were among American firms introducing personal TV sets under their own labels although manufactured for them in Japan. GE's new 9-inch solid state portable sells for $159.95. Westinghouse showed its new 12-inch starting at $119.95. Magnavox's 12-inch set starts at $99.95 while the 11-inch set of Curtis Mathes is $89.95 VHF-only from inventory, and $109.95 all-channel.

The range of pocket-size and small AM-FM transistor portables this year has become quite large, including entries by both U. S. and foreign manufacturers. Prices start as low as $25 but most low-end models are pegged at $39. Step-up luxury models often include additional wave bands, especially among imports.

Color TV • Nearly all big firms displayed their 21-inch color TV lines at Chicago last week but conversation centered frequently on other color innovations. Sharp Electronics of Japan displayed its new 16-inch rectangular color tube set which is similar to the new Toshiba-made 16-inch rectangular color set being test marketed in the Chicago area by Sears Roebuck & Co. Both are priced at $349.

A new patent-pending optical system which produces a startling illusion of natural "looking through a window" depth to color TV pictures was shown to a select few at the invitation of Jim Holt, former WAZ Boston disk jockey who developed the technique and who now heads his own recording, production and development firms in Hollywood. Called Teledepth, the system incorporates a simple concave mirror and enlarging lens combination which is being offered for licensing.

Mitsubishi demonstrated its new 6-inch color set which employs the triple picture tube and mirror technique originally used by RCA some 15 years ago to demonstrate color TV. The set is selling for $300 in Japan now but it won't be ready for the U. S. market until early next year.

Technical topics...

Camera cam • Houston Fearless Corp., Los Angeles is producing a new head for TV cameras which utilizes the cam principle. The Cam Head can hold the heaviest or the lightest of cameras at any tilt angle.

New transistors • RCA Electronic Components and Devices is marketing four new silicon planar transisters, specifically designed for audio amplifier applications in home entertainment equipment. The transistors feature small-signal beta level ranges and are suitable for most radio, television, phonograph, tape recorder and other consumer-type audio equipment design requirements.

Pilot returns • Pilot Radio Corp. has re-entered TV set marketing with introduction of 21-inch color TV models in some of its home entertainment consoles. Pilot discontinued TV marketing in 1952 when it turned to emphasis on high fidelity equipment.
Flattering letter used in ad campaign

Unsolicited testimonials may be a thing of the past but wccc Hartford, Conn., employed a flattering letter from a listener in a blind advertisement in the local paper and offered a prize to anyone who guessed which station had received the letter whether or not the guess was correct. Of 564 replies, 140 correctly named wccc.

The station received an unsigned letter and conducted an on-air search for its author. In the Sunday Hartford Courant, wccc ran the signed letter complete except that call letters were deleted. Instructions under the letter listed all the Hartford radio stations and asked that the readers clip a coupon, fill in their names and addresses and mark with an "X" the station which they thought had received the letter, then mail the coupon to a box at the Courant.

With 24.8% of the total, wccc placed second in the voting, just nine votes short of the first place choice and 40 votes ahead of the third place station. The station then mailed out 564 ballpoint pens with a letter of thanks from the station manager, Bill Savitt.

The following Sunday the station ran a follow-up ad in the Courant saying that it had received the letter and gave the percentage breakdown of the replies.

Some stock answers

Kukla, Fran and Ollie have invaded the domain of Wall Street, at the request of the New York Stock Exchange, to enlighten people on the basics of investing. The trio covers such topics as the correct vs. the wrong way to invest, how to read the financial pages, proxies and annual reports and the language of investing. Thirty-five minute tapes and films, in both color and black-and-white, are free to television stations. Distribution will be handled by Sterling Movies.

A coonskin kick at NBC Enterprises

NBC-TV will begin a promotion campaign this summer for its new Daniel Boone series, which starts Sept. 24 (Thursdays, 7:30-8:30 p.m. EDT).

NBC Enterprises has signed licenses with manufacturers to market Daniel Boone tee shirts, pajamas, sweat shirts, toy forts, and soldiers, hats, dollars, Indian tepees, frontier jackets and trousers, bubble gum, action skill games, lunch kits and toy replicas of frontier wagons, canoes and the Kentucky long rifle. A Daniel Boone Trailblazers fan club also is being established.

Merchandise will be shown to retail and supermarket buyers in New York July 16.

Broadcasters hand out scholarships

School is out for the summer and broadcasters are taking part in the annual activity of handing out scholarships. In Boston, proceeds of Broadcasting Executives Club's break-up party have been turned over to a fund which provides a one-year scholarship for a graduate student in broadcasting at Boston University or Emerson College.

Fifteen members of the Nebraska Association of Broadcasters are providing six freshman broadcast scholarships with a total value of more than $1,500 at the University of Nebraska School of Journalism. The scholarships will be available to qualified 1965 Nebraska high school graduates. And in New York, wasc has awarded its first annual $1,000 scholarship to the writer of the best Schoolscope newscast during the past school year. The contest, run for high school students, will begin again in the fall with selected students writing, producing and announcing newscasts on the station every weekday night.

Networks receive 6 School Bell awards

Six National School Bell awards were presented to ABC, CBS and NBC last Wednesday (July 1) at the 102nd annual National Education Association convention in Seattle.

Each network received an award for documentary interpretation of education: The Saga of Western Man: 1964, ABC-TV; CBS Report, "The Catholics and the Schools," CBS-TV, and An Experiment in Excellence, NBC-TV.

The ABC program, the fourth in a series on Western civilization, focused on the most serious problems faced by the U. S. The CBS News show covered the federal aid issue and used film visits to Catholic schools to dramatize their place and problems in education.

NBC News's program dealt with the public schools of Pittsburgh and explained teaching innovations there.

CBS News received two other School Bell awards, including the only one for a radio program. CBS Morning News with Mike Wallace was selected for its "continuous coverage of education through a news program on television."


NBC-TV received another School Bell award for its Mr. Novak series, as a dramatic interpretation of education presented by a national TV network which "presents teaching as a serious business and richly rewarding."

The network presentations were among 15 awards made in publishing and broadcasting fields. The Associated Press received an award for coverage of education by its specialist, G. K. Hodenfield.

Newsfilm award to WRCV-TV

Wrcv-tv Philadelphia has been named Newsfilm Station of the Year in the National Press Photographers Association's Pictures of the Year competition. More than 40 stations entered
Drumbeats ...

For the kids • The merchandising and licensing division of CBS Films will handle character merchandising for *Linus the Lionhearted*, new CBS-TV series. The division will market toys, games, clothing and juvenile publications featuring Linus, a timid lion, and other characters in the series.

Golden presentation • Eldon Campbell, vice president and general manager of WFBM-AM-FM-TV Indianapolis and operator of the Muzak franchise, that city, has been awarded the 1963 Golden Ear award for outstanding contributions to business and civic communities. The annual award is made to the person associated with Muzak who makes outstanding contributions to public service.

Tour winners • WJW Cleveland received 2,338 entries in its first two-week “Know Your U.S.A. and Win a Free Vacation” contest. The grand prize winner received a trip for two to Las Vegas and California. The station is sponsoring four more contests with prizes of trips to the World’s Fair, Yellowstone Park, New England and Florida.

FATES & FORTUNES

**BROADCAST ADVERTISING**

Lawrence R. Nelson, senior VP and chairman of executive committee at Campbell-Ewald Co., Detroit, elected vice chairman of agency's board of directors. Thomas R. Chick, supervisor of United Motors Service division of General Motors account, appointed VP. Courley R. Parker, account supervisor, also named VP.

Walter A. Compton, M.D., elected president and chief executive officer of Miles Laboratories, Elkhart, Ind., succeeding Edward H. Beardsley, who reaches mandatory retirement age of 65 next month. Appointment becomes effective July 31. Dr. Compton, 53, has been executive VP of Miles since 1961. Mr. Beardsley joined Miles in 1930 and became president in 1961. He will remain on board of directors.

Sanford A. Haver joins Dancer-Fitzgerald-Sample, New York, as VP and copy supervisor. He was VP and creative director at Mogul, Williams & Saylor, that city.

Joseph P. Bannon, manager, elected VP-distributor sales of RCA Sales Corp. Jack K. Sauter, manager of sales planning and development-television, elected VP for consumer products merchandising. Other RCA sales appointments include Philip E. Cunningham, eastern field sales representative, to manager, national accounts sales; Daniel J. Gentile, western field representative, to succeed Mr. Sauter, and G. Lee Smith, southern field representative, named manager, sales planning and development, radio-Victrola.

Frank Stanton, VP of Benton & Bowles, New York, appointed manager of information management. Dr. Benjamin Lipstein, B&B VP, appointed to new post of senior associate director of information management and director of information systems.

William G. Walters, who is among 55 advertising executives enrolled at Harvard Business School for Advertising Federation of America's sixth annual seminar in marketing management and advertising, is TV VP-sales manager of Peters, Griffin, Woodward Inc., New York. He was incorrectly identified as being with Television Bureau of Advertising in June 29 issue of BROADCASTING.

William J. Catrow elected VP of Ketchum, MacLeod & Grove, Pittsburgh.

John Knox Thorsen named to represent WICC Fairfield, Conn., in newly opened sales office at 400 North Michigan Avenue, Chicago. Mr. Thorsen in past was with WPAT Paterson, N. J.-New York, as midwestern sales representative in Chicago, and FM Group Sales, that city.

John C. Smith joins Street & Finney, New York, as account executive on Colgate-Palmolive Co. He was formerly at Young & Rubicam, that city.


David Davies, VP-client services at A. C. Nielsen Co., Evanston, Ill., has resigned to join Armour & Co., Chicago, as director of marketing and sales research for its grocery products division, effective July 13.


George Rapp appointed manager of national sales for WRG-TV Washington.

Richard Lord appointed VP in charge of creative services at Warwick & Legler, New York.

Russell S. Jones elected VP of McCann-Erickson, Los Angeles.


Edward F. McLaughlin named general sales manager of KGO San Francisco, replacing Ken Leslie, who resigned.

Donald Raumaker named account supervisor at John W. Shaw Advertising, Chicago.

Roland Kay and Robert Huth to join
San Francisco sales staff of H-R Television Inc. July 15.

Robert P. Murray Jr. joins ABC-TV Spot Sales, New York, as account executive. He was formerly TV account executive at Crosley Broadcasting Corp., that city.


William E. Steers, president of Doherty, Clifford, Steers & Shenfeld, New York, elected to one-year term as board chairman of National Better Business Bureau, that city. Earl N. Felio, of Colgate-Palmolive Co., was elected NBBB treasurer, and William G. Weisbrod, of E. I. duPont de Nemours & Co., was re-elected secretary.

J. Peter Hroniek named account executive at KSST Davenport, Iowa.

John W. Connor appointed to newly created post of creative director, supervising both copy and art departments of Doremus & Co., New York.

Sheldon L. Kaplan joins Glenn Advertising, Dallas, as supervisor of broadcasting and account executive.

Carl P. Lanci named account executive KYW Cleveland.

Samuel Bader named account executive at Smith/Greenland, New York.

George H. Reese Jr. joins Compton Advertising, New York, as senior account executive.


Robert Urquhart and Peter Thompson join creative staff of W. B. Donar & Co., Detroit.

Edward McCabe, of Young & Rubicam, and Robert Wilvers, of Benton & Bowles, join Carl Ally Inc., New York, as copy group head and art director, respectively.


Joe Monroe, formerly with WFBA-AM-FM Dallas, joins KIH(TV) Corpus Christi, Tex., as account executive.

Gary T. Sharp joins Jack T. Sharp Advertising, Cleveland, as media buyer.


Mercedes Bates, for past 4½ years senior editor in charge of food department of McCalls magazine, joins General Mills, Minneapolis, effective Aug. 1, as director of Betty Crocker Kitchens. She replaces Helen Hallbert, who retired Jan. 1.

Gwynn Meden, administrative director of The Zakin Co., New York, joins Sudler & Hennessey, that city, as PR director. She succeeds Marie White, who has resigned.

William G. Taylor joins copy department of N. W. Ayer & Co., Philadelphia. Also joining Ayer in PR department are Ralph S. Thomas and Douglas G. Meldrum. Mr. Thomas has been with Babcock & Wilcox Co., that city, for past two years; Mr. Meldrum was account executive at Ellington & Co., also Philadelphia.

Milton J. Margolis, VP and communications group head at Kenyon & Eckhardt, elected president of New York chapter of Sales Promotion Executives Association.

Arnold Starr joins AM Radio Sales, station representation firm, New York. Mr. Starr had been VP and general manager of Radio-TV Daily since July 1963 and before that was account executive at NBC Spot Sales, New York.

Mary Ann Breijle, estimator and media generalist at Gardner Advertising, St. Louis, to senior media generalist.


THE MEDIA

James R. Kerr, president and chief operating officer of Avco Corp., New York, elected to additional post of board chairman of Crosley Broadcasting Corp., Cincinnati, wholly owned subsidiary of Avco. John T. Murphy is president and chief operating officer of Crosley Broadcasting. Mr. Kerr succeeds as board chairman James D. Shouse, who has retired (Broadcasting, June 15).


Robert Wilson, vice president and general manager, KXTV(TV) Sacramento, elected president of California Broadcasters Association to serve until June 30, 1965, end of the first July 1-June 30 fiscal year adopted for CBA last week at annual convention in San Francisco (see story page 50). He succeeds Robert D. Wood, vice president and general manager, KXNT(TV) Los Angeles. Leslie Norris, KXTV(TV) Santa Barbara, is new VP for television; Jules Dundes, KCBS San Francisco, new VP for radio. Louis Simon, KPXS (TV) San Francisco, is secretary-treasurer.

Jonas Termin, promotion manager of WHYL Carlisle, Pa., named station manager of WFBG-TV Altoona, Pa. He succeeds Norman A. Boland, who has moved to sales post at WFBG-TV.

William T. Arrington, station manager of WMRB Greenville, elected acting secretary-treasurer of South Carolina Broadcasters Association, replacing J. Ludley Saumeng, who resigned.

Orville Cox appointed general manager of WTK Durham, N. C.

PROGRAMING

Albert A. Altmark appointed assistant to president of Charles Michelson Inc., New York production-distribution firm.

Ted Kavanau, formerly producer-di-

BROADCASTING, July 6, 1964
rrector-writer for public affairs department wbez-tv Boston, joins wbbm-tv Chicago as director of documentary department. Paul C. Snyder Jr., joins staff as writer-producer and Richard L. Asch is named researcher.

Jerry Kunkel appointed operations manager of WIBC Indianapolis.

Jack R. Rader joins production department of KSTT Davenport, Iowa.

Guy Biendi named to succeed Albert Floesheimer as VP for advertising and publicity at Walter Readre-Sterling, New York. He was formerly eastern representative in New York for Mirisch Co., motion picture firm.

John E. Pearson, formerly VP in charge of sales for Walter Readre-Sterling and earlier with Independent Television Corp. as head of international sales, joins Fremantle International Inc., New York, as coordinator of global sales. He will be responsible for coordinating sales efforts of Fremantle’s offices in Canada, Great Britain, Italy and Australia and will supervise company representatives in other areas.

Kirby Ayers, formerly of WCBS New York, named director of program operations at WATF Paterson, N. J.

Kazlon Zoller named production manager of KABC-tv Los Angeles. He replaces Steve Mills, who was named executive producer.

Richard J. Collins, formerly producer on Bing Crosby Productions’ Breaking Point series for ABC-TV, signed by Universal TV as producer on Bob Hope-Chrysler Theatre NBC-TV series.

Charlotte Tochterman appointed to newly created post of internal public relations to president of Morton J. Wagner Cos., Los Angeles.

Squire D. Rushnell named assistant program manager of WBZ Boston.

Russ Mayberry joins Eue-Screen Gems, Hollywood, as sales manager for commercial and industrial film division. He was formerly associate production manager at Leo Burnett, that city.

NEWS


Robert Cohen joins news staff of WIBC-tv Pittsburgh.

Tom Woods named chief cameraman-reporter of Broadcast News, syndicated news service with headquarters in Sacramento, Calif.

Wendell Smith, for past year on news staff of WBBM-tv Chicago, joins news department of WGN-AM-tv there.

Harry Hart, formerly news director of WALK Patchogue, N. Y., joins news staff of WHLI Hempstead, N. Y.

James F. Ruddle appointed newscaster-reporter at WTVF(TV) Tampa-St. Petersburg, Fla.

George Sells, formerly with news staff of WNMP Chicago, joins WSM Nashville as announcer-newsman.

FANFARE

Alfred M. Gertler promoted to senior VP and editorial director at Harsh-Rotman & Druck, Chicago. Robert I. Salins also named senior VP. Both have been with firm more than dozen years.

Charles H. Kitchell named president of SCI division of Communications Affiliates Inc., New York. He succeeds James C. Wickersham, who was named executive VP of parent CAI (.Broadcasting, June 29). Mr. Kitchell was formerly VP and marketing service director of SCI division.

James C. Katz joins Blowitz, Thomas and Canton, Hollywood. He was formerly head of syndicate publicity at United Artists, New York.

Harry N. Handley, presentations specialist at Cape Kennedy for National Aeronautics and Space Administration and earlier sales development manager for WTVJ(TV) Miami, named promotion director of WLS Chicago. He succeeds Charles Stroud, resigned.


Harold A. Bergen, for past seven years with Burston-Marsteller Associates as VP in Chicago office, moves to Chicago office of Harsh-Rotman & Druck, national PR organization, as VP.

Donald G. Hammond appointed manager of on-air promotion for CBS-TV network advertising and sales promotion department. In his new capacity he will report to Alex Kennedy, director of audience promotion.

Dennis Guiver, assistant program director of KUTV(TV) Salt Lake City, appointed promotion and PR manager.

EQUIPMENT & ENGINEERING

Johney Jackson named chief engineer of KBRB Monette, Ark.

Frederick R. Kappel, chairman of board of American Telephone and Telegraph Co., to receive American Institute of Consulting Engineers’ award of merit. Annual award will be presented Oct. 20 at New York Hilton during institute’s annual dinner.


ALLIED FIELDS

Professor Elmer G. Sulzer has resigned as chairman of department of radio and TV and as director of radio-TV communications at Indiana University, Bloomington, to teach as regular member of faculty.

Neal English, assistant director for audio-visual activities at American National Red Cross, Washington, promoted to national director of public information. He succeeds Roy E. Johnson, who retired.

Representative Fred B. Rooney (D-Pa.), new member of House Commerce Committee (Broadcasting, May 25), has been added to its Communica-

Management Consultants to Broadcasters

CR 7-0040/TR 9-1037

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BROADCASTING, July 6, 1964
Hornto Saudi Arabia

C. Phyll Horne, engineering assistant to FCC Commissioner Rosel H. Hyde, has been chosen to aid government of Saudi Arabia as consultant for two weeks in July. He will serve on committee to advise government on selection of bidder on radio equipment. Mr. Horne is scheduled to depart for Jidda, Saudi Arabia, July 12. He was selected for assignment after Saudi government asked State Department to recommend expert in radio equipment.

Chetham-Strode was previously with Rediffusion Ltd. for five years as sales manager and earlier with Associated Television Ltd. as sales executive. Mr. Shaylor was with Service Advertising Co. Ltd. where he was in charge of TV planning and buying.

Talbot S. Duckmanton named general manager designate of Australian Broadcasting Commission, Sydney. He will succeed Sir Charles Moses, who retires next year.

Mike Busuttil joins international media division of Foote, Cone & Belding Ltd., London. He was with Young & Rubicam Ltd., that city. Gordon Wills joins Foote, Cone & Belding Ltd., as executive in its marketing and research division.

William C. Bain, research director of Stovin-Byles Ltd., Toronto station representation firm, named research manager of CTV Television Network Ltd., that city.

Brian Dogwell appointed acting media director of BBDO Ltd., London. He joined agency in 1960, became assistant media manager in 1963.

Bill Perry appointed head of outside broadcasts at Southern Television Ltd., British commercial TV firm, London.

Donald Atkins elected chairman of Mather & Crowther Ltd., London. Mr. Atkins has been managing director of company since 1962. He joined M&C as art director in 1946, was appointed to board as account director in 1949.

Stanhope Shelton appointed vice-chairman of Mather & Crowther. He has been director since 1947. Guy Mountfort appointed managing director, succeeding Mr. Atkins. Mr. Mountfort joined M&C in 1948, became member of board in 1949 as director of merchandising.

William Collingwood appointed secretary of Independent Television Authority, effective Aug. 1. Mr. Collingwood has been ITA regional officer for southwest England and channel islands since 1962.


John Cuff elected board chairman of new London agency, Kingsley, Manton and Palmer Ltd. Mr. Cuff was formerly chairman of Benton and Bowles Ltd., London, resigning in 1963 after 15 years with agency. He was appointed managing director of B&B in 1950. Previously Mr. Cuff was founder-director of Foote, Cone and Belding Ltd., London, and also worked with Mather & Crowther Ltd., that city.

Al Shaver, sportscaster from western Canada, appointed general manager of CKLW Windsont, Ont.

Jim Tapp appointed general manager of CSEG Montreal.

Robert Carbert, farm commentator at CKNX Wingham, Ont., and 3COH-TV Ottawa, to farm commentator of Canadian Broadcasting Corp.'s Toronto national program headquarters.

DEATHS

Larry Walker, 65, retired executive VP of Carolina Broadcasting Co. (WSOC-AM-FM-TV Charlotte, N. C.) and 34-year veteran of broadcasting, died June 29 in Blowing Rock, N. C., following sudden illness. Mr. Walker began his career with CBS in 1928, moved to Charlotte in 1930 and joined Jefferson Standard Broadcasting Co. in 1942, subsequently becoming VP and director of company (WBT and WBT[TV] Charlotte). He left WBT in 1953 to become executive VP of WSOC Broadcasting Co. and was elected president of that organization in 1957 when he put WSOC-TV on air. When WSOC stations were sold to Cox Broadcasting interests in 1959, Mr. Walker headed new Carolina Broadcasting Co. as executive VP and general manager. He retired in 1962.

E. Ross Gambie, 81, who retired in 1960 as VP, director and treasurer of Leo Burnett Co., Chicago, died June 29 in St. Louis. At one time he had been with Erwin, Wasey & Co., and H. W. Kastor & Sons.

Walter E. Butler, chairman of Butler & Gardiner Ltd., London subsidiary of Gardiner Advertising Inc., died in Hassocks, Sussex, June 29. Mr. Butler had own agency from 1928 until 1961 when it became affiliated with Gardiner.


ditions Subcommittee. Representative Rooney becomes fourth Democrat on panel, which includes three Republicans.

B. Eugene Koskey, supervisor of radio and TV at Northern Illinois University, DeKalb, named coordinator of technical studies of Sabah Radio for Malayu VII Peace Corps training program. This fall, Mr. Koskey, along with number of other radio technicians, will go to Sabah (formerly North Borneo, and now a state in Federation of Malaysia) where they will work for Sabah Radio under U. S. Peace Corps program.

Lee E. Franks, station relations associate with National Educational Television, New York, appointed executive director of TV for State of Georgia, with headquarters in Atlanta.

INTERNATIONAL


Michael Chetham-Strode and Peter Shaylor appointed account executives at Project Atlanta Ltd., sales company of Radio Atlanta, one of Britain's two off-shore commercial radio stations. Mr.

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The Bauer Time Delay Programmer takes the panic out of Telephone Interview Broadcasting because it gives you five seconds to monitor and cut objectionable material before it goes on the air. Small rugged package designed for studio or remote applications. Off-the-shelf delivery. Only $295.00 FOB, San Carlos.

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76 (FATES & FORTUNES)
TV SHOWSHEETS

ON THE TV NETWORKS THIS SUMMER

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; sus., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Published first issue in each quarter.

SUNDAY MORNING
10 a.m.-Noon

ABC-TV No network service.


NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service.

CBS-TV 12-12:30 No network service; 12:30-1 Face the Nation, sus.

NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 Discovery '64, part.; 1:30-2 Issues and Answers, Nationwide Insurance.

CBS-TV 1-1:30 No network service; 1:30-2 Religious programs & Public Affairs, part.

2-5 p.m.

ABC-TV No network service.

CBS-TV 2-4:30 Baseball Game of the Week, cont. NBC-TV 2-4:30 Baseball, part.; 4:30-5:30 Sunday, part.

5-6 p.m.

ABC-TV No network service.


NBC-TV 5-5:30 Sunday, cont. (C); 5:30-6 GE College Bowl (C), General Electric.

6-7 p.m.

ABC-TV No network service.

CBS-TV 6-6:30 Twentieth Century, Prudential; 6-7 Ed, part.

NBC-TV 6-6:30 Meet the Press (C), co-op., part.; 6-6:30-7 No network service.

7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8:30 Empire.

CBS-TV 7-7:30 Lassie, Campbell Soup; 7:30-8 My Favorite Martian, Kellogg, Tonl.

NBC-TV 7-7:30 Bill Dana Show, S. C. Johnson, Vicks; 7:30-8, Walt Disney's Wonderful World of Color (C), RCA, Eastman Kodak.

8-9 p.m.

ABC-TV Empire, cont.; 8:30-10 Arrest and Trial, part.


NBC-TV Walt Disney, cont.; 8:30-9 Grindl, P&G.

9-10 p.m.

ABC-TV Arrest and Trial, cont.


NBC-TV Bonanza (C), Chevrolet.

10-11 p.m.

ABC-TV No network service.

CBS-TV 10-10:30 Pioneers, Bristol, Myers, Lever; 10:30-11 What's My Line, J. B. Williams, Kellogg, P&G.

NBC-TV duPont Show of the Week, duPont, and NBC News Specials.

11-11:15 p.m.

ABC-TV No network service.


NBC-TV No network service.

MONDAY-FRIDAY

7-10 a.m.

ABC-TV No network service.

CBS-TV 7-8 No network service; 8-9 Captain Kangaroo, part.; 9-10 No network service.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-11 Price Is Right, part.

CBS-TV 10-10:30 CBS News with Mike Wallace, part.; 10:30-11 Lose Lucy, part.


11 a.m.-Noon

ABC-TV 11-11:30 Get the Message, part.; 11:30-12 Missing Links, part.

CBS-TV 11-11:30 The McCoys, part.; 11:30-12 Pete & Gladys, part.

NBC-TV 11-11:30 Concentration, part.; 11:30-12 Jeopardy, part.

Noon-1 p.m.

ABC-TV 12-12:30 Father Knows Best, part.; 12:30-1 Tennessee Ernie Ford, part.

CBS-TV 12-12:30 Love of Life, part.; 12:30-12 Noon, part.; 12:30-12:45 Search Tomorrow, P&G; 12:45-1 Guiding Light, P&G.

NBC-TV 12-12:30 Say When (C), part.; 12:30-12:45 Truth or Consequences (C), part.; 12:45-1 News, Gen. Mills.

1-2 p.m.

ABC-TV No network service.

CBS-TV 1-1:30 Summer Seminar, sus.; 1:30-2 As the World Turns, P&G, part.

NBC-TV 1-1:30 No network service; 1:30-1:35 Let's Make a Deal (C), part.; 1:35-2 News, S. C. Johnson.

2-3 p.m.


CBS-TV 2-2:30 Passwood, part.; 2:30-3 Art Linkletter's House Party, part.

NBC-TV 2-2:30 Loreta Young, part.; 2:30-3 The Doctors, Colgate-Palmolive, part.

3-4 p.m.

ABC-TV 3-3:30 General Hospital, part.; 3:30-4 Queen For a Day, part.


NBC-TV 3-3:30 Another World, 3:30-4 You Don't Say (C), part.

4-5 p.m.

ABC-TV Trolleymaster, part.

CBS-TV 4-4:30 The Secret Storm, part.
TV specials in July, August and September

ABC-TV
July 3: 7:30-8 p.m.
U.S. Olympic Competition, Mobil Oil, NBC -TV
July 17: 7:30-8 p.m.
U.S. Olympic Competition, WTS, Goodyear, Texize, Chesebrough-Ponds
July 4: 9-10 p.m.
U.S. Olympic Competition, see July 3.
July 14: 7:30-8 p.m.
Convention Warm-up, NBC -TV
July 11: 7:30-8 p.m.
Presidential Convention Coverage, Gulf
July 12: 7-11 p.m.
Special, Humble Oil
July 13: 7-9 p.m.
Choosing a Candidate, Standard Brands, Abbott, part.
July 15: 10-11 p.m.
Special, Humble Oil
July 14: 10-11 p.m.
Who Goes There, Humble Oil
July 21: 9-10 p.m.
Death of Stalin, Humble Oil
July 26: 8-9 p.m.
Birth of Khrouchtchev, Humble Oil
July 27: 9-10 p.m.
Annual parade program on Democratic Convention, Colgate, Pepsi-Cola, Warner Lambert, Goodrich, Lehn & Fink, Pharmacist
July 29: 6:30-7:30 p.m.
Convention Preview, Gulf
July 30: 7:30-11 p.m.
Presidential Convention Coverage, Gulf
August 25: 7:30-11 p.m.
Presidential Convention Coverage, Gulf
August 26: 7:30-11 p.m.
Presidential Convention Coverage, Gulf
September 1: 10-11 p.m.
Campaign and the Candidates, Benrus, Sherwin-Williams, Abbott Labs.
September 15: 10-11 p.m.
River Ganges, Humble Oil
September 17: 7:30-8:30 p.m.
Campaign and the Candidates, Benrus, Sherwin-Williams, Abbott Labs, Hartford, Inc.
September 18: 10-11 p.m.
Smallton, U.S.A., Savings & Loan Foundation
September 22: 10-11 p.m.
Campaign and the Candidates, see Sept. 17.
September 20: 10-11 p.m.
Olympic Special, Lorillard, Texaco, Schiltz.
September 29: 10-11 p.m.
Campaign and the Candidates, see Sept. 17.

THURSDAY EVENING
7:30-9 p.m.
ABC-TV
July 9: 7:30-8 p.m.
The Flinstones (C), Best Foods, Welch, part.
July 16: 7:30-8 p.m.
The Donna Reed Show, National Foundation.
July 23: 7:30-8 p.m.
My Three Sons, Hunt Foods, Quaker Oats.
July 30: 7:30-8 p.m.
Perry Mason, part.
NBC-TV
July 9: 8-9 p.m.
The Jimmie Dean Show, American Tobacco.
July 16: 8-9 p.m.
Dr. Kildare, part.
July 23: 8-9 p.m.
Star Parade, NBC.
July 30: 8-9 p.m.
Bob Hope's Chrysler Theater (C), Chrysler.

FRIDAY EVENING
7:30-9 p.m.
ABC-TV
July 8: 7:30-9 p.m.
The Price Is Right, Block, L&M, Chevrolet, part.
July 15: 7:30-9 p.m.
The Price Is Right, Block, L&M, Chevrolet, part.
July 22: 7:30-9 p.m.
The Price Is Right, Block, L&M, Chevrolet, part.
July 29: 7:30-9 p.m.
The Price Is Right, Block, L&M, Chevrolet, part.

WEDNESDAY EVENING
7:30-9 p.m.
ABC-TV
July 3: 7:30-8 p.m.
July 10: 7:30-8 p.m.
The Andy Griffith Show, Gen. Mills, Breck, Sterling Drug; 8:30-9 Farmer's Daughter, Bristol, Wyeth, LAM.
July 17: 7:30-8 p.m.
CBS News programs, part.
July 24: 7:30-8 p.m.
NBC-TV

9-10 p.m.
ABC-TV
CBS-TV
NBC-TV

10-11 p.m.
ABC-TV
July 7: 7-9 p.m.
Sunset Strip, part.
CBS-TV
On Broadway Tonight, American Motors, J. Olympic, Balston Purina.
NBC-TV
Eleventh Hour, part.

78 (TV SHOWSHEETS)
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 25 through June 30, and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. UHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—auroral. vis.—visual. kilowatts. watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. UN—unlimited hours. kilocycles. SCA—subcarrier communications authorization. STA—special temporary authorization. SR—specified hours. educ.—educational. Ann.—announced.

New TV stations

ACTION BY FCC
San Diego—San Diego Telecasters Inc. Granted CP for new TV on UHF channel 39 (529-560 mc); ERP 21.9 kw vis., 11.8 kw aur. Ant. height above average terrain 2511 feet, above ground 143 feet. P.O. address 2500 Fifth Avenue, San Diego. Estimated construction cost $123,000; first year operating cost $84,000; revenue $84,000. Studio location San Diego; trans. location 13 miles east on San Miguel Mountain. Geographic coordinates 32° 40' 20" north latitude, 116° 53' 03" west longitude. Type trans. RCA TTV-13DM. Legal counsel Saul R. Levine, Los Angeles; consulting engineer, E. A. Towne, San Francisco. Principals: Lawrence Shushan and Leonard Kahn (each 50%). Merger, Shushan and Kahn are both owners of KFPH-FM San Diego; former is also part-owner of record company and latter is also doctor. Action June 25.

APPLICATION
Alamosa, Colo.—Garvey Communications Systems Inc., Humphrey channel 3 (60-66 mc); ERP 67.5 kw vis., 33.5 kw aur. Ant. height above average terrain 2511 feet, above ground 143 feet. P.O. address c/o James D. Russell, Box 178, Colorado Springs, Colo. Estimated construction cost $185,700; first year operating cost $50,000; revenue $45,000. Studio and trans. locations 15 miles north of Alamosa. N. M. Geographic coordinates 38° 14' 40" north latitude, 106° 01' 10" west longitude. Type trans. RCA TUT-651. Legal counsel W. E. J. Johnson; consulting engineer, E. A. Towne, San Francisco. Principal: James D. Russell, Alamosa. Action June 25.


Instructional fixed TV station

ACTION BY BROADCAST BUREAU


Existing AM station

CALL LETTERS ASSIGNED
WBME Boston, Me.—Mid-Coast Maine Broadcasters Inc.

New FM stations

APPLICATIONS
Red Wing, Minn.—Hiawatha Valley Public Service Broadcasters Inc. 105.5 mc, channel 286A, 2.25 kw. Ant. height above average terrain 340 feet. P.O. address c/o George L. Brooks, Box 192, Red Wing. Estimated construction cost $15,000; first year operating cost $5,000; revenue $10,000. Principals: George L. Brooks (50%) and Robert A. Preisch (50%). Action June 29.

Waynesboro, Va.—Waynesboro Broadcasting Corp. 92.7 mc, channel 224A, 999 w. Ant. height above average terrain 53 feet. P.O. address c/o N. Wilbur Kidd, Box 946, Waynesboro. Estimated construction cost $40,000; first year operating cost $40,000; revenue $40,000. Principal: Reeves Hughes Jr. Ann. June 29.

Memphis—East Memphis Broadcasting Co., 102.7 mc, channel 274, 73 kw. Ant. height above average terrain 325 feet. P.O. address c/o Harold Seigman, L&K Tower, Nashville, Tenn. Estimated construction cost $49,000; first year operating cost $40,000; revenue $40,000. Principal: Step H. McDonald Jr. (50%). Pickens County is licensee of WLRP Eastley. Ann. June 25.

BROADCASTING, July 6, 1964
EXISTING FM STATIONS

CALL LETTERS ASSIGNED

- WOOF-FM Dothan, Ala.—WOOF Trust.
- KOIC-FM Denver—Armstrong FM Broadcasting Co.
- WATAS(FM) Creté, Ill.—South Cook Broadcasting Co.
- WTCO-FM Campbellsville, Ky.—Taylor County Broadcasting Inc.
- WKKY-FM Erlanger, Ky.—Ken Thomas Inc.
- WWHO(FM) Jackson, Miss.—Dr. Marvin H. Osborne.
- KEEN(FM) Albuquerque, N. M.—FM Background Music Inc.
- WEGF-FM N. C.—Cender Broadcasting Inc.
- KEEL-FM Reidsville, N. C.—Reidsville Broadcasting Inc. Changed from WKEV-FM.
- WWMR-FM Lewistown, Pa.—Lewistown Broadcasting Co.
- KKLY-FM Milw., Wisc.—Wisconsin Radio Commission.
- KISG-FM Salt Lake City—Seagull Broadcasting Co.
- WKEY-FM Covington, Va.—Earl M. Key.

OWNERSHIP CHANGES

ACTIONS BY FCC

KTCU, KFMMP(FM) Tuscon, Ariz.—Granted assignment of license and SCA from Tuscon Broadcasting Co., owned by Ronald W. Scott (39%), Robert E. Huff (33%) and others, to Barron J. Bessie, Jr. (47%), for total project cost $800,000. Action June 24.

KMGS Sacramento, Calif.—Granted assignment of license from KGMS, Inc., owned by William J. Cote (35.1%), Travis H. Cote (33.1%) and others, to WCKM, Inc., owned by Cote Realty Co., which is owned by William J. Cote (35.1%) and others, for total project cost $600,000. Action June 24.

WQHP Bellefontaine, Ohio, Mr. Joseph L. Cote III is Greensburg, Pa. businessman.

KCON Conway, Ark.—Granted transfer of control from Bessie president. Consideration $125,000. Action June 24.

KMNS Sacramento, Calif.—Granted assignment of license from KGMS, Inc., owned by William J. Cote (35.1%), Travis H. Cote (33.1%) and others, to WCKM, Inc., owned by Cote Realty Co., which is owned by William J. Cote (35.1%) and others, for total project cost $600,000. Action June 24.

KJAY Sacramento, Calif.—Granted assignment of license from Radio Sacramento Inc., controlled by Robert W. and Eleanor Dunn (60%), John R. Dumm (35%) and others, to FBN Inc., controlled by Frank B. Nelson (100%), for total project cost $350,000. Also see KZJP Amatillo, June 24.


KIPB Pueblo, Colo.—Granted assignment of license from J. Shelby McCullogh, owned by Pueblo Broadcasting Inc., to David G. Pinsky (25%), for total project cost $300,000. Also see KZIP Amarillo, June 24.

KWLO Lubbock, Tex. and KKEP San Antonio, Tex.—Granted assignment of license from David P. Pinsky (50%), to Western Broadcasting Co., to David P. Pinsky (100%), for total project cost $300,000. Also see KZIP Amarillo, June 24.

KIPG Milwaukee, Wis.—Granted assignment of license from Broadcasters Corp., Inc., owned by Fred J. Epstein (36%), to KKFM Broadcasting Co., Inc., owned by Robert J. Korn (100%), for total project cost $300,000. Also see WATAS(FM) Creté, Ill.—South Cook Broadcasting Co.

KYME Boise, Idaho—Granted assignment of license from Keith E. and Ellen D. Patterson (40%), to KYME Broadcasting Co., Inc., owned by Maurice W. Brainard (60%), for total project cost $400,000. Also see WATAS(FM) Creté, Ill.—South Cook Broadcasting Co.

KMCR Oklahoma City, Okla.—Granted assignment of license from Frank R. Slack (4.5%), to KOMC Broadcasting Inc., owned by Mr. A. E. White (67%), for total project cost $400,000. Also see WATAS(FM) Creté, Ill.—South Cook Broadcasting Co.

APPLICATIONS

KGGF Los Angeles—Seeks assignment of license from Richard E. Roberts to Tracy Broadcasting Co., owned by Richard B. Stevens (100%). Consideration $1,500,000.

WBOB Jacksonville, Fla.—Seeks acquisition of control of licensee corporation, Mel-Lin Inc., by Lawrence B. Pius (45%), John R. Sloan (25%) before, (5% after) through purchase of stock (25% before, none after). Consideration $54,000.

WDFW Elyria, Ohio—Seeks transfer of control of licensee corporation, WCFM广播电台, owned by John T. Slack (40%), R. E. Slack (30%) before, (5% after) through purchase of stock (25% before, none after). Consideration $54,000.

WILC Scottsville, Ky.—Granted transfer of control of licensee corporation, Union County Broadcasting Co., owned by J. R. Slack (50%), to B. R. Slack (50%). Consideration transfer of stock in WILC Scottsville. Also see WATAS(FM) Creté, Ill.—South Cook Broadcasting Co.

WLCW Scottsville, Ky.—Granted transfer of control of licensee corporation, Union County Broadcasting Co., owned by J. R. Slack (50%), to W. J. Slack (50%). Consideration transfer of stock in WLCK Scottsville. Also see WATAS(FM) Creté, Ill.—South Cook Broadcasting Co.

ETV APPLICATIONS

Following applications for educational television have been announced by Department of Health, Education and Welfare. Applications were erroneously reported as grants last week:


- Chapel Hill, N. C.—University of North Carolina to activate channel 2 in Columbus, N. C.; total project cost $50,000.

- New York City—Board of Education of city of New York; $45,213 to activate channel 25; total project cost $810,428.

Continued on page 86

BROADCASTING, July 6, 1964
**CLASSIFIED ADVERTISEMENTS**

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED** 20¢ per word—$2.00 minimum • **HELP WANTED** 25¢ per word—$2.00 minimum

- **DISPLAY ads** $20.00 per inch—**STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENTS**

**CLASSIFIED NOTICE: NO REFUND for display or job ads not accepted.**

- **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.**

- **Advertisements for magazines or brochures (not newspapers), 35¢ per word. Packages submitted, 31¢ per word. Photos etc., sent to box numbers are sent at sender's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.**

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**RADIO—Help Wanted**

**Management**

Ohio daytimer wants station manager with first ticket fully experienced in full operation including sales, news, copy, announcing, programming, technical. Box F-308, BROADCASTING.

Manager, strong on sales, midwest small market, staff of 9, complete story, references, first letter. Write Box F-271, BROADCASTING.

Manager, engineer, announcer wanted. FM Station in E Pennsylvania. Great opportunity, huge potential. Complete story, references. Write Box F-306, BROADCASTING.

Manager needed for daytime country music station in southeast. Man with management experience prefers to work with all qualified applicants. Salary plus commission. Send resume to Box F-108, BROADCASTING.

Station manager being sought for radio station in medium sized midwest market, good salary and incentive plan plus excellent company profit sharing plan. Send resume to Box G-41, BROADCASTING.

**Sales**

Salesman with management potential. Must have successful Top 40 track record. One of country's best pop music stations located in first ten markets. On East Coast. Send resume and late picture. Box F-28, BROADCASTING.

Sales manager for midwest medium market fulltime. Net affiliated, must have successful Top 40 track record. Top opportunity for aggressive worker with ideas. Send resume and late picture to Box G-66, BROADCASTING.

Cedar Rapids Iowa station seeking sales manager. Population 150,000. This station is excellent opportunity. Company is multi-market. This person will present station to all markets for promotions. Send resume to Box G-66, BROADCASTING.

Southern California Experienced, aggressive radio salesman in sales position or managing now. Salary plus. Unreal opportunity. Join triple group. Box G-68, BROADCASTING.

Somewhere there is an announcer who can sell and wants to make more money. We'll train you in sales in a market of 10,000. Station well equipped with staff that knows what it is doing. Personal interview necessary. Contact Harold Douglas, KMKO, Marshall, Mo.

Salesman wanted: Salesman with some radio experience wanted to replace a man who in one year moved up to a market 5 times the same position. Good card in town. Send account list. Join a young organization needing top man. Contact T. R. Ehle, WCNT Radio, Centralia, Illinois.

Boston AM-FM and Providence FM . . . fine music stations. Aggressive salesmen with some management potential expanding operation. Send references and complete background. WCBS, Boston 54, Mass.

Where are all of the salesmen who are looking for opportunity? If you are, one of our clients needs you. Write: Broadcast Employment Service, 429 W. Ave. South, Minneapolis, Minnesota 55417.

Sales help—male or female desiring to make money through sales of radio time on an exciting and substantial station. Great opportunity to get ahead in a highly successful radio-newspaper group which needs alert, resourceful young men. Prosperous, progressive community, best working conditions, liberal salary, bonus, extra benefits. Send full details; audition to: Box F-299, BROADCASTING.

Lively one for medium metro swinger, sharp production, happy sound, midwest vacation land. Box F-392, BROADCASTING.

Need mature announcer by August 15th. Midwest FM, Programmed like AM. First class top 40 station not mandating Medium market. Send resume, photo, audition tape, salary requirements. Box F-393, BROADCASTING.

Outstanding personality wanted for afternoon traffic slot on successful midwest mid-roof station. No top 40 mix. Excellent salary plus fringe benefits, including major medical and life insurance. Send tape and full particulars to Box F-394, BROADCASTING.

**Announcers**


Announcer, experienced, with play-by-play ability. News writing helpful. $115. Well established small market. Box F-381, BROADCASTING.

Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate in Kansas City. Box F-379, BROADCASTING.

Top flight central Illinois medium size market AM needs top 40 1st phone announcer. Schedules and pay good. Young college student. Prefer married man, minimum two months announcing experience. Start at $100.00 with possibility of $125.00. Can lead to sales position. $11 position in market. Paid vacation and insurance included. No drudgery please. Will consider for only top 40. If you are looking for a future in this business, this is for you. Write immediately to Box F-394, BROADCASTING.

Immediate opportunity for mature, stable morning fast moving man with vast FM experience in Chicago. $300.00. Rush tape, resume and references to Box G-15, BROADCASTING.

Immediate opportunity for mature, stable morning fast moving man with vast FM experience in Chicago. $300.00. Rush tape, resume and references to Box G-15, BROADCASTING.

**Announcers—(Cont’d)**

Virginia station in beautiful Shenandoah Valley wants outstanding morning personal - FM programmer. Must be 30-35 years old, educated, personable, professional in management. First ticket in a market of 300,000, one of the top 5 in the Valley. Must have personality and showmanship, easy listening and smooth pop music. No rock, no C & W. Must do good interviews and remotes. Must have educated voice with ability to read and ad lib fluently. Want men who are worth more than $150 per week but can start at that figure. Play by play sports, sales, copywriting and new department factors for extra pay. Station located at the heart of the Valley. CIES (Payable in medium market). 20036.

Progressive midwest AM-FM wants good all around program-production man excellent opportunity within expanding operation. Inneed opening. Send resume and check and resume to Box G-83, BROADCASTING.

Wanted: By Minnesota resort city luxury hotel—announcer-copwriter for position opening September 1st. Send full details and audition tape in first letter to: Al Leighen, KDLM, Detroit Lakes, Minnesota. Third class license a must!

Need announcer with third phone contact. KOEL, Brady, Texas, send tape and photo.


Wisconsin regional going 5000 watts on 800 ke—ABC affiliate. Want bright imaginative announcer. Box F-397, BROADCASTING.

Announcer, Live, swinging personality, top position. WHAV, N. C.

At once! Experienced morning “personality.” Fast, but not frantic! A swinger, but not too aggressive. Wild and wacky personality. Send auditions, tape of day-to-day work, ad lib, news, etc. No collect phone calls please! Paul Pardon, WCLW, Detroit, N. C.

Wanted: Swingy, bright, intelligent, happy sounding Negro deejay for new swinging FM station. $50,000. Dayton, Ohio, $50,000. Dayton, Ohio, $50,000. Dayton, Ohio. Send audition tape, resume, photo, and references. Acquisition of top quality announcer with one year experience or better. Box F-398, BROADCASTING. Add your name to a list of good country announcers. Can lead to sales position. Box F-399, BROADCASTING.

Immediate opening for experienced announcer preferable with first or second week or sales background—middle of the road music and solid local news programming—salary open. Call or write to: FAR RADIO, Rantoul, Illinois. 217-893-1460.

Opening soon for 1st phone southern Ohio AM-FM good permanent position for competent, ambitious announcer. Send resume, references and photo, and you may expect an interview. WSHW, Hillsboro, Ohio.

Opportunity to join 3 station group. Rush tape, resume to WSMI, Litchfield, Ill.

Get into bigtime and big money! Consult with Broadcast Employment Service, 429 W. Ave. South, Minneapolis, Minnesota 55417. We'll need 50 announcers to fill the openings of the next few months. Will you want a top position in broadcasting? The Broadcast Employment Service, 4829 Tenth Ave. South, Minneapolis, Minnesota 55417.
## Technical

Immediate opening 1st class engineer-announcer, WHZJ, Hazleton, Pa. Send resume and call 464-6001.

Quality Colorado kilowatt needs chief. Experienced maintenance, some announcing. Good voice, good character, right to right man. Must have excellent work references. Box G-3, BROADCASTING.

Engineer for 3 kw, Orlando, Florida. Must be an expert in 2-way radio, character references. Box G-20, BROADCASTING.

Good pay for right man. Need engineer capable of operating CATV system in small southeastern market, also help at radio station, Box G-37, BROADCASTING.

Broadcast engineer wanted for vacation relief. Must have 1st license and be strong on production. Write or call WTV, Ft. Way, Box 609, Flint, Michigan, Phone OW 4-4146. Attention Gene Milner, or Bob Garner.

We have openings for combo-men and engineers in all radio-television capacities, beginner to chief. Write: Broadcast Employers, 475 W. Madison Ave, South. Minneapolis, Minnesota 55417.

## Production—Programming, Others

Chicago station expanding news department, looking for man with sense of news savvy. Rush tapes to Box G-22, BROADCASTING.

Program director, South Texas station desires experienced dedicated man. No offers please. Excellent working conditions, fine area in which to live. Send full details and recent photo. Box G-22, BROADCASTING.

G. Friday must write good copy, know book logs, traffic, some bookkeeping on the air personality. Beautiful Shenandoah Valley of Virginia. Box G-58, BROADCASTING.

Program director, experienced and capable of taking a child to child audience in management—sales, announcing. Seeking permanent position in our area. Available 24-48 hours notice. Box G-52, BROADCASTING.

Manager-Rocky Mountain states—age 46—10 years experience all phases—family—first phone—excellent references. Box G-44, BROADCASTING.

Proven management team—small or medium market! All around general manager—hard worker—wife top notch sales manager seeks relocation in Pacific Coast area. First phone excellent references. Box G-56, BROADCASTING.


Major sales executive, currently specializing in the field of country and western programming now available on fulltime or consulting basis. 20 years experience in broadcasting with 15 years in top ratings, proven ability to counsel levels with special emphasis on sales and sales promotion. Produced 300% increase in station income in 2 1/2 years on present operation. Highly successful in promotion of large country advertisers—if you need help call 315-639-3278.

Sales

Financially distressed properties put back in the black by experienced broadcast sales consultants. No investment in manpower. Commissions predicated on collections. Specific gross dollar additions guaranteed. Write Box F-352, BROADCASTING.

-commodore—salesman: mature, creative, tough, excellent record and reputation, needs responsible management—sound operation. Box G-10, BROADCASTING.

-tops in sales, promotion, creative, working general manager that shows results desires permanent position in management—opportunity in small or medium market. 15 years broad experience. Can take over any situation and do the job required. Family—top references. Box G-35, BROADCASTING.

Announcers

C&W DJ family man, third phone, w/end, endorsement, will sell, prefers California or southwest. Box F-179, BROADCASTING.

Stop here! Modern, bright, seasoned air performer-program-production man with strong record in metro markets ready to tackle new challenge! Single, reliable, experienced, references unlimited. Will deliver high professional air work, programing and production work particularly in New York state... but will consider others. For particulars write Box F-309, BROADCASTING.

Comodo man. Married. Children, Copy, news, sales, slogan permanent. Box F-358, BROADCASTING.

Top announcer-salesman for modern c/w slot. Musician. PA's, promotions, Twenty years experience. Box F-387, BROADCASTING.

Relocate immediately in small market, announcer-dj. Experienced, dependable, B.S. degree, ability to work hard plus, ready to go now. Box F-387, BROADCASTING.
Announcers—(Cont’d)

Experienced dj-announcer, newscaster, will travel anywhere. Not a floater. 3rd phone with broadcast endorsement. Box G-71, BROADCASTING.

Dj-announcer, beginning, bright personality. Experienced light board. Authoritative newscaster, willing to relocate. Not a floater or producer/dona. Box G-72, BROADCASTING.


Want announcer in western Penna. 3rd phone endorsement. Some college radio experience. School to F. Smith, 43 Cedrion St. Pittsburgh, Pa.

First break needed: 22, single, recommended, part time wanted for 3rd license, tape. Write Dennis James, 706 Biddle, Logansport, Indiana.


News sports-D. J. experience Age 24 single have 3rd license. Available Now. Call Jerry, Cleveland Ohio—442-3566.


1st phone. No maintenance, 29,—single—dependable. 4 years announcing 3 years professional audio. Seeking security: Live pleasan-ant locate anywhere. Jim Whelton, 89-00 Eno, Box—353, Jackson Heights, New York 212-11A 4-1178.

Technical

Chief engineer, consulting type, available immediately. Reference exchange. Box F-324, BROADCASTING.

Transmitter engineer, 1st phone with thir-teenth year experience in electronics. Box F-334, BROADCASTING.

First phone, 35, radio comm. maintenance. Evening position, Calif., Nevada. Box G-4, BROADCASTING.

Engineer—4 years experience. Have done Chief and some air work in major market. Supervised production department. Send complete offer first letter. Box G-15, BROADCASTING.

Technical—Engineer—Rocky Mountain states—3 years experience—prefer heavy mainte-nance—good voice—production know-how—family—excellent references. Box G-49, BROADCASTING.

Broadcast technician 1st phone, available immediately, will relocate. Tech and account-ing background. Box G-75, BROADCASTING.

First phone, finest references, seeks hard work. Long hours, good pay. Wire only: Ed Post, YMCA, Washington.


Production—Programming, Others

Sports director ready to move up. Seven years experience in sports writing and announ-cing. Strong play-by-play. Creative promotions an excellent sales record too. I'm ready to make money for you. Box F-389, BROADCASTING.

Weatherman—Meterologist, member Ameri-can Meteorological Society, general radio-television. References furnished. Box G-7, BROADCASTING.

Production—Programming, Others

Heavyweight top rated major market 50 kw jocks wishes to expand talent into program-ming. Desires job reported you. Four years college, excellent production, swinging personality, ambitious. Box G-19, BROADCASTING.


Creative two-man production team. Quality variety programs. College, university. Box G-27, BROADCASTING.

Experienced copywriter-announcer. Quality copy. Good commercial and news voice. Straight stuff work. Box G-30, BROADCASTING.

News, music, announcing, sales. I do them all good. Willing to relocate immediately that will be a challenge to me. Box G-41, BROADCASTING.

Newsmen presently employed, available August 1st. Prefer medium to large upper midwest market with opportunity for TV experience. Six years experience all phases radio news, interviews, Married. Family. Dependable. Box G-49, BROADCASTING.

Sportscaste/director. Nine years experience basketball, football, baseball. Strong on news, interviews, college, journal-ism graduate. $650 monthly. Box G-50, BROADCASTING.

Program director seeks immediate change. 15 years experience as writer-programmer. Experience covers 50 kw operation network staff East coast. Box G-54, BROADCASTING.

News specialist. Seven years in radio news department with top station in million market. Masters degree. Box G-69, BROADCASTING.

312-392-8267 direct line to programming, per-sonality and news specialist. Work in any or all capacities. Available now for any mar-ket. Box G-73, BROADCASTING.

Experienced White House and Washington correspondent will cover Wash. for you. Box G-74, BROADCASTING.

I'm not looking for roseey pictures or promises that can't be kept. I expect hard work and this competitive business. Would like Program Directors job in medium market. Prefer station that's new or rebuilding that's not afraid of new ideas, good ideas. Promotion! Would like to relocate in Mid-west but opportunity is best Top 40 or middle of road-top 40 P. D. ex-perience in some play-by-play, news, news, sports, and live commer-cials. Harry Ryan, 513-739-3218, Marshalltown, Iowa.

Girl responsible, trustworthy radio/TV sales—desires—glimpse telephones 401-841-7246. Write Apt. 6, 154 Benefit St., Providence 3, R. I.

TELEVISION—Help Wanted

Sales

Experienced local salesman for top station in market. Write RAKE-TV, Wichita, Kan-sas.

Technical

Engineer capable of handling all new RCA studio equipment. Also transmitter engineer with TTISLX experience. Send resume, photograph, salary, KIII-TV P. O. Box 6158, Corpus Christi, Texas.

Studio technician with 1st class license for studio and microwave maintenance and routine switching application to Ray- E. Pierce, Technical Director, KSOO-TV, Inc. 203 North Phillips Avenue, Sioux Falls, South Dakota.

Two station N. C. market in top 50 needs hard working local salesman. Prefer stable man with college training. Salary plus commission. Mail resume, pictures, etc. Box—205, WBTV, Charlotte, N. C.

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-191, BROADCASTING.

Newsmen for combined radio-television operation in midwest. Group station build-ing quality, aggressive news department. Young, photo, art decage, and salary requirements to: Box F-240, BROADCASTING.

Do you know all phases of TV operations? Think your ready for production manager job in highly competitive mid-Atlantic 3 station market? Don't waste our time or yours if you can't deliver. Send complete resume with per-sonability, soonest to Box F-393, BROADCASTING.

Wanted: Television newscaster with nose for news, and eye for future. Two years news experience minimum. TV experience required. Box G-30, BROADCASTING.

Copy and continuity director. We have salesmen who can sell, now we need some-one who can write creative ideas and knows how to make TV work. Send resume, photograph, salary, KIII-TV, P. O. Box 6158, Corpus Christi, Texas.

TELEVISION—Situation Wanted

Management


Technical

Chief engineer—15 years experience all phases of television management. Presently chief southern metropol-itan market. Prefer midwest or northwest. Box F-377, BROADCASTING.

Well qualified chief engineer, experienced in television and radio engineering, pro-duction and administration desires chal-lenging position. Box F-390, BROADCASTING.

Supervisory position wanted by experienced engineer currently in Detroit area. Box G-38, BROADCASTING.

Production—Programming, Others

Program manager, 11 years major market experience with 514 experience. Full knowledge all phases of programming and produc-tion. Excellent administrative and organizational ability. Best references. College graduate. Married with family. Box G-29, BROADCASTING.

Become No. 1. Heavy remote news, sports events producer-director. Managerial, pro-gramming experience. Independent and net. Box G-08, BROADCASTING.

News director—Experienced professional well qualified in broadcast journalism. Capable record for developing outstanding news operations. Box G-34, BROADCASTING.

Research and sales promotion manager. Experienced and able. Presently with network owned station. Box G-43, BROADCASTING.

Director—Three years experience all phases commercial and studio production. Desires position with advancement opportunity. Box G-48, BROADCASTING.

NBC camerman with directing experience desires producer-director position with me-di-um to large upper market commercial TV station. MA in radio-TV, Salary $.50 min-imum. Box G-64, BROADCASTING.
**WANTED TO BUY**

**Equipment**

Turn unwanted broadcast equipment into cash! Send list, descriptions, price, Broadcast Equipment, Box 314, Bristol, Tennessee.

Wanted to buy—1 kw FM transmitter, four bay scoop super, 411 ft. of RG-8. Send description and asking price to Box G-47, BROADCASTING.

**FOR SALE**

**Equipment**

Television/radio transmitters, cameras, micro-wave, tubes, audio, monitors, Electrofind, 440 Columbus Ave., N.Y.C.

1500 feet 34" UHF transmission line MI 2185. Contact Morris Barton, KSLA-TV, Shreveport, La.

Complete Schafer 1200-C Automation, consists of master control, 4 MU-1, four PB-19, one AT-2500 audio clock with two PB-2 units, two S-200 spots, one M4 memory recorder, and various remote control units. Very good condition. M. N. Barwick, 767—11st Street—Miami Beach, Fla.

Helix tubes latest Andover HA, less than year service. Perfect condition. On spool ready to ship, cost $2,300.00, will sell for $1,800 to B.S. B. San Antonio. Eric Shook, Chief Engineer, KEEZ, San Antonio. Texas. 512-CA 8-7901.


Thermometer, remote electrical: used by over 100 stations, enables announcers to reach their correct temperature readings from a fixed point. Installed in less than an hour. Tensor-Waxahachie. Box F-356, Dallas, Texas.

For sale: 3 Gates 601 cartridge playbacks, and one Gates record amplifier just taken out of service. Like new. Excellent condition. Less than one year old. Complete Monitoring base station and one mobil unit tuned to 153.35 mc. in fair condition. Contact KBEK, Waxahachie, Texas.


200 foot Stainless broadcast antenna tower complete with guy cables, tower lights and electric control. Box F-385, BROADCASTING.

Two RCA automatic turntables, remote controls and Gates transistor pre-amp. Plays 120 selections in sequence. One side only. $520.00 takes all. WANN, Ft. Pierce, Fla.

**MISCELLANEOUS**

10,000 Professional Comedy Lines! Topical laugh special feature day or evening. Includes comedy material, introductions. Free catalog, Orben Comedy Books, Atlantic Beach, N. Y.


Religious Sponsor list. Names and addresses of over 900 religious time buyers. Individual rates $1.00 per minute in radio time. This mailing list compiled from源泉 sources, is used in religious and educational periodicals. $400 buys this list, exclusive in your market. $250 buys this list on a non-exclusive basis. Box F-37, BROADCASTING.

**JOCKEY JOKER**—A collection of six gags now in one edition. Contains over 500 Liners, Gags, sound effect bits, station fill-ins, etc. $4.00 per copy. Write for Biz Comedy Service—Dept. J., 69 Park- way Court, Brooklyn, N. Y. 11205.

**MISCELLANEOUS** (Cont'd)

Hollywood highlights—50 weekly 15 second voice reports, with personalized call letter identification. Write Box F-98, BROADCASTING.

Wanted present address of F. Richard Cousin or his wife Elizabeth, formerly of San Francisco. Address all mail to Box G-55, BROADCASTING.

Radio stations: Your idle time can turn to profit, a good on-air worker offered by reliable organization to selected stations. Write for details to Box F-300, BROADCASTING.

Earwitness reports—four 31/2 minutes shows, with actualities from top newsmakers and voice reports from news centers. Profitably aired—with personalized call letter identification—on coast to coast. Exclusive market guarantee. Write Box F-386, BROADCASTING.

**INSTRUCTIONS** (Cont'd)

FCC first phone license preparation by correspondence or in resident classes. Elkins Schools are located in Los Angeles, Seattle, Kansas City and Washington, D.C. For brochure write Dept. 4-K, Grasham Schools, 1650 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Television, 1139 Spring St., N.W., Atlanta, Georgia.


—FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Send $300.00 non-refundable. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—12 weeks quality instruction in laboratory methods and theory leading to the FCC First License. 14 East Jackson St., Chicago, Illinois.

Announcing, programming, console operation Twelve weeks intensive, practical training. Finest snack service equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, Texas.

Announcing, programming, first phone, all phases electronics. Thorougly, intensive practical training, methods and research proved many times. Free placement service. Allied Television Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 500 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Utilized in 97% of all first jobs. Free job placement free. Classes begin Aug. 4, Sept. 10, Oct. 2. For reservations write or call Radio Engineering Institute, 1338 Main St., Sarasota, Florida.


**TELEVISION**—Help Wanted

**IMMEDIATE NEED**

for

Male or Female Traffic Manager (Experienced), copywriter (Familiar with Chicago's 2nd market. Send resume or Contact: W. L. Snyder, WQAD TV, Moline, Ill. Salary Open
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

WANTED TO BUY—Stations

WANT TO BUY—VHF OR UHF TV

Wish to purchase Television Station or CP. Write in strict confidence giving full details to:

Box D-271, BROADCASTING

RESPONSIBLE ORGANIZATION WISHES TO PURCHASE

Highly Profitable Radio Station

Replies held in strict confidence. Send full facts and figures to:

Box F-318, BROADCASTING

FOR SALE—Stations

MAJOR MARKET
Southeast
HIGH POWER STATION
Terms to suit qualified purchaser.

Box G-46, BROADCASTING

FOR SALE—Stations

Two Station
SOUTHERN MARKET

Fulltime AM with steady annual cash flow in excess of $25,000. Full firm cash price of $125,000.00. Includes real estate.

Box G-56, BROADCASTING

FOR SALE—Equipment

STATIONS FOR SALE

1. SOUTHWEST. Metro. $100,000. $20,000 down.

2. ROCKY MOUNTAIN. High powered full time. $175,000. 29% down.

3. SOUTHWEST. Exclusive. Full time. $25,000 down.

4. PACIFIC NORTHWEST. High powered daytime. $25,000 down.

JACK L. STOLL & ASSOCIATES

6381 Hollywood Blvd.
Los Angeles 28, California

BROADCASTING, July 6, 1964

Continued from page 80
terminated proceeding, Action June 29.


By Hearing Examiner Basil F. Cooper

In proceeding on applications of the trio of AM stations in Portland, Ore., for DOCS with new frequency, Action June 29.

By Hearing Examiner Millard F. French

In proceeding on applications for AM stations in the valley of California for new AMs at Kemet, In Maricopa, Ariz., and Sonora, Calif., Action June 29.

By Hearing Examiner Walter W. Guenther

In proceeding on applications of SAM, to continue hearing in proceeding, to continue hearing in proceeding, on competing applications of Continental Broadcasting Co. and Broadcasters Inc. for FM channel 25 in Minneapolis pending determination the make and frequency of those stations, Action June 29.

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Pursuant to agreement of parties at June 30 hearing in proceeding on applications of South Jersey Television, Inc., for new microwave facilities in Business Radio Service to supply eight channels of TV service to CATV systems in Wildwood, City of North Wildwood, and borough of Wildwood Crest, N.J., continuous hearing in proceeding, Action June 29.

By Office of Opinions and Review

In proceeding on applications of West Virginia Radio Broadcasting, Inc., and Associated Broadcasters Inc., for new FM stations on WVCB TV station, Action June 29.

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SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, June 30

<table>
<thead>
<tr>
<th>AIR</th>
<th>CP's</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
<td>3,912</td>
<td>75</td>
</tr>
<tr>
<td>FM</td>
<td>1,145</td>
<td>40</td>
</tr>
<tr>
<td>TV</td>
<td>522</td>
<td>61</td>
</tr>
</tbody>
</table>

AUTHORIZED TELEVISION STATIONS
Compiled by BROADCASTING, June 30

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>512</td>
<td>156</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>57</td>
<td>50</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE
Compiled by FCC, May 31

<table>
<thead>
<tr>
<th>AM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,895</td>
<td>1,136</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CP's</th>
<th>Antenna</th>
</tr>
</thead>
<tbody>
<tr>
<td>77</td>
<td>36</td>
</tr>
<tr>
<td>79</td>
<td>188</td>
</tr>
</tbody>
</table>

| Total | 4,045 | 1,163 |

| Applications for New Stations (not in hearing) | 202 |
| Total Applications for New Stations | 290 |
| Total Applications for New Stations (not in hearing) | 192 |
| Total Applications for Major Changes | 234 |
| Total Licenses Deleted | 0 |
| Licenses Deleted | 0 |

- Does not include seven licensed stations off air.
- Includes three noncommercial stations operating on commercial channels.

Actions of June 25

- KXOX Sweetwater, Tex.—Granted license covering use of main Transmitter 1 as an auxiliary nighttime and main daytime Transmitter.
- KOFQ Ottawa, Kan.—Granted license covering change in type Transmitter, and station location; and increase in ant. height.
- KEGN Menasha, Wis.—Granted license covering changes in DA System; condition.
- KWSB Beene, Iowa—Granted license covering increase in height of north tower.
- WDOL Athens, Ga.—Granted license covering increase in antenna height.
- KFOR-FM Oklahoma City, Okla.—Granted license covering increase in power and installation of new Transmitter; specify type Transmitter.

Actions of June 24

- WJMK-FM Plainfield, Ill.—Granted license, of CP to change type Transmitter, and type ant.
- WWDC-FM Savannah, Ga.—Granted. Mod. of CP to change type Transmitter; make changes in ant. system; ERP to 80 kw (horizontal) and 17.5 kw (vertical); and change ant. height to 276 ft (both horizontal and vertical).
- WAGR-FM Lumberton, N. C.—Granted change in remote control authority.
- WTTW-TV Chicago—Granted CP to reduce ERP to 27.5 kw, and change type Transmitter, ant. height 590 ft.

Rulemakings

- Petitions for Rulemaking filed
  - KFIC Iowa Falls, Iowa—Iowa Falls Broadcasting Inc. requests amendment of rules to make following change in FM table: change channel 29 to 29A; add channel 29B. Received June 18.
  - WJGQ-FM Titusville, Fla.—WJGQ Inc. requests amendment of rules to allocate channel 22A to Titusville. Received June 18.
  - Gaffney, S. C.—Gaffney Broadcasting Inc. requests amendment of rules to allocate channel 221 to Gaffney, delete channel 284 from Greenville to substitute channel 221A for 221 in Toccoa, Ga. Received June 18.
  - WAGS-FM Tuscaloosa, Ala.—WAGS Inc. requests amendment of rules to add channel 27A to La Jolla, Calif. Received June 22.
  - WAGR-WF S. C.—Floyd Huey, Reserve amendment of rules for 22A. Amend. FM table of assignments to include West Terre Haute. Received June 22.

BROADCASTING, July 6, 1964
The play is not the only thing

broadcasts, an idea that was very successful then and has been widely imitated since. At the birthday party of the young son of a friend, Hunt met "Chucko, the Clown," and for more than a decade now Chucko has been host of comic shows on KABC-TV. Mr. Stromberg also started a pioneer teenage dance show on TV, Al Jarvis' Hi Jinks, a forerunner of today's American Bandstand.

Early in 1956 Mr. Stromberg was made program manager of ABC-TV's western regional network ("Regional TV networks were important before video tape recording came in and took the headaches out of time changes"). Then Robert M. Weltman, ABC-TV program vice president, moved to CBS-TV. At his invitation, Mr. Stromberg went along as a program development executive in Hollywood. "I was glad of the chance to join CBS, top of the heap in television, sort of like the Yankees in baseball, but I'd found some very bright young creative people at ABC that I hated to leave behind. I'm happy to say quite a few of them are now with CBS."

One of his first assignments at CBS-TV was to find a western series for Randolph Scott. He called a writer friend, Herb Meadow, who said he was working with Sam Fuller on a modern detective series. "I got them to reset it in the old West. Then it turned out that Scott wasn't available, so we got Richard Boone and that's how Have Gun, Will Travel began."

Patience Pays Off • A couple of years later Mr. Stromberg was made West Coast director of program development, "the same job, only now it was formalized." Programs that came to CBS-TV under his aegis include Rawhide, Twilight Zone, Dennis the Menace and Pete and Gladys. He puts a young dramatic actress into a comedy part in Pete and Gladys, liked what she did and in the fall she'll star in her own series, The Cara Williams Show. "She's a perfect example of what I mean by bright young talent," Mr. Stromberg says. "And I took Phil Sharp, a bright young director, and made him the producer. People like them are the guarantee of a future for television."

In 1961, Mr. Stromberg became vice president for program development, Hollywood: CBS-TV's number two program man on the West Coast. On March 9, 1964, he got the number one job, vice president, programs, Hollywood.

A "divorced bachelor," Hunt Stromberg, Jr. lives in the Hollywood Hills above the Sunset Strip in a house he says he's about to move out of "because the stuff I bought from the Hearst collection is taking up so much space I can hardly get in or out." His father was a close friend of William Randolph Hearst and as a boy young Hunt had spent many weekends with his parents at the fabulous Hearst mansion, San Simeon.

"I'd always wanted to own some of the pieces in the Hearst collection," he says, "and last year when a warehouse sale was held I had the chance."

Collecting antiques is his chief hobby. "My mother's family had a fine art collection and I must have inherited the urge to collect beautiful things." On vacation he may be found researching Egyptian relics in the museum in Cairo or at some other site equally remote from Hollywood's Television City.

He's an avid reader of modern novels, history and, especially, books about antiques. And he thoroughly enjoys tournament bridge. "Cara Williams and I are partners and we think we're brilliant at the game."
EDITORIALS

After Collins

CONSIDERABLY more than the selection of a new president confronts the National Association of Broadcasters in the wake of the departure Aug. 1 of LeRoy Collins to become the federal trouble shooter on civil rights.

There could evolve from the sudden development a new philosophy of trade association activity, both as to personnel and organization.

There should be no great haste. No emergency exists. The newly elected executive committee—barely a week in office—proved itself worthy by skillfully handling the sensitive negotiations with Mr. Collins, a sensitive man. The NAB’s permanent, nonpolitical staff, under the direction of the joint board chairman, Willard Schroeder, should have no difficulty operating as caretaker perhaps until after the November elections when cool heads, freed of political distractions, can act.

If this procedure is followed, the joint boards, 44 strong, will have ample time to study various plans of reorganization—those advocating a “federation” of trade groups in broadcasting as well as a straight-line organization.

It should be evident that broadcasters do not need a public figure or a politician as their spokesman. The stature and importance of the broadcasting institution imparts to the broadcast leader who may head its trade organization acceptance at all essential government and professional levels. To a considerable degree, it is the job that will make the man.

Mr. Collins leaves the NAB for a post for which he is eminently qualified. He takes a tough assignment without precedents to guide him. We wish him well.

As to Mr. Collins’s three-and-one-half-year tenure at the NAB, there are those who say he was good for broadcasters as their hair shirt and their conscience. We have never felt that Mr. Collins believed in commercial broadcasting or in most broadcasters. Certainly we didn’t see eye-to-eye with him.

All that is past. There should be no recriminations. The NAB board made it possible for Mr. Collins to answer the call for public service by providing him with a generous severance. It should have done nothing less.

The new board holds its first special meeting in another week or so. It will consider procedures for interim operation and for the future. Ultimately there should be a referendum vote. Whether the board develops its own plan or commissions a management survey, the end objective should be the building of a new NAB to meet current needs and future goals.

Quick, Henry, the slide rule

FIRST Chairman E. William Henry has picked up a persistent, although discredited, argument to support his belief that his agency ought to control the programming of U.S. broadcasting stations.

In an interview in the July 6 issue of U.S. News & World Report Mr. Henry is quoted as saying that commercial broadcasting takes up “a tremendous hunk of the available frequencies.” It is to justify the continued allocation of that “tremendous hunk” to broadcasters while other services are clamoring for more spectrum space, said Mr. Henry, that the FCC must make sure that broadcasting serves the public. And, in his words, “there is no way to gauge the degree to which the public is being served unless you take a broad, comprehensive look at programming.”

So much for Mr. Henry, and now the facts. The “tremendous hunk” of space that broadcasting occupies—all of broadcasting including AM, FM and TV—constitutes slightly more than 1% of the 40,000 megacycles of radio spectrum that are currently in use. Since broadcasting serves the total public, it can hardly be accused of hogging frequencies that might otherwise be put to such elevating social purposes as the dispatch of taxicabs.

What Mr. Henry failed to mention was that the single biggest user of the spectrum is the U.S. government which reserves some 50% of all the 40,000 megacycles for its own mysterious purposes. What’s going on in those 20,000 megacycles, Mr. Henry, while you’re taking that broad, comprehensive look at the programming on the 513 megacycles that broadcasters use?

The real test

MORE and more it becomes evident that those who are most fearful about the effects of advertising hard liquor on the air are not those whose interests should be supreme—the people themselves.

Most broadcasters still reject liquor advertising, or say they would if it were offered, and most distillers still refrain from offering it. Both groups act out of fear: fear that Congress, responding to some real or imagined public clamor, would legislate not only against liquor advertising but against beer and wine accounts as well.

There is some justification for this fear, as history has shown. The dry lobby is incredibly powerful. And yet there is not the slightest evidence that it speaks for the public. In the few cases where hard-liquor advertising has been broadcast there has been no public protest of any consequence.

Now comes further evidence, in a survey by the Schwerin Research Corp. in New York, that although liquor advertising may produce apoplexy among professional drunks, it causes little excitement among people (Broadcasting, June 29). The survey was conducted after WKEX, the New York Times station, announced earlier this year that it would accept hard-liquor commercials after 10:30 at night. Schwerin summarizes it this way:

“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... print.”

The people are clearly on the right track.
Every other television station covering the Houston market has packages to sell you this fall. These are bargains. But, before you put your money down, consider: will you go just where everyone else is going? Prime time on weekdays and week-ends, afternoon movies on Sundays? All very nice, of course. But there's more to Houston television than three types of avails.

If you sell with KPRC-TV you pay no more, often less, than on other Houston stations. You can include all the usual time slots. And then go on, if you like, to some decidedly unusual ones.

The Tonight Show, for instance. Or Today. There you'll find an audience that you might think had vanished. Unspoiled, uncrowded. Clean and shining. Fairly bubbling over with buying enthusiasm.

Talk to your Edward Petry man. He'll arrange everything. Or, mail the coupon. It will help get you in the right mood. And out of the rut.
They'll all be on Group W Radio

(With Jim Snyder, Sid Davis, Jerry Landay, Peter Clapper and Anne Corrick of the Washington News Bureau, as well as newsmen from each of the Group W stations.)

Erwin Canham, veteran political observer, Editor-in-Chief, Christian Science Monitor, will analyze the trends where they occur. Allan Nevins, Pulitzer-Prize winning historian ("A Study in Power") will draw parallels from conventions past. Gore Vidal, playwright-politician ("The Best Man") will report on politics and persuasion. Marc Connelly, humorist, Pulitzer-Prize winner, playwright ("Green Pastures") will give a layman's observations on the lighter side of the conventions.

As the balloting continues, the Group W stations will give listeners and television viewers both sides of the convention story—the national and the regional. In Pittsburgh, for instance, they'll keep the Pennsylvania delegation well covered, and analyze Governor Scranton's possible influence on the convention. In every Group W city, these stations will bring the national and local significance of the convention home to their communities.

To the Group, every national event has local significance as well, because of the nature of the Group broadcaster to be involved in local communities. For only the Group has the creative, financial, and managerial resources to program with the authority of a network, and the flexibility and viewpoint of a local station. The Group today emerges as a vital third force in broadcasting.