COMMUNITY INVOLVEMENT

Preparation for the youth for tomorrow is the broadcasters’ responsibility today.

WCCO Television conducts an annual statewide high school Broadcast Journalism Conference in cooperation with the University of Minnesota School of Journalism.

The 5th Broadcast Journalism Conference (April 20-21, 1964) saw the awarding of the 5th annual WCCO Television 4-year Scholarship for study in the field of Electronic Journalism.

* Community (City, State, Nation) Involvement, plus acceptance, makes WCCO Television the DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION.
The Duchess of Fenwick is an imposter!

She's really Peter Sellers, who romps through three roles in the hilarious comedy (in color) "The Mouse That Roared." Frankly, how can anyone go wrong with three best-Sellers for the price of one. "Mouse" is just one of sixty fine Columbia Post-'50 Group II feature films from SCREEN GEMS.
Hot line in St. Louis

St. Louis a conservative city? St. Louisans are slow to accept change and often adopt a cool, stand-offish, "show me" attitude toward newcomers?

You'll never prove it by Howard Streeter.

Although on the job only briefly as news director of KTVI, he's already received more phone calls in a month than most people get in a lifetime.

How come?

As part of our campaign to introduce Howard in St. Louis, we invited viewers to dial him at any time for a private "newscast". And 13,110 people responded within 30 days.

Many, many more St. Louisans, we're happy to say, are dialing Howard Streeter for the news at his better-known number — TV 2.

If you have a product or service you'd like to receive this kind of reception in the fast-growing, faster-changing St. Louis market, we have evidence to prove that KTVI can cause cash registers to ring as well as telephones.

May we show you?
In the top eight U. S. markets with four or more commercial channels, KRLD-TV has the largest Metro Share of audience among all stations.

The comparison includes affiliates of all networks and independents, Monday thru Sunday: 9:00 am to Midnight, and Sign-On to Sign-Off*.

And in the Dallas-Fort Worth market, KRLD-TV delivers an average 66\% higher Metro Share than the next station (9:00 am-Midnight, Monday thru Sunday)*.

Take advantage of Channel 4's proven domination. See your ADVERTISING TIME SALES representative.

*ARB
April, '64
TV evolution

After last week's events in San Francisco, what do broadcast professionals think of political convention coverage? Majority see no reason why conventions can't be held by closed circuit television with delegates voting electronically from each state headquarters to central national headquarters in Washington or New York. This would eliminate tremendous cost of setting up separate conventions and of installing equipment and moving people and gear of duplicated facilities for radio and TV networks. Conventions are now quasi-electronic, experts say. So why not go all the way?

Primary target

Republicans hope to make campaign issue of Johnson family ownership of Austin's only VHF television station. Tip-off came when Donald E. Lukens, chairman of Young Republicans, said in addressing convention in San Francisco convention last Tuesday that when GOP takes over in Washington, "we will give Austin two television stations."

New news source

Additional evidence of growing trend of programing-syndication by TV station groups (story, page 48) is project in negotiation stages involving Time-Life stations and United Press International. Organizations plan to join forces on producing series of background news specials for syndication to stations, with UPI supplying up-to-date news film segments and Time-Life producing and selling completed programs.

A move to watch

Implications of importance to broadcasters are involved in selection of President Lyndon B. Johnson's running mate at next month's Democratic National Convention in Atlantic City. If LBJ's choice is Senator Hubert Humphrey of Minnesota, it is likely that fellow Minnesotan Lee B. Loevinger will win promotion—either to federal judgeship (possibly U. S. Court of Appeals for District of Columbia) or to chairmanship of FCC.

If, on other hand, Attorney General Robert Kennedy should get vice presidential nod, odds are that E. William Henry, who received his FCC appointment as New Frontierman, will continue in FCC chairmanship. If someone else gets tapped by LBJ, it still would augur change in FCC chairmanship. Chairman Henry's term on FCC expires June 30, 1969; Judge Loevinger's one year earlier. President, under law, names chairman from among FCC membership.

Ready to sic 'em

Senate Special Subcommittee on Freedom of Communications—watchdog subcommittee—may be expected in next few months to operate as it did during last presidential election campaign. It asked all stations to report political broadcasting complaints "within 24 hours," held hearing and produced six-volume report with recommendations for tighter controls (Broadcasting, April 23, 1962).

Without power to act on complaints itself, panel probably will work as advisory group on political broadcast problems, telling how to prepare complaints to FCC. It is understood aide will be available to any qualified candidate for any office—not just Senate. Some ticklish moments may be ahead as all three senators on subcommittee are running for re-election: Ralph Yarborough (D-Tex.), chairman, plus Gale W. McGee (D-Wyo.) and Hugh Scott (R-Pa.).

Inflation note

While National Association of Broadcasters board was meeting in Chicago last week on resignation of LeRoy Collins as president and arrangements for interim management (see page 56), it handled some routine business too. Included was boost in travel per diem for directors from $15 to $25, in mileage from seven cents to eight cents.

It's not much talked about, but some broadcasters feel that six-month interval without NAB president would help association recoup in part heavy severance payout to LeRoy Collins. NAB selection committee (see page 56) has until January to report back to combined boards. Mr. Collins is getting $60,000 for remainder of his contract which had 18 months more to run, plus 1964 Cadillac, color TV set, AM-FM console, oil painting and books.

UHF aid

FCC Commissioner Robert E. Lee continues to peck away at commission rules he feels unduly hamper UHF growth. His current concern is multiple-ownership rule, which he thinks could be liberalized in way to attract broadcasters to UHF. As first step he is attempting to sell colleagues on proposed notice of inquiry on how ownership rule (limiting ownership to seven TV's, provided no more than five are VHF's) might be amended to aid UHF. Sentiment within commission would appear to be against liberalizing that rule, but Commissioner Lee remains hopeful, and commission last week agreed to discuss his proposal after August recess.

New business

What insiders say is new kind of advertising agency concept—one that also may help bring smaller advertisers into radio and television—has been developed by Norman, Craig & Kummel, New York, and is to be announced this week. Though details are guarded, it's understood to involve creation of agency unit that will work exclusively with smaller accounts.

Scouting?

J. Leonard Reinsch, president of Cox Broadcasting Corp., who is diligently at work planning Democratic National Convention in Atlantic City as its executive director, slipped into San Francisco last Wednesday and was on his way back East same evening. His official business was visit to Cox-owned KTVU(TV) Oakland-San Francisco, but he had opportunity to check Cox GOP convention coverage—as well as overall layout at time Senator Goldwater and others were placed in nomination.

Share the news?

Blanket coverage of GOP convention last week by all three television networks has revived, among some affiliated stations, talk about rotation system that would leave at least one regular program service on air during extended periods of special event coverage. Same talk was raised by 1960 convention and election coverage.

Affiliates of at least one network have talked seriously about rotation plan and may explore subject informally with affiliates of other networks. Point they make is that some viewers complain about total loss of regular entertainment when all three networks swarm over continuing story such as political convention.
Acquisitives*... love Opera in Cleveland

More people attend the New York Metropolitan Opera in Cleveland, than in any other city in the U.S.A.—including New York City. That’s another reason why WJW-TV’s discriminating programming is your best buy when selling the acquisitives of Cleveland.

*Ac quis'-i-tive—given to desire, to buy and own.

ACQUISITIVES WATCH

WJW-TV

BROADCASTING, July 20, 1964
Two years later, RKO General still weighs virtues of on-air pay TV in Hartford, Conn. It's been expensive, but knowledge gained has been extensive. RKO is quietly pleased, may decide to expand greatly. See ...  

PAY TV: AIR OR WIRE? ... 23  

Will Subscription Television Inc. produce a bang or a whimper? STV, a $25-million gamble, took to the air Friday with 2,500 homes; Pat Weaver welcomed subscribers. Industry carefully watches developments. See ...  

BEGINNING OR END? ... 26  

FCC's policy on case-by-case examination of stations' commercial time practices is likely to be fought out this week. Commissioner Ford seen as swing vote. Eight Florida outlets provide battleground. See ...  

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Goldwater is eager to debate Johnson on TV, but wants changes from 1960 format. Suggests taping before airing to protect against presidential slips. Says perhaps subjects should be predetermined. See ...  

BARRY READY TO MEET LBJ ... 36  

Each TV network gave 35 hours to convention coverage. NBC-TV won the ratings race. Chancellor was bounced. TV workers were cleared off the floor. Friendly lodged protest. Otherwise not much news. See ...  

LOTS OF TIME, LITTLE NEWS ... 37  

Let's wrap up all major disputes between broadcasters and music-licensing groups in one package and settle them all at once, Judge Ryan suggests. Unique proposal would solve problems for 10 years. See ...  

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Federal court in San Francisco reverses Idaho decision protecting television stations from CATV duplication. Unanimous decision, however, leaves two doors open: action under copyright laws or by Congress. See ...  

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Executive group will run National Association of Broadcasters, ponder presidential possibilities. Wasilewski will manage staff. Search for new leader may run until January. See ...  

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Published every Monday, 32nd issue (Yearbook Number) published in November by Broadcasting Publications Inc. Second-Class postage paid at Washington, D.C., and additional offices. Subscription prices: Annual subscription for 52 weekly issues $6.30. Annual subscription including Yearbook Number $13.50. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number $5.00 per copy. Subscription orders and address changes: Send to Broadcasting Circulation Dept., 726 DeSales Street, N.W., Washington, D.C. 20005. On changes, please include both old and new addresses plus address label from front cover of magazine.
when you think
NEW YORK
RADIO

think
wmca
the straus broadcasting group inc.

570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.
Goldwater flays CBS News item

Network reports conflict; carries nominee's attack; own statement on newscast

Senator Barry Goldwater (R-Ariz.), Republican presidential candidate, attacked CBS News in interview carried on network July 17, saying, "I don't think they should be allowed to broadcast." His statement was sharpest thrust of week in which quarrels with news media were undercurrent throughout entire Republican National Convention in San Francisco (see page 36).

Senator charged some media with "utter dishonesty" and said CBS "pulled three sneaksers on me that I'll never forgive them for."

On the Air • Those comments, filmed in a copyrighted interview with Ralph Painter of Kool-TV Phoenix, were played on CBS Evening News with Walter Cronkite on Friday, followed by CBS reply.

CBS reported, Senator Goldwater said, that he was going to Germany after convention to "return to the site of the Fuehrer's point of starting and start my campaign there, that I had an invitation to speak in Germany to a rightwing group, [and] that my efforts would be to cement the relationships between the extremist groups in America and Germany."

"This is nothing but — and I won't swear — but you know what I'm thinking, a dad burned dirty lie," he said.

Members of his staff, Senator Goldwater continued, had contacted CBS President Dr. Frank Stanton and told him report was in error, but Senator said, "they haven't had the decency to apologize. I have no respect for people like this. I don't think they should be allowed to broadcast." Other networks "were very, very accurate, and very kind," senator added. "I know some of the men personally dislike my position but it was hard to discern."

CBS Comment • "CBS cannot understand why the story Senator Goldwater referred to caused him to cancel his trip to Germany," Mr. Cronkite said, quoting network statement. "Senator Goldwater denied the story and his denial was carried widely by newspapers, radio and television." statement continued.

"The president of CBS was not contacted by any member of Senator Goldwater's staff. The CBS News correspondent on the story in question, Daniel Schorr, broadcast the following clarifying statement from Germany on the CBS World News Roundup Thursday morning [July 16]. We quote:"

"In speaking the other day of a move by Senator Goldwater to link up with these forces [German], I did not mean to suggest a conscious effort on his part, of which there is no proof here, but meant more a process of gravitation which is visible here."

CBS statement concluded, "The balance of Senator Goldwater's statement speaks for itself."

Nixon's View • Richard M. Nixon, who scored print media for slanted reporting in television news conference after his defeat in California campaign for governor in 1962, told convention Thursday how "an army" of GOP volunteers would save Senator Goldwater from becoming "Mr. Republican Whip [sic] Boy of 1964... to that group of columnists who have already closed their minds..."

Prefacing comment with remark that criticism should be kept in perspective, he noted, "Let's never forget that in the United States we have the best newspapers in the world and the best television coverage..."

In bitter farewell following 1962 defeat, Mr. Nixon attacked press but reserved high praise for television and radio (Broadcasting, Nov. 12, 1962).

One AM renewal, one denial for Tennessee

Robert C. Whiteley Jr. last Friday (July 17) received at least partial reprise from initial decision that recommended denial of license renewals for two Tennessee AM stations in which Mr. Whiteley has 50% interest.

FCC voted to renew license of WKBV Covington, but denied renewal for WHBY Millington.

Covington station is licensed to Tipton County Broadcasters and is owned 50% each by Mr. Whiteley and his wife, Katherine. WHBY is licensed to Shelby County Broadcasters, owned by Mr. Whiteley and John M. Latham.

Commission agreed with Hearing Examiner Arthur A. Gladstone in finding Messrs. Whiteley and Latham, in their acquisition of WHBY, have engaged in unauthorized transfers of ownership and made misrepresentations to commission (Broadcasting, July 22, 1963).

Examiner Gladstone concluded that Mr. Whiteley was thus unqualified to be licensee of any station, urging no renewal for WKBV. Commission disagreed, stating that Mrs. Whiteley was not involved in misconduct of WHBY owners and that WKBV is separate operation. Commission concluded that "we disagree... that Mr. Whiteley should be held to be totally unfit to have an interest in any station..."
and WSAZ-AM-TV Huntington, W. Va.; remaining station, WJRT-TV Flint, Mich., is going to John Poole in spin-off sale. Transfers await FCC approval.

Six months ended June 30:

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<td>Earnings per share*</td>
<td>$0.50</td>
<td>$0.56</td>
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<tr>
<td>Gross revenue</td>
<td>$4,983,143</td>
<td>$4,140,577</td>
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<tr>
<td>Operating profit before depreciation and amortization</td>
<td>1,480,140 1,282,533</td>
<td></td>
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<tr>
<td>Net income</td>
<td>516,759</td>
<td>397,505</td>
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*Based on 104,711 shares outstanding.

MGM-TV prepares eight new series for '65-'66

MGM-TV is to announce today (Monday) large-scale increased TV program production plans for 1965-66 season. Studio has scheduled pilots for eight new TV series for that season.

Series are Please Don't Eat the Daisies, Andy Hardy, See Here, Private Hargrove, Kissin' Cousins and The Mayor, all for NBC-TV; Meet Me in St. Louis and Untitled western for ABC-TV; The Bravos for CBS-TV. All are half-hour series, except for The Bravos and The Mayor. Next fall—1964-65 season—MGM-TV will have five series (four hours weekly) on networks. MGM-TV reported profit of $3.7 million for its over-all operations for 40 weeks ended June 6 (see page 67).

Connecticut PUC plans hearing on CATV

Connecticut, first state to set up regulation of community antenna television on statewide basis, will conduct public hearing in September on applications of 21 firms desiring to get into CATV business there.

Public Utilities Commission told applicants last week they would be expected "to present evidence in support of their applications" at State Office Building, Hartford, Sept. 14.

PUC adopted no policy on protection of television stations when it promulgated its CATV regulations last spring (Broadcasting, April 20, 6), but said it would hear broadcasters on this issue at hearing.

Almost all applicants are seeking permission to serve more than one Connecticut community, many of them applying for more than dozen each.

Equipment price hike due

RCA Broadcast and Communications Products division on Oct. 1 will raise prices from 5 to 11% on most items of radio-TV broadcast equipment manufactured by division. Increases result from higher costs of labor and materials, according to C. H. Colledge, division vice-president-general manager.

WEEK'S HEADLINERS

Charles A. Pratt appointed director of broadcast services at General Foods Corp., White Plains, N. Y., effective Aug. 1. He'll report to E. W. Ebel, VP-advertising services at GF. Mr. Pratt, at one time account executive with NBC in Chicago, joined Alberto-Culver Co. in 1960. He resigned as advertising VP and director last month over "basic policy" differences (Broadcasting, June 22). His successor at A-C was George Polk, former BBDO, New York, VP (Broadcasting, June 29).

Mr. Pratt

For other personnel changes see FATES & FORTUNES

Labor party would add radio-TV advisory unit

If it wins this fall's general election in Britain Labor party will set up national advisory council on broadcasting which would issue yearly report to Parliament. This would give members of Parliament opportunity to have annual debate on radio and television. Council would not have any regulatory powers.

Plans were revealed by Labor's spokesman on broadcasting, Roy Mason. Membership of advisory body would be drawn from radio-TV industry, consumers, viewers, universities and possibly broadcasting staff.

Labor government, he said, would favor as rapid development as possible of local radio under BBC control. It would encourage educational programs on local radio. Labor party was against further commercial broadcasting.

Park diversifies further

Roy H. Park, broadcaster who also owns various other businesses, has formed new firm and bought outdoor advertising plants in Utica and Binghamton, both New York, and Scranton, Pa., from General Outdoor Advertising Co., Chicago.

Mr. Park's new company—Park Outdoor Advertising Inc., Ithaca, N. Y.—has taken over all real estate and leases for 1,076 paint and poster panel boards. Mr. Park has interests in WDEF-AM-TV Chattanooga, WGGC, WNCT-AM-TV Greenville, N. C., and WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va.

18 nations meet for commercial space TV

Organization of global commercial satellite communications system is object of meeting of 18 countries in Washington Tuesday (July 21).

Hailed as International Plenipotentiary Conference on Interim Arrangements for a Global Commercial Communications Satellite System, meeting will see representatives of following nations attempt to agree on organizational principles for global communications satellite system and on commercial, financial and technical operations.

U.S. (host), Australia, Austria, Belgium, Canada, Denmark, West Germany, France, Ireland, Italy, Japan, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and United Kingdom.

Under proposed international agreement, already discussed by U. S. and foreign representatives, Communications Satellite Corp. will serve as manager of global system on behalf of all participants.

U. S. delegation will be headed by G. Griffith Johnson, assistant secretary of state for economic affairs, and will include E. William Henry, FCC chairman; Leo D. Welch, chairman and chief executive officer of Comsat, and Richard N. Gardner, deputy assistant secretary of state for international organization affairs.

SEG-AMPTP talks go on

Agreement between Screen Extras Guild and Association of Motion Picture and Television Producers has been extended to July 30 to allow time for completion of negotiations on new pact. Old contract expired June 30, then was extended to July 15. Expectation is that new deal can be agreed on before end of month.

Crane in test slot

Experimental 90-minute program starring Les Crane will be carried for one week by three ABC-TV-owned stations in New York, Los Angeles and Chicago, starting at 11:20 p.m. on Aug. 5. (see page 48). Program, which will combine entertainment with talks and interviews, will be evaluated by ABC-TV stations as possible permanent show for presentation on all owned stations and for syndication to other TV outlets.
BUCKLEY-JAEGER BROADCASTING CORPORATION OF CALIFORNIA ANNOUNCES THE APPOINTMENT OF Metro Radio Sales AS NATIONAL REPRESENTATIVE FOR KKHIO SAN FRANCISCO 1550 am/fm 95.7 The Classic Stations
What makes a great salesman?

"You press the button, we do the rest" was more than a successful advertising slogan. It was the credo of George Eastman, the man who made America a nation of shutterbugs—and Kodak a household word. From the time he made his first photographic vacation trip (loaded down with seventy pounds of equipment) until the day he retired from the presidency of the Eastman Kodak Company, Eastman was fascinated with photography.
He created a small, light, easy-to-use camera and named it "Kodak"— because he liked the letter "K." With an associate, he devised the process of making negatives with celluloid instead of heavy, awkward glass. But, in addition to inventing and improving photographic equipment and processes, Eastman also was a born salesman. (As a schoolboy, he sold a homemade puzzle to a chum for ten cents and duly entered the profit in his first ledger.)

George Eastman attributed much of his success to a belief in extensive research and intensive advertising. Today, the Storer stations research the needs of their communities... then concentrate on answering these needs with interest-provoking, community-minded programming that turns more listeners and viewers into buyers. In Cleveland, Storer's great salesmen are WJW and WJW-TV, two important stations in an important market.
DATEBOOK

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

Indicates first or revised listing.

JULY
July 20-31—Management seminar designed for young advertising and marketing executives and sponsored by the Advertising Federation of America. Halsey Davidson of Northwood Institute and formerly an executive of Campbell-Ewald Co., Detroit, will serve as seminar coordinator. Northwood Institute, Midland, Mich.
July 20-24—International Alliance of Theatrical and Stage Employees' annual convention at Convention Hall, Louisville, Ky.

AUGUST
Aug. 4—Georgia Association of Broadcasters' forum on CATV and pay TV. Featured speakers will be Robert C. L'Heureux, general counsel of National Community Television Association; John Pinto, vice president of RKD General Phonevision 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 Pierson, Pierson, Ball & Dowd, Washington; Herb Jacobs, president of TV Stations Inc., New York; Morton Leslie, acting chairman of Television Accessory Manufacturers Association; William Putnam, president of WRAL-TV-Greensfield, Mass.; Eugene Cogan, vice president and media director of McCann-Erickson, Atlanta; and Bruce Merrill, president of Ameco Inc., Phoenix, and chairman of National Community Television Association. 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. 5—Third annual TV day of Georgia Association of Broadcasters. Speaker will be Herb Jacobs, president of TV Stations Inc., New York. Riviera motel, Atlanta.
Aug. 16-18—Summer convention of South Carolina Broadcasters Association, Ocean Forest hotel, Myrtle Beach.
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. 21-22—Meeting of New Mexico Broadcasters Association, Kachina Lodge, Taos.
Aug. 23-29—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising, Harvard University, Cambridge, Mass.
Aug. 24-Sept. 5—Major British manufacturers in the field of broadcast communications will be displaying their products (radio, television, tape recorders, con-tonents and record players) at the 1964 National Radio and Television Exhibition, under the auspices of the British Radio and Electronic Manufacturers Association. Demonstration sets will show 825-line programs—the only limited ownership set with 645-line transmissions. Earl's Court, London.
Aug. 25-28—Institute of Electrical and Electronics Engineers' annual meeting, Biltmore hotel, Los Angeles.
Aug. 25-28—Western Electronic Show and Convention, Los Angeles. Twenty technical sessions at Sessions at Statler-Blinn; 15 exhibits at Sports Arena and Hollywood Park, where visitors can attend five special afternoon sessions via closed circuit TV.
Aug. 28-29—Meeting of Arkansas Broadcasters Association, 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, will be sent to Dr. Kiyoshi Morita, chairman of Papers Committee, Institute of Electrical Communication Engineers of Japan. 2-4, Fujimicho, Chiyoda-ku, Tokyo, Akasaka Prince hotel, Tokyo.
Sept. 18—Deadline for comments in FCC inquiry into the ownership of broadcast licenses and related questions.
Sept. 18-19—Meeting of Maine Association of Broadcasters, Poland Spring (tentative).
Sept. 18-19—Meeting of Nebraska Association of Broadcasters' program study committee. The Greenbrier, White Sulphur Springs.
Sept. 18-20—Comments are due on the FCC's inquiry into the ownership of community antenna television systems by TV licensees.
Sept. 20—Meeting of Nebraska Broadcasters Association, Holiday Inn, Grand Island.
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 moter hotel, Omaha.
Sept. 24-28—Fall meeting of the Minnesota Broadcasters Association. Speaker will be FCC Commissioner Lee H. Forbinger. Sheraton-Ritz hotel, Minneapolis.

BEST WAY TO MEASURE RADIO...

is with the new WLW "Radio Value Yardstick"—developed by the Crosley Broadcasting Corporation with the assistance of 25 media directors, plus reps and research organizations. This simple, fast method enables timebuyers to measure radio stations' qualitative and quantitative value — not on the usual cost-per-thousand based on audience numbers alone, but also on eight other factors. It supplements an agency's normal procedure of matching radio station information to its client's needs.

Another example of Crosley 42 years of leadership

WLW RADIO
Cincinnati
Nation's Highest Fidelity Radio Station
CROSLEY COLOR TV NETWORK
WLW-D Dayton
WLW-1 Indianapolis
WLW-C Columbus
WLW-T Cincinnati
CROSLEY BROADCASTING CORPORATION
a subsidiary of ACCO

BROADCASTING, July 20, 1964
McClatchy Broadcasting Company is doing something new with marketing facts concerning

Food and beverages • household items • toiletries • appliances • automotive • tobacco products • apparel •
• travel • household characteristics • characteristics of heads of households • retail shopping habits • store preferences • and many other important categories in

The Sacramento Market Measure

The Modesto Market Measure

The Fresno Market Measure

The Reno Market Measure

Continuing home surveys — scientifically planned and impartially conducted — are now being made in the total Sacramento, Modesto and Fresno markets as well as in metropolitan Reno to provide up-to-date marketing information on the families in the markets served by Bee-line radio stations. These data will be available to you in a series of quarterly reports. For information regarding them, call or write —

KFBK, Sacramento • KBEE, Modesto • KMJ, Fresno • KOH, Reno
or McClATCHY BROADCASTING COMPANY, Sacramento, California

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE
RARE JEWELS

About three or four years ago we attempted to espouse a cause which concerned a problem best described by the word “clutter.” At that time we anticipated a crisis. It has arrived. Therefore, we feel it is now of utmost importance to reactivate this cause once again. We strongly recommend that clutter be eliminated in the following manner:

1. We urge the networks to introduce a one minute break between network shows.

2. We urge network affiliates to adopt a policy of placing only one spot between network shows.

3. We urge the networks to place both the opening and closing commercials of programs far enough away from the break to eliminate the feeling of clutter.

Based on research we have done, we believe the adoption of these suggestions will meet with almost unanimous approval among advertisers. To begin with, most of them have a strong preference for the one minute message and, of course, almost all prefer the island position.

Naturally, there is always the question of higher cost for this type of announcement — precious jewels are bound to be expensive. But they are a wise and profitable investment.

adam young inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
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OPEN MIKE®

Local live picture

EDITOR: Broadcasting, July 6, printed a letter from a Mr. Tom Bratter of New York [regarding KCHU(TV)] turning in its license. . . . While a good portion of Mr. Bratter’s letter is factual, there can be no question that he is partially misinformed on the past operation of KCHU(TV). To quote specifically: “Under the circumstances, what did KCHU offer its viewers? Film and syndicated fare with no special interest or particularly local appeal.”

With a bit over 25% of a 16-hour broadcast day devoted to local live television on KCHU it would seem that it would have been most difficult for a station to not televe something of “special interest or particularly local appeal.”

It would seem that there must have been some special interest or local appeal available to the most sophisticated of the 50,000 set owners capable of viewing KCHU.

Mr. Bratter . . . it is obvious you are in possession of a vast amount of information involving KCHU. Unfortunately your source has only supplied you with half of the facts.—Walter Baker, general manager, KCHU(TV) San Bernardino, Calif.

EDITOR: . . . Mr. Bratter doesn’t know the facts. Here they are:

Channel 18 was on the air 16 hours a day, seven days a week. Twenty-eight hours weekly, or 25% of the station’s air time were programed for live local shows including sports events, news, talent shows, children and teen-age shows, discussion and talk shows, art shows, women’s programs and an abundance of specials. Seventeen pieces of talent, both staff and free lance, were employed by the station on a weekly basis, with a $5,000 weekly budget. It would be very difficult not to produce a show with some local interest with this amount of talent and budget.

When Alaska experienced its tragic earthquake on March 24, KCHU had a team of five in Anchorage the following day. The films made during their four-day assignment were aired 10 days later in a one-hour documentary which won wide acclaim throughout Southern California.

As a youth public service, KCHU sponsored 12 Saturday night dances last December, January and February, furnishing entertainment by name personalities and bands . . . at a cost of approximately $25,000 for the series.

KCHU discontinued operations for one very simple reason: economics! After nine months operation and a loss of $1 million, including a UHF converter program, and with no apprecia-
If you lived in San Francisco...

...you’d be sold on KRON-TV
ble advertising revenue increase on the horizon in the foreseeable future, and no network affiliation available, The Sun Co., with "financial tears" turned in KCHU's license.—Stanley S. Adams, assistant to the publishers, The Sun Co., San Bernardino, Calif.

Cool comment
Editor: ... In your recap of the various producers of low-calorie soft drinks (BROADCASTING, June 15), you list Hires as producing a dietetic drink called Frostie. This is completely wrong. Our client, Frostie, is a major parent company with over 260 bottlers producing Frostie root beer. Several of them, especially Frostie Bottling Co., Tampa, Fla., are producing and marketing a dietetic Frostie root beer. Bottlers in Dayton, Ohio, and several other markets are getting ready to introduce one-calorie Frostie.

... Hires is a division of Crush International, Evanston, Ill., and has no connection with Frostie, and is in fact a competitor. —Michael Berezowski, Cahall Advertising Agency, Upper Darby, Pa.

Editorial request
Editor: This is to request permission to broadcast your editorial which appeared in BROADCASTING, July 6, entitled: "Quick, Henry, the slide rule.

... Naturally we will credit the magazine as the source.—David W. Wagenvoord, president, Wagenvoord Broadcasting Co., New Orleans.

Inadvertent omission
Editor: I was interested in seeing the paragraphs on your Closed Circuit page concerning the Hollywood museum (BROADCASTING, July 6). You list "other board members identified with broadcasting," which list did not include my name. I really do think I would qualify as being identified with broadcasting having had a pretty large interest in six television and 10 or 11 radio stations, plus 25 or more television series.

I was also one of the original Los Angeles county commissioners on the Hollywood Museum board of directors and have served on the board for four years, and am still serving.—Jack Wrather, president, Wrather Corp., Beverly Hills, Calif.

(Mr. Wrather had a substantial interest in Transcontinent which sold off all its station holdings, except WDKX-AM-FM Cleveland, in the biggest station deal in history [BROADCASTING, Feb. 24]. Mr. Wrather is chairman of the board of the Wrather Corp., licensee of WBPM/FM! New York, whose sale to WPX Inc. was approved by the FCC last week.)

THE RICHARD BOONE SHOW
Just bought by Jack Lynn, Vice President in charge of Programming of Metropolitan Broadcasting for WNEW-TV, New York City and WTTG, Washington, D. C. 25 dramatic hours that will add audience, advertisers and stature to your station lineup.

Cedar Rapids—Waterloo
CBS Television for Eastern Iowa

Pro Test
There's an eight-county triangle about 100 miles on a side which accurately reproduces major market characteristics of the entire U. S. A. Pro's call it the I.T.T.*

WMT-TV calls it home, but reaches well beyond it.

WMT-TV
Cedar Rapids—Waterloo
CBS Television for Eastern Iowa

*Iowa Test Triangle. Full details from our national reps, The Eats Agency

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In less than six months of advertising Mrs. Filbert's Whipped Margarine exclusively on WBAL-TV, we’ve achieved 100% distribution in all major food stores and independent groceries—plus a steady rise in sales.

Wm. A. Hottman, Jr. Advertising Manager J. H. Filbert, Inc.

Maximum Response—that’s advertising efficiency.

WBAL-TV, BALTIMORE
"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

Nationally Represented by Edward Petry & Co., Inc.

Imagination, content and position can mean success

In our business, we pay a great deal of attention to form. The style of copy, look of our visuals, the way a performer delivers a line are persistent preoccupations of ours. But form has a way of running away with things. It is much easier to give an old idea a new form than to develop a new idea.

Don't believe that old adage: "There's nothing new under the sun." The fact is, the sun of 1964 is a lot different from the sun which Ptolemy knew or even Galileo knew.

We in advertising and broadcasting need to devote more attention to the content of our programs and our advertising. Programming: much time, effort and strategic planning go into filling the schedule. Too little, it seems to me, is put into the programming itself.

In the baldest terms, the result is we end up with programming that is really the "same old sausage in a new casing." The programming is a rehash. Only "the image" is different.

Real Issues * What is needed in larger measure, I submit, is emphasis on content, what programs are really about. Greater attention has to be devoted to the themes and conflict in the story. We are living in exciting and troubled times.

There are people who are hungry and without shelter, people struggling for their human rights, people being killed in "little wars," and over us all hangs a nuclear sword. These are the conflicts, issues and problems that have real meaning. TV and radio have to find the way to translate such material into exciting, enlightening, stimulating programs.

Basically the chore, a difficult and tormenting one, falls on the writer. As a former writer for the electronic media, I know it well. Sitting down to the typewriter even to write this Memo has its frightening "moment of truth." The hard work and perspiration become truly great when the writer's audience is in the tens of millions.

It is not his responsibility alone. Each of us—advertiser, agency, network, critic or public—has to act in our sphere of activity so that the content of these powerful communications media is made more meaningful.

We have to do this within the structure of the advertising business of selling goods and services. We need sharpen our focus on content, rather than on form alone, of our selling messages. Content is determined by product, but product usually is not fixed or static. It has a life history of rise and decline, of changing competition from other brands and other products. The market may be declining, expanding, turbulent. The product is dynamic, and has to be viewed that way.

Repositioning Product * For this reason, we must carefully assess the product's position, frequently recommend its repositioning by giving it a new function and a new market.

Some case histories from our direct experience: Old London, an old name in the sober business of baking melba toast, faced a radical new business expansion, moving from "diet food" to "fun food." The first big entry was Old London Dipsy Doodles, a corn chip "David" moving against the Goliath Fritos.

Our market probing told us corn chips had been served to the martinimanhattan set. But our research indicated a vast potential among youth. Given a new improvement, and advantage—a "triple ripple"—Old London had become a "new" Old London and advertising was the job of getting across the advantage and selling the new product to its new users, youngsters.

And TV worked for us. We used ABC-TV's Dick Clark Show. Sales went up dramatically.

Another case history: Welch's Welchade. This came about when research indicated that the world of Coke and Pepsi had room for another kind of soft drink—a pure noncarbonated fruit drink containing vitamin B.

A problem in projecting this new product was the need to avoid its being "square," like many another fruit drink that had been introduced previously.

We decided a key was "getting with the teen-agers," we produced "jazz" commercials and again used Dick Clark on TV. Again the effort was rewarded with the establishment of a successful product.

Media's Role * An important point is the influence of media on the product and the reflection of this influence in the content of the selling message.

For Milton Bradley Co. we were instrumental in pointing up the great potential in new games for preteen-agers. We suggested the development of a line of action games especially suited to demonstration on TV. This involved a new use of TV for them—sole sponsorship of a live show.

The program, Shenanigans, which premiers on ABC-TV, Sept. 26 (Saturday mornings), is a game show for children and reflects the wholesome entertainment spirit of the company. Already it has stirred up a great deal of excitement—and sales—in the toy and game trade for the new line of games.

Shows and Budgets * This creativeness of developing new products for a market which TV builds not only helps the advertiser, but helps the medium. (Milton Bradley has kept intact its allocation for its regular line, which is advertised on NBC-TV's Today and in spot TV.)

It is important to break out of the old forms: to develop a new content based on the need to sell our clients' new products or to reposition the old ones.

As broadcasters develop new shows, with new content, they will find the answer to the problem of how to deliver new audiences or more selective audiences. When they do, you may be sure advertisers will be there with new products and new budgets that under the old circumstances might have gone elsewhere.

Richard K. Manoff's career has included stints as English teacher in New York high schools, reporter and deskman ('Brooklyn Eagle' and 'New York Post'), assistant to Mrs. Anna M. Rosenberg when she was director of War Manpower Commission. In 1950, he was director of advertising-sales promotion, Welch Grape Juice Co.; in 1953, vice president and chairman of Kenyon & Eckhardt's marketing plans board and supervisor of packaged goods accounts. He formed his agency in 1956.
It's one thing for Housewives, Businessmen, Industrial Workers, Grandmothers, and Detroit's Young America to love us, but what about the man who pays the bill, the Advertiser? Well . . .

ADVERTISERS LOVE US

because this great mass audience likes what we do and what we say. They like the way we program our commercials. They enjoy them and they appreciate them. Consequently, they respond to them and buy the advertisers' products.

Little wonder then that some 100 new advertisers have shared in WKNR's phenomenal success since KeeNeR came to Detroit last November. You're in good company at WKNR as you can see from this partial list of new advertisers.

WKNR is the best time money can buy and your Keener salesman—or your Paul Raymer man—are just the men to prove it.

Wilson Dairy
Ford Motor Company
J. L. Hudson Company
Wrigley Gum
Colgate Company
Rambler Dealers of Greater Detroit
Budweiser Beer
Kalamazoo Pant Company
Nestle Company
Chevrolet Dealers of Greater Detroit
Kent Cigarettes
Kellogg's
Alberto Culver
Pepsi Cola

General Motors Corporation
Manufacturers National Bank
Coca-Cola
Plymouth Division—Chrysler Corporation
Old Milwaukee Beer
Lincoln-Mercury Dealers of Greater Detroit
Seven-Up
Twin Pines Dairy
American Chicle
Pfeiffer Beer
Noxzema Chemical Company
Lanvin Perfumes, Inc.
Newport Cigarettes
Goebel Beer

*We've saved a place for you.
Sometimes a television set can light up a whole city

When a message is powerful enough ... if it is told well enough ... it can enlighten a home, a neighborhood, a whole community.

"It happened in Baltimore..." with WJZ-TV's coverage of the civil rights struggle.

"It happened in Pittsburgh..." when KDKA-TV and KDKA examined growing unemployment.

"It happened in San Francisco..." with the KPIX series on mentally retarded children.

"It happened in Boston..." when WBZ-TV and WBZ took a searching look at morality in government.

"It happened in Fort Wayne, New York, Chicago..." with WOWO, WINS, WIND.

"It's happening in Cleveland now. A KYW-TV and KYW series has already begun to reveal the blight of poverty in a major city.

These are all Group W stations. In the past year and a half they have received broadcasting’s top awards. Including the duPont, the Peabody, the Sigma Delta Chi, the Sloan, the Edison, and the Ohio State.

Group W stations are uniquely equipped to play a vital role in their communities. As members of the Group, they have creative, managerial, and financial resources greater than any individual station, plus a local impact no network can match. Important, meaningful programming in the public interest is one more reason why the Group is a vital third force in broadcasting today.
Pay TV: on air or on wire?

After two years of expensive trial, RKO General is betting on its Phonevision air system—and it may be on the verge of a heavy plunge

All but ignored in recent months while attention has been diverted to the noisy birth throes of Subscription Television Inc. in California, a pay-TV system in Hartford, Conn., has just begun its third year of operation.

It is the RKO General-Phonevision system, and it is now two-thirds of the way through a three-year experiment in on-the-air subscription television. From two years of trial, error and more than a little frustration, the experimenters have emerged with the persuasion that their kind of pay TV can be made to work, no matter what happens to wired systems such as STV's, which started business last week (see page 26).

RKO General executives, interviewed by Broadcasting, to a man believe that pay TV can be moved beyond the experimental stage in Hartford and turned into a profitable enterprise. Although official word of the company's future planning has so far been withheld, indications are strong that RKO General may seek FCC approval of a full-blown pay-TV operation in Hartford and may go for pay-TV stations in other communities. One sign of the company's intentions may be read in this comment from Thomas F. O'Neill, chairman of RKO General Inc.: "There is a business in pay TV."

If RKO General officials are reluctant to talk specifically about plans for regular pay TV operation on broadcast stations, it may be because an extensive project would run into the FCC's multiple ownership rules. RKO General owns four VHF stations and the one UHF it is using for pay TV in Hartford. It can add only one V and one U or two U's before reaching its limit.

The Lessons * RKO General has learned much in its two years in Hartford. It has worked out bugs in its equipment, lowered its service costs, acquired a body of experience in setting prices and has accumulated records of subscriber spending that enable it to project with confidence the probable amount of subscriber money that can be collected in Hartford or anywhere else. "The results of the test," an RKO General official said last week, "are better than we thought they would be."

As pay TV begins its third year in Hartford, 4,800 subscribers are taking the service that is broadcast by RKO General-Phonevision's UHF station,

What has hit and missed on pay television in Hartford

Big sports events have been the biggest draws and cultural specialties the smallest on the RKO General-Phonevision system so far. The Cassius Clay-Sonny Liston fight (at left) attracted 86% of all Hartford subscribers last Feb. 25. A performance by the Bayanihan dancers from the Philippines (at right) attracted only 6%. Motion pictures, the staple in the Hartford program fare, have achieved as high as a 66% tune-in.
THE CASE FOR ON-AIR PAY TV

continued

Feature films still constitute the backbone of regular programming on pay TV in Hartford. Features are made available on a subsequent-run basis (shortly after the first run in downtown Hartford theaters). All major studios now are suppliers including United Artists, Columbia, Metro-Goldwyn-Mayer, Warner Bros., Paramount, Buena Vista as well as Fox and Universal.

RKO General-Phonevision's program costs in Hartford are said to be running about 35% of per-program revenues, or about $28 per subscriber-home per year. This is calculated on the assumption of an average investment of $120 per home, of which $39 is rental. As homes increase, the program cost per home declines.

Fights Draw Well * Outstanding sports attractions constitute the strongest program draws on Hartford pay TV. The Liston-Clay championship bout last February drew the highest rating, attracting 86% of the homes, followed by the first Patterson-Liston fight (84%) and the second Patterson-Liston encounter (66%).

In the feature film category, "Whatever Happened to Baby Jane" was the biggest audience draw with a rating of 66%, followed by "World of Suzie Wong," 65% and "Irma la Douce," 60%.

Some entertainment specials have drawn substantial audiences. The pace-setter was a program spotlighting the Kingston Trio, 44% rating. Other specials that drew well were "American Pageant of the Arts," 32%, and the "Best of the Bolshoi Ballet," 29%.

Culturally oriented programs generally attract the smallest audience on Hartford subscription TV. The low points were achieved by a concert featuring Joan Sutherland, 5%; the Bayanihan Philippine Ballet, 6% and "The Consul" (a Gian Carlo Menotti opera), 11%.

These tune-in figures represent the cumulative audiences attracted by three to six showings of each of the movies and three showings of each entertainment special. The boxing bouts were live one-shots.

Prices for programs vary from 25 cents for a children's educational program to $3 for a major sports event. Feature films range from $1-$1.50. In addition, a subscriber pays $10 for the installation of each decoder, plus his $3.25 monthly rental fee. The decoder contains a billing tape that records the programs selected during the month and the cost of each. The subscriber removes the tape, and adds up the charges and returns the tape to the company with his check in a special envelope provided by the station.

Pay-TV operations in Hartford run 30-40 hours a week, starting at 7 p.m. From 2 to 7 p.m. WHCT operates as a regular, commercial station. The advertising volume it carries in commercial hours is insignificant. Officials claim they concentrate on pay TV to the exclusion of the commercial function.

Efficiency Up, Costs Down * RKO General Phonevision reported it has made improvements in both its billing procedure and in its decoder units. These changes, officials said, have raised the efficiency of operations while reducing costs. There have been three model changes in the decoders, although some of the earlier models still are being utilized.

Installation methods also have improved with experience. At the outset of the experiment two years ago, servicemen completed about two installations per day; now it's six or seven a day.

Despite mounting optimism, RKO General would be the first to acknowledge that it's not all peaches and cream. They confess they have been surprised at the relatively high cost of sales required to enlist subscribers and they have been disturbed by the comparatively high turnover of customers.

They are seeking ways to reduce the

Swope forms firm to produce for pay TV

The formation of Swope Video Productions, New York, to produce programs primarily for pay television was announced last week by Herbert Swope Jr., president, who said the firm's first assignment is to produce 12 summer stock presentations in their entirety for Subscription Television Inc., Los Angeles. Each show will last about two hours.

Swope Video will produce six plays on tape this year and six in 1965. The first production is "Glad Tidings," which was on Broadway several years ago and now is being presented at the Mount Tom Playhouse in Holyoke, Mass., with Tallulah Bankhead starring. It was taped last week, utilizing Videotape Unlimited, New York. Other titles will be announced soon.

Mr. Swope, formerly a producer-director with CBS-TV, NBC-TV and 20th Century-Fox, believes that summer stock productions will prove "excellent fare" for pay TV.

Swope retains property rights to the 12 productions, but has assigned distribution rights to STV, which began its pay-TV operations in Los Angeles last Friday (July 17). Swope Video Productions is located at 60 West 57th Street, New York 10019.

24 (LEAD STORY) BROADCASTING, July 26, 1964
NOW IS YOUR BRAND DOING IN CENTRAL IOWA?

Central Iowa has a slightly different "media picture" than you'll find almost anywhere else. Give these facts a whirl:

Central Iowa is not only a 3-station television market — it is also the home of Iowa's one great radio station, of two famous daily newspapers, and of one of the finest farm magazines in the country.

So no one medium really has the area "in its pocket."

WHO Radio and TV have been in business for a long, long time. Lots of advertisers very generously, but sincerely, give us credit for having put them on the map out here. If you will honor us with your confidence about your sales picture, we may be able to come up with some suggestions that can help you get significantly larger returns from your advertising in Iowa.

You think this is "just talk"? If so, we dare you to try us and see!
The beginning or the end?

STV starts its pay-TV operation in Los Angeles with 2,500 customers

The most ambitious subscription television venture yet attempted was to light up three channels in Los Angeles last Friday night.

It could be the beginning of a national outburst of wired pay TV—or it could be the beginning of the end of some very heady dreams. Subscription Television Inc., which is gambling $25 million to get started, has come to be regarded as the outfit that will make or break the concept of wiring an electronic boxoffice into the American home. If STV can establish a beachhead in California, the prevailing theory goes, it will be only a matter of time before the whole country is overrun with STV and other enterprises like it.

As of 7 p.m. Pacific Daylight Time last Friday (July 17), STV had not so much a beachhead as a toehold. At that hour, Sylvestor L. (Pat) Weaver, the president of STV, was scheduled to appear on the screen of some 2,500 television sets in homes in West Los Angeles to inaugurate his system's program service. Mr. Weaver welcomed subscribers and gave them glimpses of programs they will be offered in the weeks to come. His appearance was unlikely to set a precedent. The inaugural program was free.

Opening Schedule • Following the presidential opening, regular progranming began on the three STV channels. Channel A at 8 p.m. presented "Sponono," a drama of racial conflict presented by a cast of South Africans, taped on stage during its run on Broadway. Families that went on watching this program after the 12-minute sampling period had ended, will be billed $1.50 for the 2 ½ hour production.

Channel B, at 7:45 p.m., took its share of the STV cable to deliver the baseball game between the Los Angeles Dodgers and the Chicago Cubs, in color from the Dodgers Stadium in Chavez Ravine. The cost of the ballgame for home viewers was also $1.50 after the 12-minute free sample viewing period.

Channel C presented "Gun Ho," a color film of surfing at California and Hawaii beaches, made by Bud Browne, known as the "dean of surf filmers." "Gun Ho" also offered a 12-minute free look, after which it cost $1 for the 90 minutes.

At 9:30 p.m., Channel C showed another color film, "The Ancient Egyptian," an educational feature hosted by Julen Bryan, priced at 75 cents, with a six-minute opening free look. At 10:30 p.m., both A and C showed "An Evening at the Upstairs at the Downstairs," a 90-minute satirical revue taped at the New York supper club with the two-story name. There was a free sample time of 12 minutes; for the full "night on the town at home!" (to quote the STV program booklet, Subscriber's Choice) the price was $1.50.

Saturday's STV programs included (according to Subscriber's Choice) an afternoon ball game ($1.50 after a 12-minute free sample) on Channel C, which in the evening offered a juvenile ballet program recorded in Holland ($1.50) and the musical film, "The Life of Giuseppe Verdi" (75 cents). Channel A had two foreign films, "Manolis" ($1) and "Only the French Can" ($1). With a repeat of the latter beginning at 10:45 p.m.

Channel B's Saturday evening agenda began at 7 with an English feature motion picture "The Violent Years" ($1), followed at 8:30 with "Show Girl," a Broadway revue starring Carol Channing, recorded on stage ($2).

Sunday Offerings • On Sunday, Channel A scheduled the Dodgers-Cubs doubleheader in the afternoon (still
A bullish report by STV analyst

Californians were told last week that Subscription Television Inc., the pay-TV system that started operation last Friday, could pump $1.9 billion into their state's economy — if STV's promoters' projections come true.

The bullish analysis came from Shipley-Stewart Corp., a research-analysis-consulting firm of Downey, Calif., that was hired by STV to assess the impact of STV's potential development.

The $1.9 billion is "representative of support for 237,000 new jobs," the research firm reported. "Based on the current ratio of population to employment in California, these new employment opportunities can support a population gain of 650,000."

Filling the Slack = Noting that "the massive growth of the California economy during the 1950's was due primarily to dramatic increases in procurement expenditures by the Defense Department," the Shipley-Stewart report points out that there has been "a substantial slowdown in the rate of the growth of employment in the defense-oriented industries" since 1960 and "a further decline" is anticipated.

Some replacement is needed and, says Shipley-Stewart, "the impact potential of STV on the California economy is of such a magnitude that it could make a substantial contribution toward filling the anticipated slack in defense industry growth."

By itself, 1970's STV is expected to have 1 million subscribers, the report states. "At this level of subscription, the STV system has the capability of directly generating new employment opportunities for 38,000 workers, an annual payroll in excess of $315 million and a cumulative capital investment approximating $170 million."

The most dramatic effect of STV will be the increased employment in the motion picture field to produce the feature films that STV will require to fill out its program schedule, Shipley-Stewart expects. Assuming 10 hours a day of programming on three channels, of which 28% is feature film, with an average time of 90 minutes per showing and an average of four showings per film, STV would need 511 features a year, the report states. Knock off 35% for foreign films and old movies and the total of current U. S. feature films on STV would be 332. Take off another 10% for U. S. films made outside of California and there would still be 300 called for from the major studios, more than double their current feature film production of 135 feature pictures, according to a Shipley-Stewart estimate.

The Payrolls = The personnel needed to install and maintain the cable system, to sell the service and bill subscribers for the programs they watch, to install and service the program selectors and to provide headquarters program and operations management would total about 2,700 with an annual payroll of $19,663,000. To produce the motion pictures STV will need and will call for the employment of 32,670 individuals, more than 12 times the number directly employed in the STV operation, with a payroll of about $272 million a year. And films other than features used by STV will add another $24 million to Hollywood payrolls.

But that's only the beginning of STV's economic impact on California, according to Shipley-Stewart. "These direct investments in men and capital will start a process of multiplied income and employment change," the report states. The money earned by the workers at the jobs created by STV will go for food and housing and clothes and automobiles for themselves and their families and these expenditures will create more jobs and more spending, until the total impact of STV on the California economy is $1.9 billion.

The STV's economic forecast of STV's economic contribution to California was made public at a time when STV is campaigning hard to persuade Californians to vote against a referendum measure that would outlaw STV. The anti-STV proposal will appear on the state's election ballot next November. It was stimulated by theater owners who fear that STV, if successful, will divert movie audiences from theaters.

Leading the anti-pay-TV forces is the Citizens' Committee for Free TV, which in April gathered over 1 million petitions from California voters seeking to place pay television issue on the ballot. On July 3, however, STV went to court in an attempt to get the pay-TV proposition stricken from the November ballot. (BROADCASTING, July 13.) The Shipley-Stewart economic forecast of STV's future possible effect on California can be expected to be used by STV in its campaign to win voter support in November.

BROADCASTING, July 20, 1964

27
Commission to ponder ad time practices

Decision on eight Florida stations may settle conflict of case-by-case commercial scrutiny

The FCC's policy on examining the commercial practices of stations on a case-by-case basis is expected to be set for some time to come this week when the commission considers staff recommendations concerning eight Florida outlets.

The staff has recommended that six of them be given short-term renewals of one year because of their commercial practices. A seventh would, under the staff's proposal, be asked for further clarification of its commercial policies. The eighth would be granted a renewal.

The commission appeared to have decided to forego the case-by-case approach three weeks ago when, by a 4-3 vote, it rejected a staff recommendation that it inquire into the commercial practices of six radio stations in Mississippi, Louisiana and Arkansas (BROADCASTING, July 6). The commission last January adopted the practice of examining commercial practices at stations' renewal time when it abandoned its proposal to adopt a rule limiting commercials.

Members of the majority—Lee Loeyinger, Frederick W. Ford, Robert T. Bartley and Rosel H. Hyde, said the case-by-case approach had deteriorated into a "nitpicking" operation. But it wasn't certain whether the majority would hold firm this week. Commissioner Ford is viewed as the swing vote.

Pressure * There will be pressure on him and other members of the four-commissioner majority to switch. Chairman E. William Henry, who had urged his colleagues to adopt the case-by-case approach, and Commissioner Kenneth A. Cox are preparing dissents to the commission's action on the Mississippi, Louisiana and Arkansas stations.

In addition, the staff is reported to have come up with a kind of horrible example to alert the commission to the possible consequences of ignoring commercial practices. The example is that of a Tennessee radio station that, on the basis of incomplete staff examination, broadcast more commercial spots than it had proposed in 72% of the time segments that the staff has analyzed. Spots are reported in terms of 14½-minute time segments. The station, whose renewal application is due for action by Aug. 1, reported carrying a total of 1,844 spots in its composite week.

The Florida stations that would, under the staff's recommendations, be given one-year renewals include the two Tampa VHF television stations, WFLA-TV and WTVT(TV). The others are WEZY Cocoa, WOHO Orlando, WQAM Miami and WOWN Lakeland. WMFJ Daytona would get a request for clarification. WNMY Pensacola, another station whose renewal application has been held up because of questions about commercial practices, would get a grant under the staff's recommendation. The issue was scheduled for action last week but was passed over because of a heavy agenda.

Storer adjusts rates for piggybacks

A new method of handling non-integrated piggybacks was announced last week by Storer Broadcasting Co.

In modifying its previous policy of complete nonacceptability of piggyback announcements, Storer has established a new rate approach for participating announcements.

As announced by Bill Michaels, TV vice president, spot announcement rates have been broken down into components. Thus, assuming a $100 rate for a 60-second announcement, the rate for 50 seconds would be $90; 40 seconds, $80; 30 seconds, $65; 20 seconds, $50, and 10 seconds, $40.

Nonintegrated piggybacks—which beginning Sept. 1 will count as two commercials under the TV Code—would take the combined rate of the two components equivalent to the time used for each of the two items advertised in the commercial. The maximum number of components allowed by Storer is two.

The integrated piggyback, however, which under the TV Code counts only as one commercial, would take the single rate for its total length.

The new policy gives the advertiser alternatives at reduced rates. At the same time it offsets the financial loss to the station due to the elimination of availabilities by the acceptance of piggybacks. It also complies with the ban on triple spots advocated by some advertising agencies.

New policies on piggyback commercials have been adopted by Taft Broadcasting, Westinghouse and CBS-TV-owned stations.

Gillette sets movie buys at $12 million

Gillette Safety Razor Co., Boston, said last week that its motion picture sponsorship on ABC-TV and NBC-TV next season will represent a $12 million investment for the company. Gillette's plans to become a sponsor in the movies after a 20-year association with primetime boxing on TV (ABC-TV currently) was reported earlier in the year.

Gillette, in calling its contract "the largest movie commitment ever made by one advertiser," said the arrangements it has with the networks give the advertiser major segments of the feature film presentations as compared to conventional sale to an advertiser of participations. Maxon is the advertising agency for Gillette.

The Gillette business on NBC-TV, starting Sept. 16, is for a weekly one-hour buy of the two-hour Wednesday Night at the Movies. On ABC-TV, the advertiser will sponsor the first half hour of the Saturday night movie.

The large blocks of time, Gillette said, will permit it to place commercials for all its products "as inobtrusively as possible" and with "the least interruption of the motion picture story line."

The company said also that its motion picture sponsorship will not lessen its traditional interest in sports events: six major sports broadcasts and series are set for the next season, among them the World Series, the National Collegiate Athletic Association weekly college football package, the Rose Bowl game on Jan. 1, the annual All Star baseball and the All-Star college football games, all on radio and television.
AWARD WINNER! Two-time Academy Award winner, Olivia de Havilland, star of "Lady in a Cage", visits another award winner, WSB-TV. The much honored WSB-TV is proud of the countless awards won both individually and collectively by its staff over the past 16 years. Awards are a tradition at WSB-TV!

WSB-TV
Channel 2 Atlanta
NBC affiliate, Represented by Petry

This is Atlanta!
C-E loses Beatrice accounts to Kemper

Beatrice Foods Co., Chicago, has named Don Kemper Co., that city, as advertising agency effective Oct. 1, for all Meadow Gold, Blue Valley and Holland Dutch dairy products. The accounts billed over $1 million last year. Greater use of radio-TV is planned.

The move from Campbell-Ewald to Kemper "is a major step toward consolidation of advertising and marketing expenditures for Beatrice Foods," according to Beatrice's director of sales and advertising, Roy I. Ricksham. Kemper already represents six other Beatrice Foods divisions.

Beatrice also "is contemplating increasing its advertising in both radio and television," Mr. Ricksham said, "and regards the Kemper agency as extremely qualified to represent our wide variety of food products in these media."

With addition of the Meadow Gold account, Kemper's billing total in Chicago will go up to about $5.5 million. The agency has offices also in New York and Dayton, Ohio, with total national billings topping $10 million.

Campbell-Ewald's Chicago office acquired the account only last year.

Business briefly . . .

Procter & Gamble, through Benton & Bowles, New York, will sponsor the 90-minute CBS-TV color special, Cinderella, to be taped this fall for viewing in March 1965. CBS-TV presented Cinderella originally in March 1957.

Adolph's Ltd., through McCann-Erickson, Los Angeles, has started a six-week saturation campaign on ABC Radio, using a schedule of 20 spots each Saturday and Sunday during the summer for Adolph's instant meat tenderizer.

Campbell Soup Co., Camden, N. J., through BBDO, New York, last week announced an intensive campaign for its New Pack tomato soup. Spots in daytime network TV shows and regularly scheduled nighttime commercials on CBS-TV's Lassie and ABC-TV's Donna Reed Show will be used August through October. In addition spot TV schedules have been set up in 19 major markets. A heavy network radio campaign on CBS's Art Linkletter Show will start in September followed by spot radio schedules in the top 60 markets starting in October.

The Borden Company, New York, through Young & Rubicam, that city, has bought time, beginning in October, in ABC-TV, daytime programs of The Price Is Right, Missing Links, The Tennessee Ernie Ford Show and Trailmaster.

Four advertisers will sponsor ABC-TV's telecast of the 31st annual College All-Star Game Aug. 7 (10 p.m. EDT to conclusion), with the ABC Radio broadcast sponsored by United Motors Service Division, General Motors Corp., Detroit, through Campbell-Ewald, that city. TV sponsors will be Gillette Co., Boston, through Maxon, New York; Goodyear Tire & Rubber Co., Akron, Ohio, through Young & Rubicam, New York; Pabst Brewing Co., Milwaukee, through Kenyon & Eckhardt, Chicago, and R. J. Reynolds, Winston-Salem, N. C., through William Esty, New York.

Sears in another TV test campaign

Sears, Roebuck and Co. may plunge even deeper into television this fall if its newest use of the medium works as well as a test last winter.

Representatives of both Sears and the agency involved, North Advertising, Chicago, indicated Thursday (July 16) that the 13-week three-market test ending in January proved "extremely successful" and encouraged the retail giant to try again. Sears last week began a new drive in seven markets running until mid-December.

The latest campaign involves two minute and 20-second film spots in morning, afternoon and evening periods on stations in Chicago; Phoenix; Minneapolis-St. Paul; Dallas-Fort Worth; Tampa-St. Petersburg, Fla.; Baltimore and Washington. The theme continues to be "Sears has everything.

Sears' earlier test had involved only Chicago, Kansas City, Mo., and New Orleans. The original commercials are being used in the present drive plus some new spots.

Marvin C. Lunde, national retail sales promotion and advertising manager for Sears, explained that the further TV venture represents "another step forward in Sears' desire to employ various channels of communication." He said TV "is a complement to the thousands of pages of newspaper advertising employed by our stores and the vast print program of catalogs, flyers and tabloids used by the catalog divisions."

Government releases fourth projection study

The Department of Commerce and the Bureau of the Census have available Population Estimates, which gives projections of the population totals by both sex and age from 1964 until 1985, with extensions to 2010. Estimates are based on current population figures, an annual emigration of 300,000, the current birth rate and the present declining mortality rate.

The book also contains such figures as the expected number of persons of both ages who are to reach specific age groups in specific years and the median age of the U. S. population from the present until 1985.

The new edition follows three earlier studies which only varied from the actual numbers by 0.8%.


30 (BROADCAST ADVERTISING)
The Hottest Thing in Town...

*Phillies*

Exclusively
on WFIL Radio in Philadelphia

**The Phillies...**

you’ve never heard anything like them!

Perfect game...eleventh-hour homers...double-header sweeps—it’s show biz baseball whether they’re holding down first place or fighting to regain it...and the entire Philadelphia market gasps with every play.

**WFIL RADIO...** with its exclusive broadcasts is proving to advertisers everywhere that it pays to follow the Phillies. Dials set to WFIL for ball games stay set there...hour after hour after hour.

GET A "PIECE OF THE ACTION" IN PHILADELPHIA ON... **FULL RANGE RADIO**

---

Operated by Radio and Television Div./Triangle Publications, Inc./4100 City Line Avenue, Philadelphia, Pa. 19131

WFIL-AM • FM • TV, Philadelphia, Pa. / WNBG-AM • FM • TV, Binghamton, N.Y. / WFBG-AM • FM • TV, Altoona-Johnstown, Pa.

WNBC-AM • FM • TV, Hartford-New Haven, Conn. / WLYH-TV, Lancaster-Lebanon, Pa. / KGRE-AM • FM • TV, Fresno, Cal.

Triangle National Sales Offices: New York / Los Angeles / Baltimore
Papers study TV competition

Print network could produce business as prime-time TV slots are being used up

Television came in for considerable discussion at a two-day meeting of the Newspaper Advertising Executives Association in Philadelphia last week, with several speakers indicating that the time is appropriate for newspapers to make gains at the expense of TV.

Thomas B. McCabe Jr., vice president for marketing of the Scott Paper Co., contended that TV "is not quite as competitive as it used to be in relation to newspapers," and added that "if newspapers played their cards right," the competition "could even be more favorable to you in the future." He said that unless there is another TV network the "present shortage of first-rate or filet mignon time slots will worsen and this is bound to have an upward influence on TV time charges." He suggested that advertisers could buy a network of 143 or more newspaper markets "just as we buy the same cities on NBC."

Another advertising executive, William J. Luedke, planning director for the plans and marketing department of N. W. Ayer & Son, indicated strongly that newspapers could increase their business if they emulated TV stations in rate negotiations. He pointed out that TV station executives talk of cash, frequency, contiguity, volume and continuity discounts, national and local rate cards, plan buys and card rates based on rating points, and added:

"And when you're all through with these, if you're smart, you'll say I still want to see the brass for the last, last, net, net figure. And I assure you they're not unamenable to negotiation."

Charles T. Lipscomb Jr., president of the Bureau of Advertising of the American Newspaper Publishers Association, said the bureau has launched a program of presentations to agency creative executives because "we believe that more creative newspaper advertising means more effective newspaper advertising." He said that of the presentations show how to translate TV commercials into newspaper ads and "spark new ways to use newspapers. . . ."

Mr. Lipscomb said national newspaper advertising is expected to climb to a high of $880 million by the end of 1964. He said total newspaper advertising is up about 8% in the first half of 1964 over 1963 and predicted total newspaper advertising for the year would be in the neighborhood of $4.1 billion.

Jack B. Kaufman, executive vice president of the Bureau of Advertising, contended that newspapers are a "far more effective medium for getting across political advertising messages than television." He claimed that "paid political advertising in an atmosphere of news and information is bound to have a greater effect than advertising in the atmosphere of entertainment." He said "pre-empting of popular TV shows by paid political advertisements may actually cost votes" because of "viewer resentment" of replacement of regular TV programs.

Citrus commission sets its ad budget

The Florida Citrus Commission has approved a $3 million consumer advertising campaign for the 1964-65 season, with more than half of the money, $1,700,000, budgeted for television.

The over-all program, approved at a meeting last week in Lakeland, Fla., already is underway with carryover funds being applied to the summer-fall drive. The July to October campaign, according to commission officials, will spend $675,000 in consumer advertising, with $375,000 set for TV.

The portion of the program just approved, amounting to $2,325,000, will begin Nov. 1, with most of the funds to be spent on the orange crop in fresh, frozen, chilled and canned forms.

Currently, the commission is sponsoring ABC coverage of the summer Olympic trials. From November to April, citrus plugs will be heard on the Mike Wallace, Lucy, Andy Griffith and Real McCoy's shows on CBS-TV, and Jimmy Dean, Addams Family, Shindig, 12 O'Clock High, Hollywood Palace, Wagon Train and Sunday movies on ABC-TV.

In addition, from January to April 1965, Campbell-Ewald, Detroit, the commission's agency, plans 70 spots a week on TV stations in 12 markets.

According to commission officials, in addition to the $3 million allocated for consumer advertising, another $1 million has been placed in a reserve fund for emergency use, and approximately $1 million will go into a merchandising program.

Total funds set aside by the commission for 1964-65 are approximately $5 million compared to $4 million allocated for the 1963-64 season (Broadcasting, Sept. 9, 1963).

Mrs. Peterson hears TV ad complaints

Television advertising produces more complaints than does magazine advertising in the office of Esther Peterson, special assistant to the President for consumer affairs.

Speaking to the Magazine Promotion Group in New York on July 10, Mrs. Peterson said "most of the complaints about advertising have focused on television advertising, whereas the general reaction to magazine advertising has tended to be favorable."

She praised a "high degree of self-regulation" among advertisers generally, and magazines in particular. She did not mention the radio and television codes of the National Association of Broadcasters.

A spokesman for Mrs. Peterson's office said it received more complaints about TV advertising, primarily advertising designed for child appeal. However, the spokesman said the range of taste and quality was probably greater in the magazine field than on TV. He added he was unfamiliar with the TV code provisions on child-oriented advertising.

In her talk Mrs. Peterson said consumers are ready to start "a revolt against humbug—against the massive assaults that are made on human intelligence by some of today's most conspicuous advertising." The spokesman noted this prediction was based on Mrs. Peterson's own opinion and was not founded on surveys or studies.

Mrs. Peterson may clarify her position when she takes part in a half-hour show for National Educational Television's At Issue series. Slated for airing in early August, the program will reportedly disapprove of any advertising designed to entice children, but will concentrate mainly on the effects of such material on television.

Minneapolis color push

Five Minneapolis TV set distributors have purchased $50,000 worth of co-op advertising on KMSP-TV to push color TV sets. KMSP-TV in return will produce color commercials, on a cost-plus basis, for each of the RCA, General Electric, Zenith, Philco and Motorola distributors.

KMSP-TV said its color programming will be increased in the fall with the purchase of 17 color feature films from Seven Arts' "Films of the 50's" package.
COMMERCIAL PREVIEW: Beauty, Body, Bounce shampoo

The age-old pursuit of the fair lady is used to good advantage in a new TV commercial for a new shampoo—Beauty, Body, Bounce—made by The Shontex Co. of Santa Monica, Calif. One of Hollywood's most noted cinematographers—James Wong Howe, whose work on feature pictures has netted him two Oscar awards—has filmed the chase sequence to match the words of the singing jingle it accompanies.

A young girl runs, a boy pursues, as a girl's voice sings: "There is Jack. See Jack run. Fast as can be—running after me." At that point, the girl on the screen stops running and turns her head to make sure the boy is still coming after her. "He can see my hair has a brand new sheen," the off-camera voice goes on. "New Beauty, Body, Bounce, gets it oh, so clean. With Beauty, Body, Bounce, I can look like a queen"—and sure enough, there she is with a glittering crown whose brightness is matched by the hair it surmounts—"would like to look."

The on-camera girl lathers her hair to the off-camera words: "It's richer, it's thicker, lathers quicker. And it's pure for fresh, clean beauty, easy to manage body—and bounce" and now the pictured miss shows how her hair looks when the shampoo has worked its magic, as both voice and screen repeat "Shontex Beauty, Body, Bounce."

The commercial was created by Anderson-Connell Advertising Agency, Los Angeles, and produced at EUE [Elliot-Unger-Eliott] Screen Gems, West Coast Division. The A-M account and creative staff are: Kirke Beard, vice president and general manager; Merv Oakner, vice president; James Leiker, radio-TV production head; Sallie Jorgenson, copy. The 40-second spot and others in the series of commercials filmed for Shontex by Mr. Howe will have their premiere in the Southwest very shortly, possibly before the end of the month. Plans call for the campaign to expand to national proportions later in the year.

Rep appointments...
- WORF Evansville, Ind.: Mid-West Time Sales, Kansas City, Mo., as regional representative.

Agency appointments...
- The Aveset Co., Oakland, Calif. appoints Cunningham & Walsh, San Francisco, to handle advertising for Qwip, real cream topping, and for a new food product line which will undergo intensive market research and testing before its national introduction.
- Warwick & Legler, New York, named to handle advertising for Helena Rubinstein products. Ogilvy, Benson & Mather and L. W. Frohlich & Co also continue as agencies for Rubinstein. Specific products going to W&L will be announced later.
- Great Western Savings and Loan Association and Great Western Financial Corp., the holding company with which it is affiliated, both Los Angeles, have switched accounts from Doyle Dane Bernbach to Eisaman, Johns & Laws, both that city.

Also in advertising...
- Ayers' move: N. W. Ayer & Son announced plans to move its San Francisco offices from 235 Montgomery Street to the Hartford Building, 650 California Street. The move, scheduled for Dec. 1, represents a 50% increase in office space and reflects a substantial increase in personnel.
- Product conflicts: Two agencies in resigning an account last week cited a product conflict as the cause. The B. T. Babbit Inc. account of some $500,000 yearly billing, was resigned by Geyer Morey Ballard Inc. Another GMB client, Leh & Fink, markets cleaning products. American Kosher Products account was resigned by Coordinated Advertising Agency as of July 20. Conflict: certain products of another client, Merkel Meat Products. All involved are New York firms.
WLBT manager accused of 'intimidation'

NEGRO MINISTER MAKES CHARGE IN OPPOSING RENEWAL

The part owner and general manager of WLBT TV Jackson, Miss., was accused last week of attempting to "intimidate" a Negro civil rights leader in that state after the station had agreed to sell him time in a 1962 political campaign.

The station agreed to make time available to the Rev. Robert L. T. Smith after he had complained to the FCC that WLBT refused to sell him time for use in his campaign for the Democratic nomination for U. S. representative.

But then, Mr. Smith said, in a statement filed with the commission last week, Fred L. Beard told him the station's tower would probably be "blown up" and that "my body and his body too may be found floating in the river" if Mr. Smith appeared on the station. The minister did purchase and use the time. Mr. Beard is 20% owner of the station, as well as its general manager.

Mr. Smith's statement last week was in a pleading filed by the United Church of Christ in its effort to have the commission deny the license renewal applications of WLBT and WJTV TV Jackson (Broadcasting, April 20). Mr. Smith and Aaron Henry of Clarksburg, president of the Mississippi chapter of the National Association for the Advancement of Colored People, are parties to the church's petition.

Discrimination Charged - The church alleges that the stations do not serve the needs of the Negro community and discriminate against Negroes in their programming, particularly in their news and public affairs shows. The charges were said to be based on monitoring of the stations for the week of March 1.

The stations have denied the charges, and have told the commission that they must be left free to make program judgments in the context of local conditions (Broadcasting, May 25).

The church's replies to these arguments ran several hundred pages and comprised some 60 exhibits and affidavits.

The effort to have the commission deny the stations' renewal applications has attracted considerable attention in Jackson. The commission has received hundreds of letters, cards and petitions from both sides in the controversy.

Refusal to Sell Time - Mr. Smith's affidavit was filed in connection with a charge that WLBT refuses to sell time to Negro candidates. The petition notes that the station sold time to Mr. Smith in 1962 "only after considerable intervention on the part of the FCC . . .

The commission questioned the station after receiving a complaint from the minister.

"Even then," the statement added, "WLBT attempted to intimidate Rev. Smith." In his affidavit Mr. Smith said that Mr. Beard told him that if he were to appear on WLBT, the station would have to take extraordinary precautions to protect the property, including the hiring of extra guards.

Mr. Beard, citing the advice of counsel, declined to comment last week. However, on the basis of WLBT's past correspondence with the commission, it was expected the station would say that Mr. Beard was attempting only to make Mr. Smith aware of the situation as Mr. Beard saw it—that Mr. Smith's appearance on the station might trigger violence in the community. The station has told the commission, in connection with past complaints, that the racial situation is so tense that violence might erupt against the station and its personnel if civil rights supporters were to use its facilities.

Both WLBT and WJTV are among the eight Mississippi stations being investigated by the commission in connection with the riots at the University of Mississippi, at Oxford, when Negro James Meredith desegregated the campus. The stations were accused of violating the FCC's fairness doctrine.

In addition, the Mississippi AFL-CIO has asked the FCC to deny WLBT's renewal application on the ground that Mr. Beard has used the station to air anti-union views without affording time for the expression of conflicting sentiments (Broadcasting, June 8).

Four buy time on ABC-TV

Four advertisers have placed orders representing $2.5 million in sales for the 1964-65 season, ABC-TV announced last week. Bristol-Myers, New York, through Young & Rubicam, New York, purchased time in Wagon Train, Voyage to the Bottom of the Sea, Wendy and Me, Ben Casey, Peyton Place, Shindig, Mickey, The Addams Family, Valentine's Day, Outer Limits, Bob Young with the News and election night coverage. Florida Citrus Commission, Lakeland, Fla., through Campbell-Ewald, Detroit, also bought time (see page 32). Pharmacist Laboratories, New York, through Papert, Koenig, Lois, New York, purchased time in Peyton Place, Ben Casey and The Jimmy Dean Show. All three advertisers, as well as Chesebrough-Ponds, New York, through William Esty, purchased segments of Sunday Night at the Movies.
HUNDREDS of Majorettes!

No matter how many public-participation promotions you’ve seen, WDAY’s 10th Annual Band Festival Parade in Fargo this year would have bugged your eyes out!

93 high school bands (with a whopping total of over 6,000 musicians) came to town from all over North and South Dakota and Minnesota, for the happiest, ear-splittinest day of their lives. Many thousands of other people from all over this region also poured into town for our shindig.

So what? So when WDAY says “y’all come” — they all come!

Just as they also flock to your dealers’ stores when we tell them about your merchandise. Ask PGW!

WDAY
WDAY-TV
The Know-How Stations in
FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

BROADCASTING, July 20, 1964
Barry ready to meet LBJ in TV debates
Suggests 'pretaping' as possible ground rule; backs freedom of press for radio-television

Republican presidential candidate Barry Goldwater last week challenged President Lyndon B. Johnson to join him in a 1964 version of the Great Debates of 1960.

"As the Republican candidate, I would be eager to debate the issues before a national television audience," Senator Goldwater told *Broadcasting*, late last Wednesday (July 15) following his nomination by the Republican National Convention.

"I hope that President Johnson will be equally willing to help the American people make an informed choice between the candidates," he added.

Senator Goldwater answered questions put by this publication in an effort to clarify his views on broadcasting, particularly in the light of recent criticism of both broadcast coverage and newspaper treatment of his quest for the GOP nomination. He said he thought the constitutional guarantee of freedom of the press should apply to radio and television as journalism media and that news coverage of the convention that gave him the nomination has been "complete, imaginative and I am sure educational for the public."

While expressing eagerness to debate with his Democratic opponent, Senator Goldwater thought a change in format, from the straight news interview pattern of the Nixon-Kennedy debates in 1960, might be desirable.

"There might be some risk in exposing the President to public debate," he observed. "His office is the world's most powerful and most responsible, and some slip on his part could have an important bearing on our relations with other nations. But this consideration must be balanced against the people's need, and the President's own responsibility in the area of public information. Sensible ground rules should be adopted. Pretaping is one possibility and prior agreement on the subjects to be discussed is another."

Senator Goldwater was asked about the only plank in the GOP platform adopted last Tuesday to deal in any manner with broadcasting. The plank was adopted after an appearance before the resolutions committee by Dr. Frank Stanton, CBS president, who had asked for a far stronger expression (*Broadcasting*, July 13). The plank pledges "dedication to freedom of expression for all news media, to the right of access by such media to public proceedings and to the independence of radio, television and other news-gathering media from excessive government control."

The question propounded by *Broadcasting*:

"'Excessive government control' is ambiguous. Do you feel that the First Amendment, guaranteeing freedom of the press, applies equally to radio and television as journalism media?"

Senator Goldwater answered:

"To the fullest extent possible, freedom of the press should apply to radio and television as journalism media. Government control is odious at all times and in so important a field as the 'press' it is dangerous.

"However, I feel that the responsibility for the protection of this freedom rests as squarely on the shoulders of the news media as it does on all American citizens. Our freedoms, including freedom of the press, were not lightly won, and they can be maintained only by the observance of all the responsibilities that accompany them."

"Other planks in the GOP platform in which broadcasters and advertising have an interest pledged: an end to 'power-grabbing regulatory actions,' of the Federal Trade Commission, the White House and the Food and Drug Administration; a 'drastic reduction of burdensome federal paper work and overlapping regulations which weigh heavily on small-business men struggling to compete and provide jobs,' and an assertion it will be the GOP's way to support, not harass—to encourage, not restrain—to build confidence, not threaten—to provide stability, not unrest—to speed genuine growth, not conjure up statistical fantasies, and to assure that all actions of government apply fairly to every element of the nation's economy."

**Same look, same team**

George W. Deffenderfer, retired NBC Chicago sales executive, had a big time at the Republican convention in San Francisco last week. Grey-haired, slim, and wearing oversized tortoise-rimmed glasses, he was greeted almost everywhere as Senator Barry Goldwater. Mr. Deffenderfer, who now lives in Phoenix, is running for state senator on the Republican ticket. He was with NBC for 21 years and before that with Paul Raymer Co.
Much time used but little news

TV newsmen ejected from floor of GOP convention; NBC-TV wins ratings poll

The most intensively covered political event in history—and perhaps the least newsworthy.

That seemed to sum up the sentiment of key broadcasting representatives who laid out millions to cover last week's (July 13-16) Republican National Convention in San Francisco.

The three television networks each devoted about 35 hours of air time in their coverage of the convention, made news themselves when some TV newsmen and technicians were ordered off the convention floor, and saw NBC-TV win the ratings battle going away, according to overnight national Arbitron figures.

Nearly 28 million persons saw at least part of the opening night proceedings on TV, according to American Research Bureau estimates. No ratings figures were available for network radio, which also covered the convention in its entirety.

No prime-time entertainment programs were shown on the TV networks last Monday through Thursday. NBC-TV was able to air the final half-hour of its Tonight show Monday evening. But even that was pre-empted Tuesday and Wednesday when the platform debate and balloting for the nominee kept the networks on the air until after 4 a.m. and 3 a.m. EDT, respectively.

John and Mike • The dispute over television's access rights to the convention floor erupted Tuesday when NBC News correspondent John Chancellor was escorted from the main floor area by local police, who later tried unsuccessfully to eject CBS Newsman Mike Wallace. In both instances, the police said they were acting on orders from the sergeant-at-arms to clear the aisles. Several network camera crewmen also

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The Alaska delegation proved to be a sore spot Tuesday night as CBS-TV News correspondent Mike Wallace (l) was nearly ejected by officers while conducting an interview and John Chancellor, NBC-TV News correspondent (r) was removed by officers after he had cleared the aisle by moving in with the state delegation. Mr. Chancellor returned moments later personally conducted by the sergeant-at-arms who had been clearing the aisles.

BROADCASTING, July 20, 1964
were ordered out, but police did not eject them.

CBS News President Fred Friendly lodged a formal protest on behalf of the networks with Republican convention chairman Senator Thruston Morton (Ky.) over the "unreasonable restrictions placed upon our personnel, in direct violation of standing agreements relating to coverage of the convention."

Bill Henry, NBC News correspondent, who handled radio-TV convention credentials, also filed a formal protest on behalf of the Radio and Television Correspondents Association.

Mr. Friendly insisted that "our floor correspondents and cameramen be permitted to roam at will, as called for under standing arrangements."

A subsequent agreement of the networks with convention officials provided that network floor reporters and cameramen would congregate at the center camera platform area whenever the sergeant-at-arms decided to clear the aisles, and thereafter could move about freely.

Mr. Friendly said the new arrangement was "fair and workable" and that the networks would comply with it.

**NBC-TV's Lead** — The overnight Arbitron surveys for the first three nights of the convention showed that NBC-TV had the highest ratings Monday and steadily increased its margin Tuesday and Wednesday.

On Monday, NBC-TV had a 12.3 rating, 35 share of sets-in-use and 47% of those tuned to the convention. CBS-TV had a 9.8 rating, 28 share of sets and 38% of the convention viewers. ABC-TV's rating was 3.8, with an 11 share of sets and 15% of the viewers.

Tuesday's figures showed NBC-TV with a 12.7 rating, 39 share and 51% of the viewers; CBS-TV with a 9.0 rating, 28 share and 36%, while ABC-TV had a 3.2 rating, 10 share and 13%.

NBC-TV further increased its lead to a 15.7 rating Wednesday, with a 44 share of sets and 55% of the convention audience, while CBS-TV had a rating of 9.8, a 27 share and 34%, and ABC-TV had a 3.2 rating, 9 share and 11%.

Overnight Nielsen ratings in New York showed W NBC-TV being watched by 50% of the homes tuned to the convention Monday, 66% Tuesday and 74% Wednesday. WNBC-TV's percentage dropped from 47% Monday to 30% Tuesday and 22% Wednesday.

The percentage of homes tuned to WABC-TV was 3% Monday and 4% Tuesday and Wednesday. The figures are an average of the coverage from 7:30 p.m.-12:30 a.m. Monday, 7-11 p.m. Tuesday and 7 p.m.-1 a.m. Wednesday, EDT.

**Politics vs. Entertainment** — In New York the independent commercial television stations fared well with schedules basically offering movies, sports and syndicated and off-network films against the networks' Republican convention coverage.

A special compilation by the A. C. Nielsen Co. showed that the three independents — WNEW-TV, WOR-TV, WPX (TV) — together had more than half of all sets in use between 7 and 11 p.m. on three of the four convention nights (Monday 52%, Tuesday 56.6% and Thursday 54%; on Wednesday, when the vote on presidential nominees was taken, the independents' share dropped to 44.2% in the 7-11 period).

The convention provided the most competition after 11 o'clock. Nielsen share figures for these later hours gave independents 48.7% on Monday, 33.9% on Tuesday, 40.1% on Wednesday and 35.5% on Thursday. (Audience data on WNTA [TV] educational station, is not
A guide to WAVE watchers—native “birds” of the Louisville area

Great-billed Roadrunner

Last year Great-billed Roadrunners spent $80,051,000 which pushed Louisville into 37th place in U. S. Metro Area Filling Station Sales. And the fact there are 1.2 cars in each of the 227,590 Louisville-metro area households crows loudly in your favor when you advertise to this dynamic market. (Figures from SRDS.) You can reach more Great-billed Roadrunners on WAVE-TV because:

- WAVE-TV leads in total market coverage—reaching more Louisville-area TV homes than any other station (567,400 TV homes vs. 445,700 for its nearest competitor—a WAVE bonus of more than 120,000 homes!).

- WAVE-TV means TV leadership in the Louisville market—first on the air, first to carry network color, and only station that transmits local, live color—altogether an average of 50 hours a week of local and network color viewing.

* Source: ARB Market Coverage Information.

WAVE-TV
Channel 3 • NBC • Louisville
Represented by The Katz Agency
Primer for Negro complaints against radio-TV

A seven-page memorandum drafted by a college student in Washington last summer is providing civil rights organizations with the basic guidance for their fight to end what they consider discrimination against Negroes by southern radio and TV stations.

The memorandum, prepared immediately after the FCC issued a public notice clarifying the fairness doctrine (BROADCASTING, July 29, 1963), has been put in the hands of every major civil rights leader in the country, as well as some religious groups.

The mimeographed document, titled “Radio and Television Programming and Editorializing: The FCC’s Fairness Doctrine,” can be expected to play a key role in a “massive legal offensive” this fall, it was learned last week.

Citing the FCC’s public notice, the memorandum says use of the fairness doctrine will enable civil rights organizations “to obtain the compliance of radio and television stations . . . and the FCC will assure the compliance of any stations which respond reluctantly.

“Most Southern stations have not met with Negro leaders, even though Negroes make up a significant segment of many Southern communities,” it continues. “Southern stations have generally not given fair treatment to Negro viewpoints and interests.”

Typical Arguments • The memorandum tells how to prepare and document complaints and even suggests “some typical arguments, with possible answers you might give him,” that may be given by station managers. The paper includes details for filing complaints against personal attacks, stations’ over-all programming and editorials.

William Higgs, a Washington civil rights lawyer who distributed the memo and is a former Mississippian, said last week he urged civil rights groups “to actively press complaints against radio and television stations. Director of the Washington Human Rights Project and adviser to civil rights groups, including Operation Mississippi (a student-directed Negro voter registration drive), Mr. Higgs said he expects mass civil rights demonstrations will fall off toward the end of the summer and be followed by “a massive legal offensive . . . and the FCC will come in for its share of legal attention.”

One of the religious groups that received the memorandum, the United Church of Christ, is a party to the petitions filed against renewal of licenses for two Jackson, Miss., stations (see page 34). The church is affiliated with Tougaloo Southern Christian College, located just outside Jackson, and its president has signed affidavits backing up the commission filings.

Students of another Negro college in the Jackson area are understood to have monitored the city’s TV stations to provide material used in the filing.

FCC finally renews NBC Chicago licenses

The FCC last week renewed the licenses of NBC’s three Chicago stations, 31 months after the renewal applications went on the deferred list. In the process the commission dismissed a petition of the Chicago local of the American Federation of Television and Radio Artists, AFL-CIO, to set the renewal applications for hearing.

The union had charged that the stations—WMAQ-AM-FM and WNBQ-TV—failed to broadcast an adequate amount of local live programing, with the result that union members suffered economic injury and that the public interest was not served.

The allegations in the union’s petition—filed against the network renewal applications originally scheduled for commission action in December 1961—figured in the FCC inquiry in TV programing in Chicago, held in 1962 (BROADCASTING, Feb. 26, 1962, et seq.). The report of the presiding commissioner at that hearing, Robert E. Lee, was considered by the FCC in arriving at its decision to renew the licenses.

The commission, in a letter to the AFTRA local, said an analysis of the stations’ programing showed that between 1958 and 1961 they had broadcast substantially in accordance with the promises made in the network’s 1958 renewal application.

The commission noted that WMAQ didn’t broadcast as much “talk” and “local live” as proposed. But it added that the station did schedule “talk” programs during 12.5% of its broadcast week and 19.3% local live.

Consequently, the commission added, “there is little distinction between the stations’ 1958 programing, found to be in the public interest, and its current performance.” The commission said WNBQ “appears” to have increased time devoted to local live programing.

The commission also said it had reviewed the stations’ over-all past and proposed programing showings under the agency’s 1960 policy statement on programing. On balance, it concluded, “the applicant has made a reasonable effort to determine the needs and interests of the public . . . and to provide programing, including local live programing, to meet those needs.”

The renewal applications granted are for the license period ending Dec. 1, 1964. The commission decision was taken on a 5-1 vote. Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Lee Loevinger were in the majority. Commissioner Kenneth A. Cox dissented. Commissioner Frederick Ford was absent.
This Goodyear Tire is approximately 10 feet high. Weighs nearly 1½ tons. Retails for more than $10,000. It was made in Kansas at Goodyear’s Topeka plant, second largest of the 75 Goodyear installations. The Goodyear plant area, including warehouse, covers 44 acres, employs 2150 people. Their payroll and purchases add more than $20 million annually to the Kansas economy.

So, if you think of Kansas as just wheat, cattle and “corn as high as an elephant’s eye”—look again. You’ll find BIG WHEEL industrial operations all over the place.

To be a BIG WHEEL in Kansas concentrate on WIBW air media. This is a combination with the power to get the job done. WIBW RADIO covers 69 Kansas counties, dominates in 45 of them. WIBW-TV gives you dominant day and night coverage in 38 counties. In no other way can you cover so much of Kansas—so well. Ask Avery-Knodel.
Is peace near with ASCAP?

Judge Ryan offers to negotiate all pending cases involving broadcasters, but says all problems must be solved in package deal

An unparalleled effort to negotiate a settlement of all major music-license disputes currently pending in federal court in New York was set in motion last week.

The move was aimed at bringing "peace" for at least 10 years—to the often turbulent relationships between broadcasters and music-licensing organizations, particularly the recurrent warfare between broadcasters and the American Society of Composers, Authors and Publishers.

Judge Sylvester J. Ryan of the U. S. Southern District Court in New York got the settlement search under way at a conference with counsel in the ASCAP radio and television license cases last Tuesday. He told the lawyers that they could litigate or negotiate, but that if they expected him to participate in negotiations, the talks must cover the complete package.

The cases that he said should go into the package included not only the current radio and TV license suits but some litigation pending since the mid-1950's. Specifically, the cases that would be settled if the negotiations succeed are the following:

* The All-Industry Television Station Music License Committee's suit for "reasonable" terms for the use of ASCAP music in local TV programming. This case has been to the U. S. Supreme Court three times on appeals ultimately adverse to the all-industry group, and it was disclosed last week that committee members and ASCAP representatives had been talking about the possibility of a negotiated settlement even before the conference with Judge Ryan last Tuesday.

* Television network suits for new ASCAP licenses.

* The All-Industry Radio Station Music License Negotiating Committee's suit for "reasonable" ASCAP licenses for radio stations. The committee is seeking a 22% reduction in ASCAP's local rates, which would cut radio stations'ASCAP payments to about $7.7 million a year, while ASCAP is seeking a 22% increase. The possibility of a negotiated settlement of this case arose in an earlier conference with Judge Ryan (BROADCASTING, May 25), but there was no evidence last week that much progress had been made in the two months since.

* Assorted other local station suits, including an ASCAP rate case initiated by the RKO General stations and a contempt proceeding being pressed against ASCAP by the Metromedia stations.

* Various network radio suits for new ASCAP licenses, including CBS Radio's bid for a per-program rather than the customary blanket form of license. CBS counsel indicated at last week's session that they would abandon the per-program bid if they get a satisfactory reduction in rates for a blanket license (they have been seeking a reduction of about 75% in their current rates).

* The so-called "Schwartz case," a $150 million lawsuit filed by Arthur Schwartz and 32 other ASCAP songwriters 10 years ago seeking, among other things, divestiture of Broadcast Music Inc.—ASCAP's only major competitor—from its broadcasting ownership. Efforts to settle this suit have been reported over the years, at least once with the settlement price said to be around $450,000. But the attempts have not been successful, in one case reportedly because of demands attributed to ASCAP. Judge Ryan said last week that counsel for the songwriters indicated recently they will push for trial of the case—which might take a year.

* The "Life Music case," filed against various broadcasting interests by Barney Young and associates in Life Music Inc. in 1956 seeking $7.5 million as treble damages under the antitrust laws and, ultimately, the dissolution of BMI, ASCAP and SESAC, a third music-licensing organization. Life Music had split with BMI earlier and had undertaken to license its music to broadcasters directly. Its suit was later amended to delete ASCAP and SESAC as targets.

* Litigation against various broadcasting and music interests by songwriter Gloria Parker.

Judge Ryan made his move for wholesale negotiation at what had been set as the follow-up to a May 20 session where the possibility of settling the radio suits against ASCAP was discussed (BROADCASTING, May 25). At his suggestion, counsel for the all-industry TV Music License Committee were invited to join the radio lawyers already gathered for last Tuesday's session.

Counsel in the Schwartz, Life Music and Gloria Parker cases were not present. The discussions seemed to antici-

Judge claims Sheppard was tried by newsmen

The question of news media responsibility in court coverage was raised anew last week after a federal judge ordered the release from prison of Dr. Samuel H. Sheppard, imprisoned since 1954 when he was convicted of murdering his wife.

Judge Carl A. Weinman said the doctor's constitutional rights had been violated and he blistered newspaper and broadcast coverage of the sensational trial in his 86-page ruling ordering Dr. Sheppard's release. The judge cited broadcasts by Walter Winchell and Bob Considine, syndicated stories by Dorothy Kilgallen and reports by Cleveland's Press and Plain-Dealer.

"If there ever was a trial by newspaper, this is a perfect example," Judge Weinman said.

Dick Trembath, news director of KWWY-TV Cleveland, said Thursday (July 16) that F. Lee Bailey, Dr. Sheppard's lawyer, had told the station his client was considering legal action against some of the media that covered his trial.

The Press defended itself and said its reporting was fair and objective.

Subsequent to Judge Weinman's ruling, a U. S. court of appeals judge ordered a stay in the order granting Dr. Sheppard's release and his reincarceration was expected.
"ST. IVES" by RUBENS

Recently acquired by The Detroit Institute of Arts for $332,500, "St. Ives" depicts the patron saint of lawyer's receiving a petition from a tearful widow. This 10-foot masterpiece, especially distinguished for its vivid colors, brisk brushstrokes, and clear design, was painted in 1617.

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Masterpiece—exceptional skill, far-reaching values. This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

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THE NEWS STATIONS

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pate, however, that these disputes probably could be resolved—if the basic disagreements between broadcasters and ASCAP could be settled on a long-term basis.

Judge Ryan made clear that he was thinking of a long-term settlement, with ASCAP radio and TV music license terms extending for 10 years rather than the three or five that have been customary.

The bickering between broadcasters and ASCAP is traditionally so protracted that the license terms are scarcely agreed upon before it is time to start negotiating new ones. The current litigations, for instance, seek to replace television licenses that expired Dec. 31, 1961, and radio licenses that expired last December.

One of ASCAP's recurrent demands over the years has been that broadcasters—be required to give up their ownership of BMI. This demand, it was learned last week, was raised again—and apparently rejected again—in recent explorations between all-industry TV committee members and ASCAP regarding the possibility of reaching a settlement of the committee's suit.

No BMI Divestiture—Judge Ryan indicated at last week's session, however, that the search being launched for a settlement of all pending litigation should not include consideration of demands for divestiture of BMI or proposals that BMI be required to accept a consent decree similar to the one that governs ASCAP.

Judge Ryan made clear that the litigants were free to litigate or negotiate. If they wanted to negotiate "piecemeal," he said, they were free to do that; too, he himself would not take part in piecemeal negotiations. Some of the participants indicated they had reservations about the likelihood of success in negotiating a settlement of all cases, but they expressed a willingness to try.

ASCAP and the broadcasting groups planned to meet separately to explore the prospects in their respective cases, then invite Judge Ryan to meet with them. It was specified that settlement of one case would not be effective until "the whole package" was settled.

Among the attorneys taking part in last week's session were Emanuel Dannett, representing the all-industry radio committee; R. R. Irvine, representing the all-industry TV committee; Herman Finkelstein, general counsel of ASCAP, and Simon H. Rifkind, also representing ASCAP; Richard G. Green and Robert V. Evans, representing CBS Radio; Clarence Fried for ABC Radio, and John W. Nields for NBC Radio.

Radio-TV take aim at community problem

Southern California broadcasters are exploring the problem of worsening relations of the law enforcement agencies with the people, particularly the young people, of the community, to determine how best radio and television may help to restore the police and the courts to a position of respect rather than antagonism on the part of the public.

Early this month, in individual meetings called by Loyd Sigmon, general manager of KMPX Los Angeles, for radio, and by Tom McCray, general manager, KXBC(TV) Los Angeles, for television station executives and newsmen, net with William H. Parker, chief of police of Los Angeles, and Peter Pitchess, sheriff of Los Angeles county, for an off-the-record discussion of the problem. Now the radio and TV groups are scheduling private sessions to work out a plan of action which, it is hoped, will be ready for presentation to the law enforcement authorities in September.

The move for the broadcasting media to take positive action on this serious community problem stemmed from a previous meeting, April 30, of some 25 broadcasters, publishers and civic officials, held under the auspices of the Southern California region of the National Conference of Christians and Jews.

Dr. Jacob Cunningham, executive director of the activities of the NCCJ in Southern California, believes the program developed by the communications media of Southern California may serve as a pilot operation that will be so successful that it will be emulated in other communities throughout the nation.

Film sales...

Survival (Official Films): WCCO-TV Minneapolis; WTTY(TV) Bloomington-Indiana; KOCO-TV Oklahoma City; WHEC-TV Rochester, N. Y.; KPHO-TV Phoenix; KARD-TV Wichita, Kan., and KLVD-TV Bakersfield, Calif.

Tales of Wells Fargo (MCA TV): WLUK-TV Green Bay, Wis.; KWTX(TV) Oklahoma City, and KXTV(TV) Denver.

Leave It to Beaver and Thriller (MCA TV): WBBV(TV) Charlotte, N. C.

The Tall Man (MCA TV): KVRV-TV Bellingham, Wash. and WATV-TV Atlanta.

Bachelor Father (MCA TV): WAVE-TV Louisville, Ky.


Restless Gun (MCA TV): KTAT(TV) Fort Worth-Dallas.

M-Squad (MCA TV): KTBS-TV Shreveport, La.

Wide Country (MCA TV): WNHC-TV New Haven, Conn.


Mike Hammer (MCA TV): KGO-TV San Francisco.

Deputy Dawg (CBS Films): KPX(TV) San Francisco and WFTV-TV Evansville, Ind.

The Golden Tee (CBS Films): WENS(TV) Cleveland.

Have Gun, Will Travel (CBS Films): KOCO-TV San Diego and WDEF-TV Chattanooga.

Honeymooners (CBS Films): WLOS-TV Asheville, N. C.

Our Miss Brooks (CBS Films): KOCO-TV Seattle.

Marshal Dillon (CBS Films): WMYI-TV Norfolk, Va., and WDEF-TV Chattanooga.


True (CBS Films): WFTV-TV Evansville, Ind.

Whirlybirds (CBS Films): WCCH-TV Portland, Me.
Soft-spoken C. William Martin, Jr. carries a big selling stick in the soft-drink field. Chairman of the Board of the Pepsi-Cola Bottling Company of Washington, D. C., he has trebled sales, jumped profits and put a lively sales force into the field to get the most bounce per ounce from his advertising dollar. This year his budget is ten times larger than in 1957 when he took over, with giant chunks going into saturation radio. WWDC is proud to have been a part of this sparkling Washington sales story. Our thanks to the Pepsi-Cola Bottling Company and its agency, Kal, Ehrlich and Merrick, for asking us to "think young" with them in selling Pepsi products in greater and greater quantities, year after year.

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WWDC RADIO WASHINGTON, D.C.
Radio program form modified by FCC

Community needs survey requirements softened, further changes possible before final adoption

The FCC last week modified its program reporting form for AM and FM stations to meet some of the objections raised by broadcasters and communications attorneys in the oral proceeding it held on the document three weeks ago (Broadcasting, July 6).

It simplified the requirements for making a survey of community program needs, and put more stress on national and international affairs in questions on news and public affairs programs.

The modifications, adopted in a special meeting Monday (July 13), fall far short of meeting objections raised by broadcasters but additional changes may be made before the form is adopted.

The final shape it takes will be influenced by the experience of four stations that have volunteered to fill it out in an effort to determine what problems it would pose for broadcasters and the commission.

The stations, which volunteered at the request of the National Association of Broadcasters, are WJZ, Scranton, Pa., WBT Charlotte, N. C., WPIL Philadelphia, and WAVY, Arlington, Va.

The same testing technique is being used in connection with the commission's proposed reporting form for television stations. WPRO-TV Providence, R.I., and KUTV, Dickinson, N. D., are the volunteers secured by the NAB.

The change that goes furthest toward meeting broadcaster criticism involves a controversial question in the form that requires a survey to be made of community needs. The commission last week decided to eliminate a requirement that broadcasters list the names of the individuals contacted to obtain program ideas. Broadcasters said this would be burdensome.

Mutual's Complaint • In giving more attention to national and international news, the commission heeded the criticism of the Mutual Broadcasting System, which said the commission erred in placing so much emphasis in the form on local programming. The network noted that the American people are increasingly affected by events occurring outside their home towns. The form now inquires about programs dealing with national and international, as well as community, problems.

In another reflection of the concern expressed by Mutual and the other networks, the commission decided to broaden questions about noncommercial announcements. Originally, the form was concerned only with non-network spots. As redrafted, the form is concerned with network-originated non-commercial spots as well.

The commission also made a number of changes which are largely editorial. One alters a question requiring broadcasters to report on "significant" changes in program or commercial practices during the license period. Many critics of the form said broadcasters would be uncertain as to what the commission would consider "significant" and, as a result, would feel required to report most changes.

As now phrased, the question says that broadcasters will want to report important changes and that the commission will assume a station's programming has remained essentially as proposed, unless changes are reported.

Another modification affects a question asking how a licensee's programs differ from those of his competitors. This was criticized as requiring broadcasters to make subjective judgments about their competition. The question now calls on broadcasters to state how their stations contribute to "overall" program diversity in the area.

Brightman gets time from most stations

A spokesman for the Democratic National Committee said last week that "most" of the 600 radio stations it contacted early this month about two Twentieth Century Reformation Hour broadcasts have offered Samuel C. Brightman, deputy chairman for public affairs, time for replies.

It is expected that a 30-minute program answering what Mr. Brightman considers personal attacks by the Rev. Dr. Carl McIntire, voice of the Reformation Hour, will be mailed to stations this week.

Wayne Phillips, director of the committee's news bureau, said the Democrats also plan to make available a list of all stations providing time—as well as the call letters and correspondence from stations either failing to answer Mr. Brightman's letters or refusing time.

Mr. Phillips said some of the mail on the subject has been "incoherent and insulting," but the majority of stations said they were glad to make time available. Some added that they carry the Reformation Hour because they are paid to, not because they agree with its views, he said.

Mr. Brightman wrote the 600 or so stations carrying the program on July 2, 3 and 6, saying the broadcasts "attacked me personally" and that licensees are obligated, because of the FCC fairness doctrine, to provide texts of the broadcasts involved and to offer facilities "for an adequate response" (Broadcasting, July 13).

Rev. McIntire has offered Mr. Brightman an opportunity to appear on one of his daily 30-minute programs (he also furnished tapes of the broadcasts in question). It is understood Mr. Brightman has no intention of accepting the offer and intends to use time allotments offered by the stations.

NAB Replies • The National Association of Broadcasters, besieged by inquiries from stations seeking advice on what to do about the McIntire-Brightman situation, was preparing a memorandum last week that suggested stations ask their own lawyers for a legal opinion whether the Reformation Hour broadcasts constituted an "attack" on Mr. Brightman. If the lawyers say it was, the NAB suggests stations provide time for a reply. If, however, the lawyers say it was not, then it is suggested no time be given.

Network for space coverage

A new network has been formed by three Florida broadcasters to provide "space coverage service that has been designed especially for the modern, aggressive non-network affiliated station."

Principals of the Cape Kennedy Space Network are Wally R. Kinney and Charles E. Varner, owners of WDFC Dade City and WMEG Eau Gallie, and Dean C. Wilson, general manager of WMEG. They plan to offer year-round, in-depth coverage of events at the spaceport, and will follow the progress of the two-man Gemini spacecraft "from over 100 reporters stationed throughout the world."

William Hampton, former documentary reporter for Westinghouse, and Merrill Mazuer, onetime pool coordinator for ABC and CBS radio and television, will join Dean Wilson to analyze developments at the cape. Engineering for the network will be handled by James Thomas.
OUT OF THE MORASS
OF MUD, BLOOD
AND INTRIGUE
COMES THE
BIGGEST TV
DOCUMENTARY
SERIES EVER
MADE. AND
THE WHOLE
TRUTH ABOUT
THE WAR
THAT CHANGED
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1,561 days of war. Involving twenty-six nations. And sixty-five million
combatants. Here is the whole bitter tragedy of World War I. The
story as it was lived by soldiers and civilians. The story as it was seen
by all nationalities. Not just the British point of view. Nor the
American one. Nor the German one. The BBC TV production of
THE GREAT WAR is the first objective full-scale visual history of the
conflict that changed the world.

Television has never been this big before. Production lasted more
than one-and-a-half years. There are original films, buried for over
a generation in the dusty archives of Europe, America and Asia,
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over twenty countries. The narrators are international stars: Sir
Michael Redgrave, Sir Ralph Richardson, Marius Goring
and Emlyn Williams.

Critics have acclaimed THE GREAT WAR as the greatest-ever TV documentary series: "Variety" said: ". . . the
skein will be a historical moment in TV achievement, and
deserves world-wide circulation".

The 26 segments of THE GREAT WAR are available in
either 40-minute or 25-minute versions. Full details are
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A growing TV program source

Station group owners are increasing their program production and putting the results of their efforts into the syndication market.

Program production is expanding into a major venture for group-owned television stations. Most of the big groups are in production. Many of them are deeply involved and increasing their commitments and output.

The mounting trend was spotlighted by ABC Television Stations' announcement of a new syndicated-program development project (Broadcasting, July 13) and by disclosure that a local program in Los Angeles, The Lloyd Thaxton Show on KCOP-TV, had been taken on for distribution by a major syndicator, MCA (see story below).

A canvas of other TV station groups, including Westinghouse, Triangle, Metropolitan Broadcasting, Storer, Cornithian, Jefferson Standard and Time-Life, indicated there will be a step-up in production-syndication activities by most of these organizations, all of which have been moving steadily into the programming area in recent years.

Other groups, meanwhile, are expanding production for their own stations but not for syndication to other outlets. Organizations in this category include the CBS-owned television stations, NBC-owned television stations, Capital Cities, Scripps-Howard Broadcasting, and Crosley Broadcasting.

The forward thrust in program production and, in many instances, in syndication by station groups was generally attributed to these factors:

- Need for new program sources as a result of the steady attrition in network supplies of programming, including off-network and first-run syndication and feature film distribution.
- Desire by station groups and by some independently operated stations to create their own program series, for both prestige and artistic considerations.

There is an amortization of the cost factor by producing a series for a station group and eventually for syndication to other stations.

**No Panacea** - Broadcasters, including those in production, do not regard this growing development as a solution to the larger problem of providing a continuing supply of the quality syndicated series and feature films that are needed to sustain a TV station's schedule over a period of time. But group productions, they assert, can take up the slack in certain time periods and can help reduce the programming needs of many stations.

Budget limitations generally prevent group stations from producing the mass-appeal syndicated series of the situation comedy and action-adventure genre. By and large, group production efforts attempt to provide entertainment, educational and cultural values at a comparatively modest cost by concentrating on the unusual and the "offbeat."

Typical of series that are being offered and have proved successful by group station standards are Triangle's Auto Race Specials, Westinghouse's Steve Allen Show and Jefferson Standard's Arthur Smith Show, a country music series.

Most of these programs, of course, do not require the market saturation of a big-budget series produced by a major studio. In general, group operations produce primarily for their own stations and a production budget is set enabling the company to recoup its investment by sale to its own outlets and in a few additional markets.

This practice does not hold for all series. For example, The Steve Allen Show was singled out as a presentation that required sales in a sizable number...

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**MCA TV syndicates local TV program**

There have been few cases of a local TV program series going national. The latest is The Lloyd Thaxton Show, an early evening, musical variety-dance program which began on KCOP-TV Los Angeles two years ago and now is being syndicated by MCA TV.

A 45-minute version of the hour-long taped show is carried in Los Angeles on weekdays, 5-5:45 p.m., and according to MCA TV, climbed from seventh place in the market in April 1962 to first for its period. MCA TV reports the Thaxton show now is first in ratings and share; first in teen viewing; first in men (18-39); first in women (18-39); first in total men and second in total children.

The syndication future of the program is considered "highly promising," according to Hal Golden, vice president and director of syndicated sales for MCA TV. He considered it significant that a distribution company of the stature of MCA TV would take on the syndication of an outside property, and said that in the past few weeks, with scant sales effort, the program has been sold to 10 TV stations: WPIX New York, WNBQ Chicago, WGR Buffalo, WJW Cleveland, KSTP St. Paul-Minneapolis, WFAA Dallas, WRCV Philadelphia, KTVI St. Louis, WTAE Pittsburgh and KPTV Portland, Ore.

The program spotlights Mr. Thaxton in a "dance band" setting with an audience of teen-agers. He uses a multitude of props and creates various attention-getting gimmicks. Mr. Thaxton permits some of the teen-agers to "star" for a few minutes on each episode. He also presents top personalities on the show, interviewing them on various facets of the entertainment business.
of outside markets because of its relatively high production budget.

For Brownie Credits? * One buyer for a large group of stations scoffed at much of the output of station groups. He contended their efforts were overwhelmingly low-budgeted, culturally oriented programs that "may earn Brownie credits with the FCC but do not earn ratings."

He acknowledged that there was a dire need for developing new sources of programs because of the lack of first-run syndicated series and the drying up of the backlog of feature films, but said he had "the feeling that so many officials at station groups just want to play at being producers and directors."

One major holdout from the group production movement is RKO General Broadcasting. Hathaway Watson, president, said his company's policy for the present was not to become directly involved in program production—except that some public affairs programs will be produced for RKO General stations.

Mr. Watson agreed that an acute product shortage situation is developing for the industry generally, but he felt that RKO General stations have a satisfactory supply of feature films for at least four years and of syndicated programs for one year. RKO General is concerned over the long-range effects of the diminishing program supply and is seeking new sources of programming, both in the U. S. and abroad, he said.

"But our present thinking is that we are broadcasters and not producers or syndicators," Mr. Watson stated. "We may change our minds at a later date, but, as of now, we hope we will be able to encourage producers and syndicators already in business to produce new programs. We have some ideas we have been discussing with producers that eventually may get on television."

**In The Works** * A summary of program production activities by some of the leading group station operators:

**ABC Television Stations:** The group has two immediate projects aimed ultimately at syndication. It has signed the comedy team of Rowan and Martin to star in a 90-minute pilot program which will be carried on the five owned stations. Following its presentation, probably in the fall, it will be evaluated as a project for syndication.

The second group effort involves Les Crane, who currently conducts a telephone interview show on WABC-TV New York. Starting July 27, Mr. Crane will appear for two weeks on a nightly, 90-minute show that blends discussion and entertainment and will be telecast on WABC-TV, WBKB(TV) Chicago and KABC-TV Los Angeles. These experimental programs will be studied and a decision made on their potentialities for the syndication market.

**Jefferson Standard stations:** A subsidiary, Jefferson Productions, has been producing and syndicating *The Arthur Smith Show*, a half-hour country-western music series for almost two years. It began in six markets in September 1962 under the sponsorship of Sam McDaniel & Sons (Bunker Hill canned beef) and presently is on 21 stations, with Bunker Hill underwriting it in 14 markets. In the fall, the series will expand to 30 markets, with Bunker Hill the sponsor in 18.

John P. Dillon, managing director, Jefferson Productions, said the company

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**Solid growth for Philharmonic network**

G. H. Johnston Inc., New York, has indicated that it expects to have a lineup of 100 "or more" radio stations taking its feed of the New York Philharmonic Sunday concerts this fall.

Last fall Johnston fed the broadcasts to an 86-city network, in a first season with the Philharmonic which formerly was broadcasting live on CBS Radio.

Gerald H. Johnston, president of the company, said his optimism for a greater lineup was based on a substantial number of renewals from the 86 which broadcast the concerts last season and 15 new stations already signed.

This latest activity by the Johnston company is a third layer in a growth begun with football coverage via radio feeds in January 1957, principally in the Southeast. In 1960 Mr. Johnston originated and supervised Metropolitan Opera broadcasts on an independent hookup for Texaco which formerly had sponsored the opera on CBS Radio.

It is estimated that the Metropolitan package including time, rights and line feeds represents a Texaco investment of some $1.5 million. Texaco, beset by problems of network live feeds being delayed by some stations, hired Johnston to form the independent hookup. Texaco's 25th season of opera on radio starts next winter.

Mr. Johnston said his firm figures it has 95% of the radio homes in the U. S. available for opera coverage through its 119-station lineup. Stations are sought on the basis of power, coverage, and "image" or stature in the community.

Opera broadcasts are live in a 20-week Saturday afternoon performance schedule. The broadcast season begins in early December, just after the football season ends, to ease clearance problems.

Mr. Johnston said he hopes for further expansion by independent station hookups for what he called "good programming" in radio, in areas of theatrical, musical and sports events. The approach, he said, will be through a client, as in the case of Texaco, or through the program source, as with the Philharmonic.

**Similar Interests** * It was noted that some members serving on the Philharmonic board also served on the opera board and had become familiar with the Johnston operation. In addition, the broadcasts were not being sponsored fully on CBS Radio, factors leading to the formation of a new Philharmonic radio network. Its season starts Oct. 4 and ends May 23.

Mr. Johnston noted that when the season opened last fall, he had 55 stations set on only a three-week notice. Broadcasts are live, as they are with the opera, though stations can delay the concerts at their option but with stipulations that the broadcasts must be scheduled by 11 that night. (They are fed Sundays, 3-5 p.m. eastern time.)

The Johnston company noted that 73 out of the 86 stations in the line-up carried programs on a live basis. The programs permit a total of six minutes for commercials as well as a 30-second opening and closing billboard.

In football, nine college games are covered, seven for Texaco on a 60-station lineup in the Southeast. Most of the schools are members of the Southeast Conference. In 1962, the firm hooked up 187 stations for the Gator Bowl in Jacksonville, Fla. During the past season, eight different statewide networks were used in the Southeast, and on some weekends extra feeds were facilitated for up to 250 stations in a "Pick of Dixie" featuring five different games each Saturday and covering the whole Southeast Conference. Among the bowl games which have been covered for radio by this system: Liberty Bowl in Philadelphia and the Blue Bonnet in Houston.

Mr. Johnston, a veteran advertising executive, had been associated for 25 years with General Motors, moving to J. M. Mathes and later the Kudner Agency where he became associated with Texaco's sports coverage on radio.
Represented by: Harrington, Righter & Parsons, Inc.

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**There's nothing puzzling about**

**company plans to place another program into syndication but declined to describe it other than to say it will combine entertainment with information. He noted that this Charlotte, N. C., based production company, in addition to taping programs for the Jefferson-owned TV stations (WTW Charlotte and WBTW Florence, S. C.), is producing commercials for regional and national advertisers. Programs of outside organizations, including Singing Time in Dixie, Gospel Singing Caravan and The Story, a religious series, also are taped at Jefferson's facilities.**

Metropolitan Broadcasting: Though the emphasis by this organization is to produce TV programs to meet the community needs of its stations, a spokesman said, syndication is a "by-product." Its regular series accent information and education, including the Columbia Seminars in International Affairs; a daily half-hour program carried in more than 15 markets; Under Discussion, a weekly, 60-minute program carried in more than 15 markets; Opinion in the Capital, half-hour series, telecast in 30 markets. Metropolitan is preparing a new half-hour series in cooperation with Columbia University titled A Survey of the Arts. It also will be placed into syndication. This group also produces various special programs which are syndicated. Recent offerings include In This Corner (the life of Joe Louis); My Childhood, hour program centering around author James Baldwin and Senator Hubert Humphrey (D-Minn.) and America's Fall Fashions, taped recently at the World's Fair. Triangle Station: A vigorous effort is being undertaken by this group in the program-syndication field. Its activities started last summer with three program series and, a spokesman said, Triangle will have more than 20 TV series and groups of special programs available by this fall. He said that approximately 100 persons are involved in producing Triangle programs, including three field crews, which are stationed in Europe, on the West Coast and Philadelphia.

A Sampling - Triangle's offerings include these recently-released program series: These are Americans, half-hour biographies of contemporary figures; Zoos of the World, half-hour programs being filmed in the U. S. and abroad; Wonderful Age of Play, half-hour programs on physical fitness and recreation, starring sports personalities and This is America, half-hour presentations on well-known fairs in this country.

A new Triangle project is a series of 26 half-hour programs, titled Pops Goes To College, which features orchestra leader Paul Whitman. With Mr. Whitman as host and talent scout, the program visits a different university or college at a time when a special event is occurring such as the Dartmouth Winter Carnival.

With a year of concentrated experience behind it, Triangle feels there is "a definite market for the right kind of product," a company official said. He agreed that a group operator cannot compete with the producers of mass-appeal syndicated series but pointed out that programs that are "fresh, exciting and novel" can find a place on the schedules of a sufficient number of stations to make these projects economically feasible and even profitable.

Westinghouse Broadcasting: The pioneer in group station programing and syndication, Westinghouse points out that it produces 15 hours of programs each week in the Steve Allen Show, currently on 40 stations, and the Mike Douglas Show, which is carried on 25 stations. Each is a 90-minute, five-days-a-week presentation.

A spokesman said the primary purpose for WBC Productions is to fill the needs of its owned stations, but he acknowledged that syndication is necessary for programs such as Allen and Douglas because they are both high-budgeted.

More - Westinghouse has also produced a group of 10 one-hour entertainments specials for children which has been carried on 25 TV stations and participates in the production of 12 one-hour InterTel documentary programs which have been carried in more than 20 markets.

WBC is currently involved in two or three projects aimed for the syndication market, the spokesman said, details for which will be announced at a later date.

Corinthian Broadcasting: This company has been producing and syndicating a program of commentary on news of the day called Columnists of the Air, which runs from 2 to 2½ minutes, five times a week. It is carried in 12 markets, including those of the Corinthian stations. Prominent newspaper columnists are featured on the programs.

Storer Stations: Through its subsidiary, Storer Program Sales, this company has been active in production-syndication for several years. Among the programs it is offering are Littlest Hobo, 34 half-hours; Divorce Court, 130 half-hours; B'wana Don, 130 half-hours and Communism R. M. E., 13 half-hours.

Time-Life stations: An accelerated group program development project is being implemented by Vice President Edgar P. Smith seeking eventual syndication of such productions. In this area, T-L already produced the pilot programs of two one-hour series called The Ambassadors and Men of Fortune and a half-hour...
The small one is our '64 module.

Both these modules are from ITT military computers. Both perform the same function. But while the large unit is an excellent example of miniaturization, the small one exemplifies microminiaturization—and the packaging of microcircuits by ITT. Many companies make microcircuits, the small and remarkably reliable electronic devices that are replacing miniaturized circuits just as transistors replaced vacuum tubes.

But the extension of microcircuit reliability to equipment or systems has been a major problem, primarily because of interconnections and heat. No longer though. For ITT has developed the technologies needed to package microcircuits so that their inherent reliability is extended to the equipment or system. Soon the benefits of this extraordinary reliability and reduction of size will be available for consumer products. Electronic household products will cost less and last years longer.

Looking for reliability in a small package? Talk to ITT, the world's largest international supplier of electronic and telecommunication equipment.

Program protection from CATV’s dissolved

San Francisco court reverses 1962 injunction banning duplication, but way is left open for relief

Television broadcasters received a setback last week in their quest for legal protection against community antenna systems, but a possible favorable solution seems to be looming.

The setback came from a federal appeals court decision last week reversing an Idaho district judge’s finding in 1962 that forbade CATV’s from duplicating network or film programs carried by TV stations as contrary to Idaho contract law.


The appeals court, however, did not close the door completely to ultimate relief. In a 12-page opinion by Circuit Judge M. Oliver Koelsch and concurred in by Circuit Judges William E. Orr and Frederick G. Hamley, the court concluded that relief might be procurable under the copyright laws, and beyond that, from Congress.

“We hold,” said the court, “that unless appellants are able to demonstrate a protectible interest by virtue of the copyright laws or bring themselves within the contemplation of some recognized exception to the policy promoting free access to all matter in the public domain, they cannot prevail. Relief beyond what the copyright laws confer must be sought from Congress, not the courts. . . .”

The court vacated the injunction and remanded the case back to the lower court “to permit appellants to amend their counterclaim if they are able.”

It is this last point which some communications lawyers feel opens the door to possible victory. They point out that all programs broadcast by TV stations are copyrighted and that, through this protection by the program owner, CATV system can be stopped from using them without permission.

The appeal from the Idaho decision was taken by Cable Vision Inc., operator of a CATV system in Twin Falls, Idaho, and Idaho Microwave Inc., operator of a common carrier microwave system which feeds Salt Lake City TV signals to the Twin Falls CATV. KLIK-TV Twin Falls defended the Sweigert decision.

KLIK-TV attorneys are studying the case, with three courses open to them: (1) to ask the U. S. Supreme Court to review the appellate decision, (2) to amend the suit in the Idaho court to bring in the copyright angles, or (3) to drop this suit and reopen the original suit filed by the three Salt Lake City stations against the Twin Falls CATV and the microwave relay.

In the original suit, Judge Sweigert ruled that TV stations have no property right in their signals and cannot prevent a CATV system from using them unless the stations have a copyright on the broadcast material (Broadcasting, July 3, 1961).

After the 1961 decision, which was not appealed, the CATV group brought an antitrust suit against a group of TV stations in the mountain states, alleging a conspiracy to put them out of business. KLIK-TV counterclaimed, alleging infringement of its contract rights. It was this suit which was won in the lower court, but reversed last week by the appeals tribunal.

The CATV antitrust suit was later dismissed.

Media responsibility on bar meeting agenda

“The Right of Fair Trial: Responsibility of The Public, The Legal Profession, and the News Media” will be discussed by a panel of lawyers and newsmen Aug. 11 during the American Bar Association’s annual meeting in New York, Aug. 10-14.

Speaking on the “Responsibility of The Legal Profession” will be Dean Erwin Griswold of the Harvard Law School, while Judge Skelly Wright, U. S. Court of Appeals for the District of Columbia will speak on the “Responsibility of The Judiciary.”

Harry Ashmore, director of editorial research and development for Encyclopedia Britannica, will discuss the “Responsibility of the Public” and the “Re-
easy does it

Someday, you may be able to run your all-electric home and keep an eye on your youngsters by fingertip control

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*BROADCASTING, July 20, 1964

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You Can't Buy ALL of Oklahoma WITHOUT THE TULSA MARKET

"Buy-Pass" an effective buying power of $2½ Billion? Of course not! And effective coverage means Channel 2... offering the most complete coverage of the Tulsa market, with bonus coverage in Kansas, Arkansas and Missouri.

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sponsibility of the News Media" will be the topic of Felix R. McKnight, executive vice president and editor of the Dallas Times Herald.

Robert G. Storey, former president of the ABA and now president of the Southwestern Legal Foundation at Dallas, will moderate.

The ABA's committee on the Bill of Rights will submit to the policy-making house of delegates a report on the subject of publicity given criminal cases.

Program notes...

Producer set • George Schlatter Productions will produce the five one-hour Danny Thomas special programs on NBC-TV next season. Mr. Schlatter also has been signed to produce Preview 65, the first of several Steve Lawrence special programs set for NBC-TV during 1964-65.

Bard goes Roman • The first U.S. sale to WOR-TV New York of the British Broadcasting Corp.'s nine part TV series The Spread of the Eagle was announced last week. The series, which is comprised of Shakespeare's Roman plays, "Julius Caesar," "Anthony and Cleopatra" and "Coriolanus," is a sequel to BBC's Shakespearean drama series An Age of Kings. WOR-TV plans to televise each play in three 60-minute segments.

Special reports • Mike Wallace will narrate a special CBS Radio report, The Apathetic American, scheduled Aug. 9 (2:05-2:50 p.m. EDT) and rebroadcast Aug. 10 (8:15-9:00 p.m. EDT). Mr. Wallace will interview several criminologists, police authorities, psychologists and others in an attempt to explain public indifference in times of crisis.

New production firm • A new television production firm, Delta Films-Charter Oak International, was formed last week by the affiliation of Delta Films International Inc., San Juan, P. R., with Charter Oak Tele Pictures, New York. The new company will produce TV commercials, documentaries and feature films.

Klaus A. Werner, agency producer responsible for the negotiations, was named manager of the New York office at 75 West 45th Street, and exclusive representative in the U. S.

McGuire and comedy • Don McGuire, head of McGuire Co., has signed with United Artists Television to write, direct and produce a new half-hour TV comedy series for the 1965-66 season. UA-TV said that General Foods, White Plains, N. Y., through Benton & Bowles, New York, will sponsor the series, which has not yet been titled but which will star Jeremy Slate.

Spotlight on Willie • NBC-TV has in-
serted new film footage from action during the 1964 baseball season in its repeat July 21 (10-11 p.m.) of A Man Named Mays, which reviews the career of baseball star Willie Mays.

Rights to Hula • ABC-TV has purchased the television rights to the Hula Bowl football game from Hawaii for the next three years. Next year's game, featuring college senior all-stars from the North and South, will be played Jan. 8. ABC-TV will video tape the action and telecast highlights of the game on its Wide World of Sports program Jan. 9, 5-6:30 p.m.

Politics past • New York University's Department of Television, Motion Pictures and Radio is offering a series of 10-five-minute programs containing past election campaign slogans, songs and major issues. The tapes are available to radio stations for $20 postpaid.

A controversy that didn't get started

Last month the case of Lee Roy McCourry had the earmarks of a bitter controversy at the FCC. Last week, it was a memory.

The commission in June set the application of Mr. McCourry for a television station on channel 26 in Eugene, Ore., for hearing on six issues—one of them programing (Broadcasting, June 8).

This latter aspect of the commission's order was vigorously attacked by Commissioner Lee Loevinger in a lengthy dissent as an effort to require the applicant to conform to the commission's idea of programing. Mr. McCourry had proposed to devote 70% of his broadcast day to entertainment, 30% to education.

A number of communications attorneys, in appearances at the commission's hearing on the proposed revision of the proposed program reporting form last month, cited the Eugene, Ore., case as an indication of their concern that the commission would use the form as a device for influencing programing.

But later the Eugene, Ore., case expired. Hearing Examiner David 1. Kraushaar dismissed the application with prejudice because of Mr. McCourry's failure to prosecute. The examiner noted that the applicant had failed to abide by any of the commission's regulations, including the requirements that he file a notice of appearance and proof of publication of his application. The dismissal was announced on Tuesday, a day after the first prehearing conference that had been scheduled in the proceeding. Neither Mr. McCourry nor a representative appeared.

SOUTH BEND "EXPLORERS"
EXPLORE
THE WORLD OF BROADCASTING

In 1959, WSBT and WSBT-TV became the first stations to sponsor an Explorer Scout Post. Each year 15 Explorers receive instruction in the basics of radio and television from station personnel. The Explorers produce and direct a weekly radio show, and are responsible for several television programs every year.

WSBT originates many community activities... fully believes that leadership maintains leadership... that interest in community affairs brings mutual benefits. A philosophy to recall when you're choosing the broadcaster to present your message in the South Bend market.
The search for a new president of the National Association of Broadcasters will begin in about a week or 10 days. It is then that announcement will be made of the composition of the selection committee, whose core is the present five-man executive committee of the association.

The executive quintet will also run the association until a new president is chosen. Both these moves were authorized last week when the joint boards met in Chicago. They also designated Vincent T. Wasilewski, executive vice president, as executive officer of the NAB.

The three-hour meeting of 42 (out of 44) members of the combined boards—the first since the announcement of the resignation of LeRoy Collins as president of NAB—not only authorized the executive committee to constitute itself as the nucleus of a selection committee but also directed that additional members be added if desired. This will be done, it was learned.

One suggestion already submitted for consideration by the executive group is that the selection committee should include the past joint chairman and board chairman.

The executive committee already has met with the executive staff of the NAB and expressed its confidence in their work. It also told Howard H. Bell, director of the code authority, that it was behind him in his work and policies. There was speculation in some circles that the departure of Mr. Collins, who has been an advocate of a strong code administration, might give advertisers and agencies the idea that code enforcement might be less rigorous.

Mr. Collins's resignation takes effect Aug. 1, although he already is at work in his new post. The former Florida governor is the director of the new Community Relations Services under the Civil Rights Act (Broadcasting, June 29 et seq.).

General Discussion • The board unanimously decided to leave the interim management of the NAB, as well as the search for a new president, in the hands of the executive unit. No directives were given as to the type of president to be sought; this also was left in the hands of the policy group. There was a general understanding, however, that a report on the selection committee's activities, if not the name of its choice, would be submitted to the combined boards at the next regular meeting Jan. 25-29 in Palm Springs, Calif.

Although discussion ranged through the spectrum of problems and suggestions, no directives were given to the group. Neither were any names mentioned for the presidency.

Among the topics discussed: Should the new president be a broadcaster or a public figure outside the industry? Is this the appropriate time for a management study of the NAB structure? Should the NAB be headed by a permanent paid president or by a broadcaster elected for a one or two-year term?

Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., joint board chairman, said after the Chicago meeting that the association will not limit itself to the broadcasting or public service fields in choosing a successor to Mr. Collins. "We are looking for the right man," whatever his occupation, Mr. Schroeder said, implying that the next president could be from any field.

In addition to Mr. Schroeder, the executive committee consists of Mike Shapiro, WFAA-AM-FM-TV Dallas, chairman, and John F. Dille Jr., Communicana Stations, vice chairman of the TV board; and Rex G. Howell, KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and half-owner of KGLN Glenwood Springs, all Colorado, chairman, and Jack Lee, WPRO-AM-FM-TV Providence, R. I., vice chairman of the radio board.

Be Missing You • In his valedictory to the board, Mr. Collins said he had been reluctant to leave his NAB post but implied that when the President asks for anyone's services, he cannot say no. He said he would always have kind thoughts about broadcasting and broadcasters. He received a standing ovation, and the board passed a special resolution honoring him for his "devotion to duty" as NAB president and extending its best wishes in his new post.

Other NAB executives who were present in Chicago were Mr. Wasilewski and Douglas A. Anello, general counsel; Everett E. Revercomb, secretary-treasurer, and John M. Couric, vice president for public relations.

The suggestion that the past chairman of the board be named to the selection committee would put the following on the unit, all having served through 1963-64: William Quarton, WMT-TV Cedar Rapids, Iowa, joint chairman; Jim Russell, KTVT-TV Colorado Springs, TV board chairman; Ben Strouse, WWDC-AM-FM Washington, radio chairman.
Telling a leaf from President Johnson's oft-quoted remark ("Come, let us reason together"), members of the FCC sat down to lunch last week with the five-man executive committee of the National Association of Broadcasters. The luncheon took place July 15 in Washington, the day after the NAB executive group had met with the association's combined board in Chicago.

The luncheon was, according to all who were present, a pleasant, social, nonworking occasion.

In addition to all seven FCC commissioners and the five NAB policy executives, also present at the luncheon were three senior staff executives of the association.

Shown above are they sat down to table are (top row) FCC Chairman E. William Henry and Willard Schroeder, chairman of the NAB joint boards; FCC Commissioners Rosel H. Hyde and Rex G. Howell, chairman of the radio board; FCC Commissioners Robert T. Bartley and Robert E. Lee.

(Bottom row) John F. Dille Jr., vice chairman of the TV board and FCC Commissioner Frederick W. Ford; NAB General Counsel Douglas A. Anello and FCC Commissioner Lee Loevinger; FCC Commissioner Kenneth A. Cox and Mike Shapiro, chairman of the TV board.

Not shown are Jack Lee, vice chairman of the radio board; Vincent T. Wasilewski, NAB executive vice president, and Everett E. Reverecomb, NAB secretary-treasurer.

**FCC's new tack in KOVR sale**

**Oral argument seen as vehicle for bypassing hearing on concentration**

The FCC, in an almost unprecedented move last week, ordered an oral argument on the proposed purchase by McClatchy Newspapers of KOVR (TV) Stockton, Calif., from Metromedia Inc. for $7,650,000.

The commission, in a brief announcement of the order, gave no reason for it and did not specify the issues to be aired. But it's understood the oral argument was utilized as a device for bypassing a hearing on whether the proposed sale would violate the commission's rule prohibiting a concentration of control of mass media.

An official said the oral argument will enable the commissioners to determine whether the facts involved raise a question of concentration of control that should be resolved in a hearing.

McClatchy owns broadcasting and newspaper properties scattered over several hundred miles in mid-central California and Nevada. The company owns KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto, KBEE-AM-FM Sacramento, all California, and KOH Reno, Nev. It also owns the Sacramento Bee, the Fresno Bee and the Modesto Bee.

**Hearing Sought** The commission staff recommended a hearing on the concentration of control question, and fought vigorously for it at the commission meeting last week. But while only three commissioners — Frederick W. Ford, Rosel H. Hyde and Robert E. Lee — favored a grant without delay, there was not a great deal of sentiment for a hearing.

The commissioners felt many of the facts that would be determined in a hearing, such as the number of other media available in the area, were already available to the commission and that more could be ascertained in pleadings.

They also felt that a hearing order might kill the proposed sale or at least delay its consummation for months. As a result, the oral argument was considered a means of expediting matters. It is understood that Commissioner Robert T. Bartley suggested that procedure.

The only similar use made of the oral argument, that commission officials could recall, occurred in January and involved the then-proposed sale of WBOY-AM-FM-TV Clarksburg, W. Va., from Rust Craft Broadcasting Co. to Fortnightly Corp. (Broadcasting, Jan. 13), which owns community antenna television systems in Clarksburg and nearby Fairmont, W. Va. The issue then was whether the commission should permit common ownership of a CATV system and the only viable television station in a community. The commission subsequently approved the sale without a hearing.

The commission staff is known to fear that the procedure adopted in the KOVR matter might set a precedent for the handling of future transfer cases that would otherwise be designated for hearing. It's felt the FCC will, therefore, attempt to transform the oral argument into a kind of "paper hearing." An official said the commission will probably set up a procedure by which attorneys for the FCC and McClatchy can agree on the facts on which they will argue before the commissioners.
Seiden takes up residence at FCC to study CATV field

Dr. Martin H. Seiden, a 30-year-old economist, showed up for work at the FCC last Monday (July 13)—and the commission's first office devoted exclusively to the study of community antenna television industry—including its relation to pay TV, was opened.

The commission two weeks ago, created the office in response to a realization that Congress will want its views on CATV next year, as well as to an already felt need for more first-hand information on the rapidly developing industry. (CLOSED CIRCUIT, July 13.)

Commissioner Frederick W. Ford, in a speech before the National Community Antenna Television Association convention last month (BROADCASTING, June 22), suggested the creation of a permanent office within the FCC to study “The future of television,” including the technical and legal problems posed by CATV and pay TV.

The authorization providing for Dr. Seiden’s office envisions a more modest, six-month study to cost $20,000. But officials indicate the commission may seek funds from Congress next year to extend the life of the study. In addition to Dr. Seiden, Arthur Goodkind, a lawyer in the FCC’s general counsel’s office, has been assigned to work on the project. He will devote most of his time to the study following the commission’s August recess.

Just the Facts: Dr. Seiden describes his job as one of “basic research—to find out what are the facts” and how CATV relates to pay TV, as well as to VHF and UHF television. He said the assignment has no connection with any current rulemakings involving CATV.

Dr. Seiden, who was recommended for the post by top Broadcast Bureau officials, comes to the commission from Economics Associates, Inc., a Washington consulting firm. He has also been associated in consulting work with Leon Keyserling, who headed President Truman’s Council of Economic Advisers, and with the National Bureau of Economic Research, in New York.

His only previous connection with the broadcasting industry was his participation in an analysis of the economics of television broadcasting for CBS-TV Affiliates Association in its rate negotiations with the network.

His office will collect in one place data on the CATV industry that is already available in various divisions and branches of the commission, as well as dig into the mine of information to be found outside the agency.

Dr. Seiden began his search for facts with telephone calls to officials of the National Community Antenna Television Association, as well as CATV operators and TV station owners.

Because of the suddenness of his appearance at the commission, no office space was immediately available for Dr. Seiden. As a temporary measure, he moved into quarters normally used by Assistant Broadcast Bureau Chief Hyman H. Goldin, who was out of town for the week.

WRLP(TV) seeks relief from CATV duplication

WRLP(TV) Greenfield, Mass., faces a hard battle for existence with competition from 16 community antenna television systems operating in the channel 32 station's area. The station can find little relief through the FCC as only one of the 16 systems uses microwave facilities—Mohawk Valley Television Inc.

The Greenfield UHF last week began action that it hopes will ultimately require Mohawk to refrain from duplicating in Athol, Mass., WRLP's network programs for 15 days before and after they are on WRLP. WRLP asked the commission to order an early license renewal of the microwave channels of New England Microwave Corp., with whom services Mohawk's CATV system. New England Microwave's renewals are not due until April 1966.

WRLP was protected by Mohawk until last March under an agreement signed with the CATV when New England Microwave was granted the facilities to serve the CATV in April 1961. WRLP had challenged the public interest of the grants but dropped its opposition when the agreement with Mohawk was signed.

The three-year pact between the CATV and the UHF expired in March. Mohawk continues to carry the WRLP signal but has added WBB-TV Boston to its system. WBB-TV is an NBC affiliate and duplicates WRLP's NBC programs.

The Greenfield station receives its network programs from WRLP [ch. 22]) Springfield, Mass. Both stations are owned by Springfield Television Broadcasting Corp. WRLP originates approximately seven hours a week of local programing and is not a satellite operation under FCC rules.

Athol is within WRLP's grade A service contour but New England Microwave received its grants before the commission placed the 15-day nonduplication condition in effect. An early license renewal could subject the microwave facilities to this condition.

WRLP told the commission the duplication places the station in "grave jeopardy," cation of its programs by Mohawk

**TEN WAYS TO RAISE YOUR RATES**

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<td>Lubbock, Texas</td>
</tr>
<tr>
<td>12 hour Brainstorm with such names as McLendon, Maples and McAlister.</td>
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Free Tickets to the Texas-Texas Tech Football Game

<table>
<thead>
<tr>
<th>Name</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>City &amp; State</td>
</tr>
<tr>
<td>Enclose check for $1.00 (full registration fee) and you will receive hotel reservation, plus tickets to the Texas-Texas Tech game, by return mail. (Reservations received after deadline—checks returned immediately.)</td>
<td></td>
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Mail to THE BRAIN, Box 20496, Dallas, Texas
If you'd like fan mail like this...

"I'd like to report that your FM transmission is far superior to previous broadcast. In fact, WGMS-FM is the strongest station on my auto FM radio." Mr. DW, Rockville, Md.

"I have long advocated the use of circular polarization... The improvement is more striking than I had expected. Auto-FM reception at a distance... has a substantial advantage." Mr. RJC, Bethesda, Md.

"Terrific! Reception: very good. Improved." DCF, Timonium, Md.

"I find it excellent and much improved, and reception ever so much better than it used to be before you installed your new antennas." Mrs. WE, Fairfax, Va.

"We were not able to get your station before. We receive your music, etc. perfectly clear." Mr. ALC, Pennsylvania, Va.

"WGMS-FM in Washington, D.C. comes in clearly even in very poor locations. A check with a portable FM receiver indicates that you have a much better reception... I can only guess that you are intentionally radiating both a horizontal signal — like the one all along — and a vertically polarized component as well. Believe me, I couldn't have asked for more." Mr. EDH, Frostburg, Md.

...Add Collins' vertically polarized antenna

The above is only a small part of the mail received by WGMS-FM in Washington, D.C. after they updated with Collins Type 300 vertically polarized antenna.

You too can take advantage of this "circular polarization" technique. Here is what the Type 300 can do for you:

- Fills in shadow areas
- Reduces null effects
- Improves fringe area reception
- Vastly improves car radio reception
- Provides redundancy when used with two power amplifiers
- Maintains FM stereo quality
- Improves SCA operation.

The Type 300, which costs no more than your present horizontal bays, is easily installed on your existing tower and is compatible with your transmitter. Delivery within 45 days of receipt of order. Contact your Collins Sales Engineer today.

COLLINS RADIO COMPANY • Dallas • Cedar Rapids • Los Angeles • New York • International, Dallas
Barnett gets first OK for II-A station

History of a kind was made by a sharply divided FCC last week. The commission, on a 4-3 vote, made its first grant of an application for a II-A station, one that will operate night as well as day on one of the 13 clear channels the commission ordered duplicated three years ago.

The permittee is John A. Barnett, who will build his station in Roswell, N. M., on 1020 kc, the clear channel on which KDKA Pittsburgh currently operates exclusively at night. The commission last week dismissed, for lack of standing, a petition that was filed by Westinghouse Broadcasting Co., licensee of KDKA opposing Mr. Barnett's application.

The grant of the application came three weeks after the commission instructed the staff to complete the processing of the 14 II-A proposals on file. The applications affect nine of the clear channels (Broadcasting, June 29).

Mr. Barnett, who owns KWS-TV Roswell, was authorized to build a station to operate with 10 kw-N and 50 kw-LS, with differing directional antennas day and night.

Split Commission * Commissioners voting for approval were Chairman E. William Henry and Robert T. Bartley, Kenneth A. Cox and Lee Loevinger. Commissioners Frederick W. Ford, Robert E. Lee and Rosel H. Hyde dissented.

Commissioners Ford and Lee felt that the grant should have been conditioned on the Roswell station protecting KDKA. In the event the Pittsburgh station's power is boosted from 50 kw to 750 kw.

The commission is considering authorizing higher power for the dominant stations on the unduplicated clears. But Commissioners Lee and Ford feel that dominant stations on all the clears, including those to be duplicated, should be left in a position to increase their power.

Commissioner Hyde was concerned about the general question of whether the service to be offered by the proposed Roswell station would outweigh the loss of service provided by KDKA.

The theory behind the II-A stations is that they will provide new nighttime service to underserved areas while limiting to "a minimum" any loss of existing service. The Roswell II-A, according to Mr. Barnett's application, will offer a first nighttime service to a population of 13,600. Its service area will cover a "white area" of 2,320 square miles.

Boston U plans to start in black

Faced with competition from three commercial VHF's in the market, Boston's newest station, WUMS-TV, a half commercial, half educational U, expects to go on the air in September "in the black."

Austin A. Harrison, general manager of the station, owned by the Catholic Archdiocese of Boston, said he expects to have more than $300,000 in local and area business within the next few weeks. He said he has about $200,000 signed now.

Mr. Harrison said the buys are being made in a "charter advertiser deal for one year." The largest buy on the station has been for $35,000 by DeMambro Electronics Co. of Boston.

The advertisers, he noted, are in part "buying some blue sky," but the station is needed in the community and "we feel we can deliver." He said the station will undertake a strong promotion for UHF converters and all-channel sets to provide the audience.

On channel 38, WUMS-TV will program noncommercially from 9:15 a.m.-3 p.m., Monday-Friday and will be part commercial, part noncommercial in morning and afternoon on weekends. The remainder of the weekly broadcast schedule will be commercial time with syndicated series and feature films making up the bulk of that portion of the program schedule at the outset.

RKO defends CATV holdings by stations

RKO General last week told the FCC that the ownership of community antenna television systems by television stations does not fall under the provisions of the commission's ownership rules and presents no violation of the principle of those rules.

RKO, which owns 29 CATV systems and five television stations, assured the commission that "a CATV system serving solely as a master antenna originates no information, news or opinions of its own. Thus, it cannot be a dominant or monopolistic source of such information."

The group CATV and TV owner urged that the commission drop its inquiry into CATV ownership by TV licensees. Comments in the inquiry are due Sept. 18.

But, RKO said that if a TV owns a CATV that originates programming the commission may find it appropriate to consider what degree of concentration of control results. RKO added that if the CATV were outside the TV's service area this would not be necessary.

RKO warned that "no precipitous action should be taken by the commission to prevent the joint ownership of television stations and CATV systems."

Court backs FCC on fee charges

The right of the FCC to collect fees for processing applications, instituted last March, has been upheld by a federal court in Chicago.

The U. S. Court of Appeals for the Seventh Circuit unanimously held that the FCC's action was based on a provision of the 1952 appropriations authorization act, that is constitutional and that the FCC was neither arbitrary nor exceeded its authority in imposing the fee schedule.

Circuit Judge Roger J. Kiley found that the FCC had given all parties the chance to comment and object and had also made changes in the original tariffs after hearing objections.

He also said it is fallacious to argue that Congress meant that the fees for
each service should be self-sustaining as nearly as possible, that the FCC has not done this and thus has discriminated against some users of the spectrum in favor of other users.

“The self-sustaining principle is but one of the factors to be considered by the commission in distributing the burden of costs, and there is no necessity that it be given the same weight in setting each class of fees...” he said. One of the arguments by the petitioners is that the fees for broadcasting services do not begin to equalize the expenditures by the FCC for radio-TV.

Joining Judge Kiley were Circuit Judges Elmer J. Schnakenberg and Luther M. Swygert.

The appeal from the FCC’s decision to charge fees for applications was made last December when 10 petitioners, mainly aeronautical interests, including WISM-AM-FM Madison, Wis., asked the court to reverse the FCC (BROADCASTING, Dec. 16, 1963). The case was argued last April. Lawyers are studying the decision to determine whether to appeal.

CBS Foundation makes grants

The CBS Foundation last week announced the award of $122,000 in grants to 23 colleges, universities and educational organizations as part of its educational support program. Included are nine unrestricted $3,000 grants to nine institutions in recognition of services to CBS by alumni who are network executives.

The nine are: Edward R. Kenefick, WBBM-TV Chicago sales manager (University of Notre Dame); John W. Kiermaier, CBS News director of Voter Profile Analysis (Wesleyan University); David Klinger, vice president, administration, CBS News (Fordham University); William M. Materne, CBS-TV eastern sales vice president (Hamilton College); Robert C. Mayo, managing director for CBS Ltd. and CBS in Europe (Princeton University); Jay McMullen, CBS News producer (Columbia University); Franklin B. Rohner, vice president, business affairs-Hollywood, CBS-TV (Stanford University); John Sharnik, CBS News producer (Harvard University), and Richard Siemanowski, CBS News producer (University of Chicago).

Unrestricted grants of $10,000 each went to Bryn Mawr College, Cornell University, Johns Hopkins University, Massachusetts Institute of Technology and Yale University, and $20,000 to Columbia’s graduate school of business. Several associations of colleges received...
Television in the eyes of 3,136 women respondents

A survey among members of the General Federation of Women's Clubs last week supported television's efforts to expand its public affairs programing but found fault with some of its commercial practices.

The National Audience Board, New York, which sponsored and conducted the survey, said it showed:

- Two out of three respondents (64%) favor legislation that would permit TV "debates" between major presidential candidates (31.2% oppose such legislation, 4.8% have no opinion).
- Seven out of ten (71.5%) favor TV news coverage of legislative sessions, hearings, etc., on the same basis as newspapers and magazines (23.4% oppose, 5.1% have no opinion).
- Seven out of ten (72.6%) would like to see a reduction in the number of commercials per hour, while two out of ten (22.8%) favor maintaining the present number (0.4% favor more commercials, 4.2% have no opinion). This question included a reminder that "television is supported by commercials."
- Respondents were almost evenly divided on whether TV commercials "have improved in quality and good taste in the past year," but the negative opinion was slightly ahead (47.6% to 43.8%, with 8.6% reporting no opinion).

The Audience Board, a nonprofit organization representing civic, cultural, business, educational and church groups, said there was a high correlation between respondents in favor of keeping the present number of commercials and those who said they thought commercials have improved in the past year.

Respondents also indicated they would like movies on TV interrupted less frequently, suggested that many commercials "insult the intelligence" and that repetition of words or phrases in commercials—and of commercials themselves—is a frequent cause of irritability.

The board reported that most respondents who mentioned government control of commercials opposed it, and that pay television was opposed more often than favored but wasn't mentioned enough, either way, to provide a "conclusive judgment."

The report also said the study found "strong evidence that commercials sell products." Commercials for duPont, General Electric, Hallmark, Kraft and U. S. Steel were mentioned as having been singled out for praise by viewers.

The Audience Board, which is headed by Peter Goel, said that in its survey it distributed more than 20,000 questionnaires among members of the General Federation of Women's Clubs and got back 3,136 replies. The respondents also were asked to comment specifically on commercials in feature films as compared to commercials in other types of programming.

our experience can be your best protection

Hundreds of clients can attest to the reliability of our service. We do not send out lists; each transaction is handled on an individual basis. And our deep knowledge of ever-changing markets provides both buyer and seller with the facts they need to do business in a highly complex area.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. CHICAGO ATLANTA BEVERLY HILLS
James W. Blackburn William B. Ryan John G. Williams Colin M. Selph
Jack V. Harvey Hub Jackson John C. Williams Bank of America Bldg.
RCA Building Jackson 5-1576 Beverly Hills Calif. Crestview 6-8151
Federal 3-9210

... ... ...

grants totaling $25,000 to be distributed among their members.

CBS said that the foundation, in its 11th year, has contributed $1,680,000 to higher education and that $386,000 has been in the forms of gifts on behalf of CBS executives. As instituted, the foundation presents an unrestricted grant of $3,000 to each institution for each graduate who is a CBS employee and who qualifies based on length of service as well as level of responsibility.

The foundation's board is made up of Ralph F. Colin, Dr. Leon Levy (both CBS, Inc. directors), Goddard Lieberson (president, Columbia Records), Mrs. Millicent C. McIntosh (president emeritus of Barnard College), and Dr. Frank Stanton (president of CBS Inc.).

Changing hands

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

- WTMP Tampa, Fla.: Sold by Robert Rounaville to Joe Speidel III for $250,000. Mr. Speidel already owns WOIC Columbus, WPAL Charleston and WYNN Florence, all South Carolina; WHHI Portsmouth, Va.; WSOK Savannah. Mr. Rounaville retains WATL-TV Atlanta, WLOU and WTMJ-TV Louisville, WCIN Cincinnati, WVOL Nashville, WYLD New Orleans and WFUN Miami. WTMP is on 1150 kc with 5 kw fulltime.

- KOFE Pullman, Wash.: Sold by M. William Wippel to Kellie R. Lowe Jr. for $70,000. Mr. Lowe owns a Memphis electronics firm. KOFE is a 1 kw daytime on 1150 kc. Broker: Edwin Tornberg & Co.

- WYEY Sanford, N. C.: Sold by Gale P. Lewis to Stanley Fox, Irving Fox and Seymour Dworsky for $50,000, an $18,000 contract not to compete and a $15,-
Congress asked to ease Communications Act

The FCC has asked Congress to liberalize provisions of the Communications Act barring conflict of interest on the part of members and employees of the commission.

The commission, in a message accompanying and explaining the draft bill submitted to the House and Senate commerce committees, said existing law is too restrictive in light of developments since it was passed in 1934.

Media reports...

WABC moves. WABC New York last week moved its offices and studios to 1928 Broadway. The previous mailing address, 7 West 66th Street, and phone number, Susquehanna 7-5000, remain the same.

TV and politics. Television Information Office last week began distributing its new bibliography, Television in Government and Politics, to its sponsor stations. TIO reported it will also mail copies to several legislators, editors, political commentators, writers, librarians, and educators.

New North Carolina CATV. Jackson-ville Cable Television Co., Jacksonville, N. C., has signed a contract with Entron Inc., Silver Spring, Md., to install a community antenna television system, scheduled to begin operation in the fall. Cost was estimated at about $300,000. Service would include at least six commercial TV channels.

Station’s view. The U. S. District Court in New York last week scheduled a hearing on July 27 to receive plans for implementing a reapportionment of the New York state legislature, which has been advocated for several years by WMCA New York. The U. S. Supreme Court, to which WMCA had brought the case, ruled on June 15 that the present system was unconstitutional but its decision did not take effect until last week when the federal court in New York affirmed the unconstitutionality of the present method.

Station switches. ABC-owned WBKB (TV) Chicago has named Rink Wells Associates there as advertising agency replacing Geyer Morey Ballard Inc. which resigned the account.

EXCLUSIVE BROADCAST PROPERTIES!

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.

MIDWEST—Major market FM ONLY with ’63 gross of $49,000. Priced at $90,000 on terms. Contact—Richard A. Shaheen in our Chicago office.

EAST—Fulltimer serving single station market of 68,000. Total price $125,000 with 29% down, long terms. Contact—Barry Winton in our Washington office.
Europeans agree on Syncom Olympics

Live telecasting of the Tokyo Olympics this fall to the United States and Europe is step closer to reality this week following a meeting in Washington between a representative of the European Broadcasting Union and Communications Satellite Corp. officials.

Following a two-day session, the Europeans tentatively agreed to lend their support to the project by paying for the service as they receive it. This was conditioned, however, on arrangements for a jet plane to fly tapes of the Olympics to Europe from Tokyo via Halifax, N. S. Last month, following a meeting in Vienna, NBC agreed to contribute up to $200,000, and the Japanese Broadcasting Corp. up to $100,000 to aid in revising the antenna at Point Magu, Calif., a Navy ground station. NBC holds the TV rights for the Summer Olympics in the U.S.

At the same time, Comsat officials were negotiating with the Hughes Aircraft Corp., which has been studying methods of modifying the Point Magu antenna so it can receive TV signals relayed from Tokyo via Syncom III. Syncom III, designed to "hang" in stationary orbit over the Pacific, is scheduled to be launched next month.

Tentative plans call for the live TV signals to be beamed to Syncom, to Point Magu, across the U. S. to Buffalo, to Toronto, and then eastward via Canadian Broadcasting Corp. lines to Halifax.

At the meeting in Washington were George Straschnov, legal counsel, EBU; Ernest Braun, ZDF Network, West Germany; Aldo Riccioni, Italian Broadcasting Co., and Robert McGall, director, overseas services, CBC. They met with Joseph V. Charyk, president of Comsat, and other officials of the company.

7 Arts adds 408 hours to overseas catalogue

Seven Arts Associated Corp. has released 408 hours of programing for sales in overseas markets because of the rapid growth of TV abroad, Norman B. Katz, vice president in charge of foreign operations for the company announced last week (CLOSED CIRCUIT, June 29).

The catalogue of programing, "International/2," consists of 311 feature films, including 45 released since 1960; 100 five-minute Out of the Inkwell cartoons; 26 one-hour concerts featuring the Boston Symphony orchestra and seven quarter-hour stories titled Bon Soir. The new offering supplements the "International/1" catalogue of 133 hours which Seven Arts released abroad last year.

"Seven Arts is also preparing for the international growth of color TV," Mr. Katz observed. "Accordingly, of the total of 541 programing hours we are now offering the international market, 164 hours can be made available in color."

FC&B purchases Danish ad agency

Foote, Cone & Belding Inc., New York, has announced the purchase of Balling Reklame Bureau a/s of Copenhagen, one of Denmark's 10 largest advertising agencies with annual billings of about $1.7 million. The new agency will be known as FCB-Balling. All 47 Danish staff members are being retained. FC&B, the largest publicly owned agency in the U. S., earlier this year acquired an Italian agency—now FCB-Radara—and expanded its Paris branch into a full service office in France.

Coyle wants meeting on communications future

Donald W. Coyle, president of ABC International Television, has called on commercial and government broadcasting companies from every country to consider attending a conference he suggested be held at the New York World's Fair next spring. The conference would discuss the future of communications in the space age.

Mr. Coyle believes U. S. broadcasters should take the initiative in arranging such a meeting, which he added could pave the way for international cooperation in other areas. He issued his statement in recognition of the second anniversary of the launching of the Telstar I communications satellite.

Manx takes to the air

Radio Manx, the first commercial station on the Isle of Man, off Britain's northwest coast, has begun regular daily broadcasts on VHF.

The government of the island has given approval for the station to operate on medium wave but this has been held up by the overriding veto of the British post office. The current schedule provides for broadcasts between 8-11 a.m. daily with 1 kw so that programs can be heard only on the island. No advertising is being carried at present.

Station holdings sold

Associated Television Ltd., one of Britain's major television companies, has sold its shares in several Australian radio and television stations for more than $5.6 million to John Fairfax Ltd., newspaper publishers. The sale does not include the Australian distributors of ATV's programs.

ATV said it felt, as one of the world's largest producers of television programs, that it was essential to be able to deal on equal terms with all Australian television outlets and therefore had sold its interests in individual stations.

Abroad in brief . . .

Agency named = Erwin Wasey, Ruthrauff & Ryan, Cologne, Germany, named to handle advertising for Marley Werke GMBH's Consort Flooring. Billing on account is estimated at $125,000.

Favorite down under = The number one TV show in Australia is McHale's Navy, according to the Anderson Survey, whose latest rating report credits the program with a regular down under audience of over a million viewers. Series is produced by Universal-TV and broadcast in the U. S. on ABC-TV.

Canadian expansion = CJON-TV St. John's, Nfld., and its satellite stations in Newfoundland, join the CTV television network in September, making available for the first time to viewers in Newfoundland a choice of television programs. The Canadian Broadcasting Corp. will open its own station in St.
John's this fall, along with satellites in other parts of the island province. The addition of CJON-TV gives Canada's three-year old second network 72% of Canadian television homes as coverage with 12 stations and 13 satellites.

Continental links = ITT subsidiary, Standard Telephones & Cables Ltd., will supply new microwave radio links, worth an estimated $500,000, between London and Lille, France. The new links, ITT said, will boost number of international telephone circuits and also will provide a permanent 625-line European TV channel to replace BBC's temporary system between London and Folkestone on the English Channel.

D'Arcy to Sweden = D'Arcy Advertising Company announced last week it has formed a joint company in Stockholm, with Troost, Werbeagentur GWA of Dusseldorf, Germany, and Allmanna Annonsbyran of Stockholm. The new AAA-Troost-D'Arcy company will also have a branch operation in Norway, in addition to main offices at Friggagatan 10, Stockholm.

UA-TV named by Wolper = United Artists Television has acquired the foreign distribution rights to David L. Wolper's Men in Crisis, 32 half-hour programs. UA-TV also handles foreign and domestic sales on Wolper's 12 one-hour documentary specials and The Story of — series.

New Canadian FM's = CFBC Saint John, N. B., has been recommended by the Board of Broadcast Governors of Canada for an FM license on 98.9 mc with 5.5 kw; Gordon E. Walburn has been recommended for an FM operation at Saskatoon, Saska., with 6.02 kw on 103.9 mc, and James H. B. Browne of CKOV Kelowna, B. C., has been recommended for an FM station at Kelowna on 104.7 mc with 3.8 kw power.

DBB opens London office = Doyle Dane Bernbach Inc., New York, has begun operations in London in a temporary office prior to moving into permanent offices early in August. A British company, Doyle Dane Bernbach Ltd., has been registered with a capital of $28,000.

Ned Doyle, executive vice president of DDB Inc. has been in London recently with other executives of the agency seeking prospective British clients.

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Sarnoff predicts computerized future

The electronic computer will play an increasingly vital role in the future in such areas as politics, work, leisure, education and health, David Sarnoff, RCA board chairman, said last week.

Combined with TV and other communication techniques, computer use by 1980 will be extended to voting from the home, he predicted.

In a speech before the American Bankers Association Computer Conference at the New York World's Fair, General Sarnoff said that computers in the future could help solve such complex social problems as urban planning and renewal, conservation, air and water pollution, job retraining and poverty.

By 1980, he predicted computers "will respond to handwriting, to images and to spoken commands. They will commute tirelessly with one another over any distance. They will recognize a voice, a face or a symbol among tens of thousands . . . and will have the power to learn through experience."

In other areas, General Sarnoff said that four and five-hour work days are more likely in the future when the computer can be used to enable executives to exchange information by closed-circuit TV, so that more and more business may be transacted without employees having to go to an office.

People with more leisure time will come to make use of computerized cultural centers which can make available instantly information on any given subject, he said. Computers will take over much of the routine instruction of students, allowing the teachers to develop the special abilities and interests a student may display.

General Sarnoff also envisioned a medical record for every citizen, begun at birth, that "will be constantly updated in a central computer or regional computer" that doctors may consult immediately to get accurate information.

Hill to hear advocates for excise tax cut

Spokesmen for the National Association of Broadcasters and Electronics Industries Association have been scheduled July 28 to present to the House Ways & Means Committee statements favoring reduction of the 10% federal excise tax on all-channel television receivers. Also appearing on this question that date will be representatives of the National Association of Educational Broadcasters and the National Appliance and Radio Dealers Association (Broadcasting, July 13).

The committee will hear a request for relief from the 10% excise tax on communications on Aug. 3 by Robert D. L'Heureux, general counsel of the National Community Television Association.

New overlap rules hit as 'uneasy compromise'

Broadcasters last week continued their criticism of the FCC's newly adopted overlap rules, lodging further pleas for reconsideration of the new ownership regulations.

The Association on Broadcasting Standards, representing regional AM stations, said the new rules "would bar improvement of service to the public by existing facilities on the basis of one artificial standard."

The rules require minimum mileage separation for AM and FM radio and
television stations (Broadcasting, June 8). The commission, in the future, will make no grants that create grade B overlaps of commonly owned TV stations or result in 1 mw/m contour overlaps of AM and FM stations.

ABS characterized the 1 mw/m standard as an "uneasy compromise" between the 2 mw/m service needed in urban areas and the .5 mw/m required for rural areas. The association said the new standard was technically unsound and said the commission should return to the 2mw/m contour on a case-by-case basis. ABS also said the grade B contour standard for judging TV's is equally unsound.

Metromedia Inc. and Storer Broadcasting Co. also urged the commission to revert to its former standards and the case-by-case approach to overlap situations.

Metromedia said: "Since there is no reasonable factual and legal basis... supporting the new rules, the rules must fail." The group owner also urged, if the rules are not rescinded, that the commission not apply the television standards to UHF, but consider the service apart from VHF.

Ampex delivers VTR's for GOP convention

TV coverage of the doings in San Francisco was aided by the delivery of 10 Ampex VR-660 portable Videotape recorders—six to ABC and four to NBC—first deliveries on a $2 million backlog of orders, Ampex reports.

Installed in station wagons, these units were used to cover such events as the arrival of former Vice President Richard M. Nixon at the airport, his news conference a little later and interviews with various political notables for insertion into the network broadcast at the first opportunity to interrupt live coverage of the proceedings at the Cow Palace, with sometimes as little as five minutes between taping and airing.

The VR-660 costs $14,500 and when installed in a station wagon can be operated by a two-man crew, contrasted with more than $50,000 for a full-scale VTR machine which, for mobility, requires a large van and a large crew.

Over 200,000 have seen FCC's 'UHF Story'

The FCC's slide-audio tape presentation, "UHF Story," has become a best-seller in the broadcast industry, according to figures on the tape's circulation released by the commission.

The 15-minute presentation illustrates the development of UHF, prospects for the service and suggestions on UHF antenna installation. The commission said the Electronic Industries Association has indicated that about 150,000 television dealers, distributors and service technicians have viewed the film. The commission estimated that an additional 50,000 persons also have seen it.

The commission said broadcast stations, educators, schools, clubs and others have made copies of the "UHF Story." It noted that it also was shown at the annual convention of the National Community Television Association in Philadelphia (Broadcasting, June 22).

The material is available on a 30-day loan basis upon written request to the Office of the Chief Engineer, FCC, Washington, D. C., 20554.

Visual brings out new AM-FM transmitter line

Visual Electronics Corp., New York, last week announced a new line of AM-FM transmitters. Visual said the transmitters were of high-quality, a market that, it said, has now opened up "with the end of the FCC freeze on AM-FM construction" for new construction and for facility expansion.

Visual will newly market 250-w, 1-kw, 10-kw and 50-kw FM transmitters, and 1, 5, 10 and 50-kw AM transmitters. (FM transmitters, the announcement said, are designed for "precise, stable operation with stereo and/or SCA subcarriers").

KPRC-AM-TV gets radar gear

KPRC-AM-TV Houston has installed a new M-33 radar weather antenna which it says gives it a 250-mile range in weather scanning ability.

The new equipment is the same type used to track targets for the Nike Zeus missile system. The antenna is mounted on a 75-foot tower.

Technical topics...

New tape • Eastman Kodak, Rochester, N. Y. has announced a new triple-play audio tape with high-output oxide applied with advanced coating techniques for a signal-to-noise ratio that, according to Kodak, is as much as 6 db's greater than conventional triple play tapes. The new tape is available on 600, 1,800 and 3,600-foot reels.

Cutting color cost • Curtis Mathes Co., Dallas television manufacturer, last week introduced a new price leader color receiver at $359.95, undercutting the previous low of $369.95 set earlier by Emerson for its 21-inch leader. Sears, Roebuck & Co., however, has a 16-inch Japanese color set in test marketing in Chicago at $349.

Relay development • RCA last week introduced a new wide-band FM microwave relay system for high-quality transmission of color or black-and-white TV signals in the 10.5-13.25 gigacycle frequency range. The new system has transmitter power of 350 mw generated by a new type of klystron with an inherent frequency stability common to most low-band reflect klystrons.

Land or sea, the news will be covered

Bob Robinson, news director (1), and John Goldsmith, newsman, take a trial dip in the latest addition to the WWDC Washington news department. The Amphicar, Scoop, comes equipped with bilge pump, propellers, whitewall tires and a paddle—for emergencies.

[Image: A news studio setting with Bob Robinson and John Goldsmith.]
TV income brightens
MGM fiscal picture

Income from television played a key role in the financial surge achieved by Metro-Goldwyn-Mayer in the 40 weeks ended June 4. MGM's net income for the period rose to more than $3.7 million, as opposed to a loss of more than $12.3 million for the 1963 period. The per-share worth of stock in the firm rose to $1.43 from a loss of $4.79.

MGM's gross television income for the 40 weeks was $8,442,000 for the licensing of feature films and shorts to TV stations and $22,418,000 for series and commercials produced specifically for television. Corresponding earnings in each area for the same period in 1963 were $4,972,000 and $12,824,000.

Its third quarter report also said MGM is preparing five series for network presentation this fall—Dr. Kildare, Mr. Novak, The Man from U.N.C.L.E., Flipper (all on NBC-TV; second two are new) and Many Happy Returns (new show slated for CBS). A "number of new series" was reported to be in the works for the following season.

Forty weeks ended June 4:

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<tr>
<th>Earned per share</th>
<th>1964</th>
<th>1963</th>
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<tr>
<td>(loss)*</td>
<td>$1.43</td>
<td>$(4.79)</td>
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<tr>
<td>Gross revenues</td>
<td>124,755,000</td>
<td>101,532,000</td>
</tr>
<tr>
<td>TV revenue</td>
<td>36,860,000</td>
<td>17,780,000</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>(9,672,000)</td>
<td>(23,627,000)</td>
</tr>
<tr>
<td>TV income</td>
<td>7,950,000</td>
<td>4,273,000</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>3,720,000</td>
<td>(12,358,000)</td>
</tr>
</tbody>
</table>

*Based on 2,688,386 shares outstanding.

McCall stock could bring $15 million

McCall Corp. last week was reported to be planning a public offering of 500,000 shares of its common stock on Aug. 4. A registration statement with the Securities and Exchange Commission is expected shortly.

It was expected that the new McCall offering would yield some $15 million but there was no immediate indication what the funds would be used for. McCall, it's known, has been actively seeking properties.

McCall entered the broadcast scene last spring when it was learned that the publishing house and Hunt Foods (a 35.5% owner of McCall) had a combined investment of 4.5% (207,500 shares) of the outstanding common stock of American Broadcasting-Paramount Theaters Inc.

McCall said then that its finance committee had authorized up to $5 million investment in AB-PT. It was also reported that Norton Simon, who sits on the finance committees of both Hunt Foods and McCall, sought representation on the AB-PT board. That possibility was blocked, however, when AB-PT stockholders on May 19 voted to abolish cumulative voting for board members (Broadcasting, May 25).

Desilu shows profit after loss in '63

Desilu Productions showed a profit of 66 cents a share for the year that ended May 1, as compared with a loss of 54 cents a share for the previous year. In her report to stockholders, Desilu President Lucille Ball attributed the improved showing to increased activity in all phases of the company's operations as well as to the absence of the extraordinary cost adjustments which created the net loss for the year ended April 27, 1963. No further such extraordinary costs adjustments are foreseen by Desilu's management, Miss Ball said.

No dividends were declared, but the board is continuing to study the feasibility of resuming dividend payments. The president disclosed that Desilu has been buying its own stock in the open market, on the feeling that the recent market price of the stock was lower than its actual value. An expenditure
of $281,610 has brought treasury stock holdings to 38,000 shares.

Television rentals of Desilu facilities are at an all time high, Miss Ball reported, with 15 TV series using space and services, in addition to her own series, The Lucy Show, which continues on CBS-TV. The Lucy Show is the only Desilu entry on the network lists for 1964-65, but the president said that the company now has more program series in the early stages of development than ever before. More than 20 programs are being prepared for the 1965-66 season.

In the past year, Oscar Katz joined Desilu as executive vice president and Herbert F. Solow as general program executive, Miss Ball reported. Mr. Katz came from CBS-TV, Mr. Solow from NBC-TV. Desilu also retained Ashley Famous Co. as its sales representatives for TV programming. Desilu’s own syndication branch, Desilu Sales, is putting The Greatest Show on Earth, which was on ABC-TV last season, and Glynis on CBS-TV, into worldwide distribution, with other TV series including The Lucy Show which is now being broadcast in 25 countries, Miss Ball reported.

Twelve months ended May 1:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.68</td>
<td>$0.54</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gross income</th>
<th>23,885,253</th>
<th>21,868,261</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income</td>
<td>794,261</td>
<td>665,387</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,223,631</td>
<td></td>
</tr>
</tbody>
</table>

( ) Indicates a loss.

Reins on Comsat sales

The FCC last week adopted rules to safeguard against speculation on Communications Satellite Corp. stock by communications common carriers that have purchased shares.

Effective Aug. 5, common carriers may not sell their holdings to any person or party, other than another stockholding common carrier, before June 1, 1965. Stock pledging and transfers are also prohibited under the new rules.

Comsat filed the sole comments on the rules, charging that they “would restrict generally the transferability of shares” as well as their marketability (Broadcasting, June 29).

Common carriers own 50% of the stock of Comsat, investing $100 million.

Metromedia booms in first half of year

Metromedia Inc. last week reported revenues up 60% and net income at a record high on a comparative basis for the first half of the year. And for the 13 weeks ended June 28 gross revenues were also up 60%, with income increased over the like period a year ago.

John W. Kluge, president and chairman of the company, which operates radio and TV stations through Metropolitan Broadcasting, said that the increase in the record earnings for the first half was achieved despite interest and depreciation charges being double those of a year ago and an increase of more than 100,000 in the company’s outstanding shares.

26 weeks ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.07</td>
<td>$1.93</td>
</tr>
<tr>
<td>Net income</td>
<td>2,016,110</td>
<td>1,638,228</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>44,859,102</td>
<td>27,978,446</td>
</tr>
</tbody>
</table>

Plough earnings up 12 cents

Plough Inc., Memphis pharmaceutical company with broadcast holdings, last week reported record sales and earnings for the first half of 1964. Plough Broadcasting Inc. a subsidiary, was cited as contributing favorably to the financial boom.

First six months:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income per share*</td>
<td>$0.92</td>
<td>$0.80</td>
</tr>
<tr>
<td>Net income</td>
<td>31,100,000</td>
<td>28,500,000</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>4,850,000</td>
<td>4,400,000</td>
</tr>
<tr>
<td>Net income</td>
<td>2,250,000</td>
<td>2,250,000</td>
</tr>
</tbody>
</table>

*Based on 6,951,000 shares outstanding in 1964 and 6,139,000 in 1963, both adjusted to reflect the dividend.

Scripps' income increases

Scripps-Howard Broadcasting Co. has reported increased income over the comparable periods last year for the three periods of four weeks each ended June 13. For the six periods ending the same time, its net income was $1,578,928, compared with $1,488,504 in 1963.

Twelve weeks ended June 13:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income per share</td>
<td>$0.23</td>
<td>$0.20</td>
</tr>
<tr>
<td>Net operating revenues</td>
<td>3,590,695</td>
<td>3,455,842</td>
</tr>
<tr>
<td>Net income</td>
<td>857,527</td>
<td>777,374</td>
</tr>
</tbody>
</table>

Jones sells CBS stock

Merle S. Jones, vice president and member of the board of CBS Inc., sold 5,000 shares of CBS stock during June, it was reported last week. The shares, according to the closing price of the stock, represented an estimated value as of June 30 of $232,500. The transaction reduced Mr. Jones’s holdings to 13,686 shares of CBS stock, according to reporting under the Securities Exchange Act. CBS is listed on the New York Stock Exchange. Mr. Jones is president of the CBS Television Stations Division.

Ampex ’64 earnings show 11-cent jump

Record sales and earnings were reported by Ampex Corp. for fiscal 1964, ended May 1. Earnings per share have grown from a 51-cent deficit in 1961 to a 41-cent profit in 1962, 65 cents in 1963 and 76 cents in 1964, William E. Roberts, president, stated in his report to shareholders. More than two-thirds of the sales made during the year (69%) came from 97 new products introduced by Ampex in the last three years, the result of research and development programs totaling $55 million in the past five years. It is anticipated that Ampex will introduce another 35 to 40 new products in the current fiscal year.

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.76</td>
<td>$0.65</td>
</tr>
<tr>
<td>Net sales</td>
<td>140,040,000</td>
<td>118,886,000</td>
</tr>
<tr>
<td>Federal and foreign income taxes</td>
<td>4,040,000</td>
<td>3,945,000</td>
</tr>
<tr>
<td>Net income</td>
<td>6,951,000</td>
<td>5,988,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>9,180,261</td>
<td>9,126,700</td>
</tr>
</tbody>
</table>

Gross profits up

Gross Telecasting Inc., Lansing, Mich., showed increased profits for the first six months of this year over the corresponding period in 1963. Revenue was up 4.5% and earnings 11%.

Six months ending June 30:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.96</td>
<td>$0.86</td>
</tr>
<tr>
<td>Revenue</td>
<td>1,375,880</td>
<td>1,318,867</td>
</tr>
<tr>
<td>Earnings</td>
<td>382,769</td>
<td>344,637</td>
</tr>
</tbody>
</table>

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BROADCASTING, July 20, 1964
Louis Faust, New York sales manager and VP since January 1961, elected executive VP of Blair Radio, division of John Blair & Co. Elected VP's of Blair Radio: Frank Carter, manager of division's Dallas office, Stuart Cochran Jr., manager of Chicago office, and Ernest Kitchen, manager of Boston office. Mr. Faust, formerly with The Biow Co. and William Eddy Co., has been with Blair since 1954. Wells H. Barnett resigns as station development director of Blair Radio, New York, after 18 years with firm. He has accepted several consultancies in radio programming and promotion, areas in which he specialized since 1957 at Blair.

Hadley P. Atlass, VP and director of marketing services and sales promotion at Young & Rubicam, New York, elected senior VP and member of management committee. Peter F. Callery appointed executive director of agency's marketing services and sales promotion department. He was also named alternate member of plans board. In same department, Gilbert J. Headley, Andrew A. Olson and Jack N. Highsmith appointed supervisors in marketing services. Mr. Atlass joined Y&R in 1944, was elected VP in 1959 and director of marketing services department in 1961.

James H. S. Pierson joins McCann-Erickson, New York, as VP. He was formerly VP and account supervisor at BBDO, that city, and earlier account executive at Benton & Bowles.

Robert D. Ossenberg, national sales manager of wtvw(tv) Evansville, Ind., promoted to commercial manager in charge of national and local sales.

Leonard G. Blumschene Jr. joins Maxon Inc., New York, as VP and creative head of Gillette toiletries account. Mr. Blumschene was with Dancer-Fitzgerald-Sample for past 10 years, most recently as VP and copy supervisor. Larrie Furst also joins Maxon as assistant account executive on Gillette Safety Razor Co. account. He moves from Ogilvy, Benson & Mather.

Richard N. Anderson and Elizabeth S. Eddy, creative supervisors, elected VP's of Benton & Bowles, New York.

Foote, Cone & Belding last week elected three new VP's: James L. Leindecker, group head art director; John G. Avrett, copy group head, and Thomas Knitch, group head TV art director, all New York.

Roy Lamont, formerly with wrva-tv Richmond, Va., joins wpmy-tv Greensboro, N. C., as account executive.

Wayne Grant appointed account executive at wemp-am-fm Milwaukee.

Martin S. Pollins appointed eastern sales manager of ABC Television Spot Sales, New York, effective Aug. 1. Mr. Pollins joined organization at its inception in summer of 1961, was previously with NBC in sales for six years. He served as account executive. ABC Television Spot Sales represents ABC-owned wabc-tv New York, wbko(tv) Chicago, wxzy-tv Detroit, kgo-tv San Francisco, and kabc-tv Los Angeles.

Art Jacobsen, sales manager of ktw Seattle, joins kol-am-fm, that city, as account executive.


Richard Steenberg, account executive with ABC Television Network Sales, New York, joins CBS Television Network Sales, that city, in similar capacity.

Robert D. Henklein, advertising manager of The Nestle Co., White Plains, N. Y., promoted to manager of advertising and sales promotion. He fills vacancy created by promotion of Charles F. Fleischmann (Broadcasting, July 13). Before joining Nestle earlier this year, Mr. Henklein was resident manager of National Brewing Co. of Michigan. Walter G. Fitzgerald appointed supervisor of consumer research for Nestle. Mr. Fitzgerald's former post of senior research analyst will be assumed by Robert H. Nuemann, junior research analyst.

Art Berla, formerly chief time buyer at BBDO, New York, joins wpix(tv) New York as account executive.

Terrence McGuirk, account executive in New York office of Storer Television Sales, appointed national sales manager of Storer Broadcasting Co.'s waga-tv Atlanta. Before joining Storer TV Sales when representative firm was organized in 1961, Mr. McGuirk worked in broadcast sales at CBS for 10 years. As national sales manager, he assumes responsibilities of Paul Raymond, formerly general sales manager, who was named waga-tv station manager in June.

Richard Janssen, for past two years with Detroit office of Metro Radio Sales, division of Metromedia Inc., appointed general sales manager of Metromedia's whkam-fm Cleveland.

Stanley Bokota, formerly with Chicago Tribune, joins tatham-Laird, Chicago, as marketing analyst.


Jay J. Heitin, director of sales at wnbc-tv New York from 1952 until
September 1963 and since that time teacher at City College, Santa Barbara, Calif., joins Television Information Office in New York as executive director. He succeeds Lawrence Creshkoff, who joined CBS (Broadcasting, July 13).

William L. Calhoun rejoin Young & Rubicam, New York, as account supervisor after four-year absence. Mr. Calhoun at one time was VP and account supervisor in Y&R's New York contact department.

Sam B. Vitt, VP in charge of media and programming at Doherty, Clifford, Steers & Shenfield, New York, and with agency since 1956, joins Ted Bates & Co., that city, as VP and executive director of media and programming, effective today (July 20). Mr. Vitt, formerly with The Biow Co., Benton & Bowles and CBS, succeeds William J. Kennedy, whose future plans will be announced shortly.

John R. (Bob) Kelly joins Cunningham & Walsh, New York, as VP and creative director. Mr. Kelly was formerly VP and associate creative director at BBDO, Chicago. His duties at BBDO most recently included supervision of Alberto-Culver account.

Emanuel F. Bosio, senior analyst at RCA, Camden, N. J., joins J. M. Korn & Son, Philadelphia, in new post of administrative assistant to president.

Leon H. Lowenthal, director of sales development for Taft Broadcasting Co., Cincinnati, appointed manager of company's new sales office in Cleveland. Mr. Lowenthal joined Taft in 1958 as general manager of WKRC-FM Cincinnati, was appointed to sales development post in May 1962. Taft stations are WKRC-AM-FM-TV Cincinnati and WTVM-AM-FM-TV Columbus, both Ohio; WBRG-AM-FM-TV Birmingham, Ala.; WKTY-TV Lexington, Ky.; WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa.

George H. Newi, named account executive, eastern division, ABC-TV network sales. Mr. Newi was formerly director of sports sales.


Clair J. Gross, formerly owner and general manager of KRCB, Omaha-Council Bluffs, appointed VP and manager. Weightman Inc.'s (Philadelphia) newly established Omaha office at Omaha National Bank building. Previously, Mr. Gross was regional director of broadcast media at Bozell & Jacobs, Omaha.

Mary R. Richards, M.D., joins Sudler & Hennessey Inc., New York, as medical director. She will consult on copy related to her field.

Mike Navarro, account executive with Grey Advertising, Beverly Hills, Calif., elected chairman of Advertising Communications Club of Los Angeles. Bill Thompson, kons Los Angeles, is vice chairman; John Seitz, Swafford Advertising, treasurer; Dick Conca, Robert W. Walker Co., secretary.

Hubert M. Tibbetts named senior VP-marketing and sales at Borden Foods Co., New York. He joined Borden last year as VP in charge of marketing.

Ed Denten, with sales staff of WIBQ (TV) Chicago, named NBC-TV Spot Sales account executive there succeeding William Thompson, who transfers to similar post in New York. James Swehla, for three years in Chicago office of Edward Petry & Co., replaces Mr. Denten at WIBQ.

Rolf Smith, formerly senior VP at Ted Bates & Co., New York, joins Doherty, Clifford, Steers & Shenfield, that city, as vice president and creative supervisor.

Barry R. Lewis, formerly with A. B. Dick Co. and Swift & Co., joins North Advertising, Chicago, as director of market research.

John J. Moffitt, formerly of Griswold-Shenandoah Advertising, joins WJW-TV Cleveland as local sales representative.

Cari Anderson, account executive and sportscaster at KMA Shenandoah, Iowa, assumes added duties as local sales manager.

John R. (Bob) Wright appointed to newly created post of director of sales service for AM Radio Sales Co., New York.

William R. Rapp, formerly director of ABC-TV's Queen for a Day program, named to radio-TV production staff of D'Arcy Advertising, St. Louis.

Alberta Pike, formerly head of her own public relations agency in Denver, joins Ball & Davidson Advertising, that city, as principal.

Robert Wulfhorst joins McCann-Erickson, New York, as senior media director, reporting to Alfred Sanno, VP in charge of media. Mr. Wulfhorst was formerly VP and director of media and research at Needham, Louis & Brorby, that city, and before that associate media director at Dancer-Fitzgerald-Sample, also in New York.

James S. Fish appointed general program chairman for Association of National Advertisers' annual meeting to be held at The Homestead, Hot Springs, Va., Nov. 8-11. Mr. Fish is VP and advertising director of General Mills and member of ANA board of directors.
Francis P. Brady, salesmen with WITI-TV Milwaukee, promoted to account executive.

Michael Luckoff joins Metro Radio Sales' Detroit sales staff. He had been sales representative at WJBK Detroit for past six years.

Philip A. Stumbo joins sales staff of Robert E. Eastman & Co., New York. Mr. Stumbo's past associations include Ted Bates & Co. and WABC-TV, both New York, and most recently as broadcast supervisor at McCann-Erickson, that city.

Douglas D. Shull, for past three years advertising-promotion manager of WOWO Fort Wayne, Ind., appointed to similar post at KYW-AM-FM Cleveland. Stations are owned by Westinghouse Broadcasting Co.

Frank Norton, formerly assistant production manager for J. Walter Thompson Co., Los Angeles, named advertising production manager of Purex Corp., Lakewood, Calif. He assumes responsibility for duties formerly handled by H. L. McCune, who will now concentrate on corporate advertising projects.

Betty Shirley, formerly of Doyle Dane Bernbach, New York, joins Papert, Koenig, Lois, that city, as casting director for radio-TV commercials.

Robert J. Elenz, formerly with Gardner Advertising, St. Louis, joins creative staff of Clinton E. Frank Inc., Chicago.

Richard F. Watrous joins Kenyon & Eckhardt, Providence, R. I., as creative director.

THE MEDIA

J. Warren Burke, since May 1961 general manager of KRST-AM-FM Minneapolis, elected to additional post of president of Radio Suburbia Inc., licensee of stations.

Abe G. Najamy, formerly of WLAD-AM-FM Danbury, Conn., appointed general manager of Diocese of Bridgeport's educational station, WSHU(FM), effective Aug. 15.

Nathan Kates, president of Columbia Savings & Loan Association, elected director of National General Corp., Los Angeles-based theater circuit operator and entertainment company which recently acquired majority interest in loan association.

Mark Roth, attorney for FCC since August 1963, leaves commission today.

BROADCASTING, July 20, 1964
(Monday) for position in legal department of ABC in New York.

Steve Shepard, VP and general manager of KOIL-AM-FM Omaha, Neb., appointed to similar post at KISN Portland, Ore. Outlets are licensed to Star Stations. Tim Moore, manager of KISN for past three years, returns to Omaha in executive capacity with Star Stations. Mr. Shepard has been manager of KOIL since 1958.


Robert Cahill, member of legal staff in National Association of Broadcasters, will join FCC as chief of complaints branch in Complaints and Compliance division. He will succeed Richard M. Saul, who will transfer to commission’s Rules and Standard division to work on annotation and editorial revision of agency’s broadcast rules.

PROGRAMING
Jacques G. Liebenguth, since 1961 national sales manager of Storer Programs Inc., New York, joins RKO General Broadcasting, that city, as television programing executive.

Allen Martini, VP of Theatre Color-Vision Corp., Beverly Hills, Calif., assumes duties as director of sports programing. TC-V is closed-circuit theater TV network subsidiary of National General Corp.

Vincent Genson Jr., staff producer at WMAL-TV Washington, promoted to newly created position of assistant program manager of WMAL-AM-FM. Raymond Klamkin, with WMAL since 1962, appointed radio traffic supervisor.

Clure Mosher joins WOR-TV New York as sports director. Mr. Mosher, former center for Pittsburgh Steelers professional football team, reports directly to Robert S. Smith, VP and station manager. His responsibilities include direction of all sports programing on WOR-TV, play-by-play reporting of New York Jets pre-season football games starting Aug. 8 and sports commentary program to be televised five times weekly beginning in fall. Mr. Mosher had been sports director at WCKT-TV Miami for past seven years.

Fred Brogger has resigned as director of West Coast programing for Needham, Louis & Broph to become program consultant to International Productions Inc., Los Angeles. He is also forming creative TV program development company, Qualis Productions, for IPI. Mr. Brogger is developing four TV series, Tally Ho, Green Beret, Scramble and Monterey, with writer Ben Masselink. He also has two TV series in discussion stage at 20th Century-Fox TV: The Profile, dramatic hour-long program, and Timber, turn-of-the-century western.

Steve Blauner, former personal manager of singer Bobby Darin and head of creative development for General Artists Corp., appointed executive assistant to Jackie Cooper, VP in charge of West Coast operations for Screen Gems (Broadcasting, July 13). Mr. Blauner will assist Mr. Cooper in seeking new talent as well as in developing new projects for TV production company.

Don Taylor has been signed to direct one-hour special, Inger Stevens in Sweden, which the star of ABC-TV series, The Farmer’s Daughter, will make in Sweden in September.

Harold Bell, formerly VP and merchandise manager of TelevisionPersonalties and UPA Pictures and previously head of character merchandising division of Walt Disney Productions, has formed Harold Bell Associates, an independent merchandising firm with offices and showrooms at 280 South Beverly Drive, Beverly Hills, Calif. Bell Associates has been put in charge of merchandising activities for Lassie and The Lone Ranger, formerly handled by Television Associates.

Russ Mayberry, associate manager in commercial production at Leo Burnett Co., Hollywood, joins Screen Gems’ Columbia Studios there as TV director.

Jeff G. Pemberton, formerly executive producer-director at KXTL-TV Texarkana, Tex-Shreveport, La., appointed program director of KMPT(TV) Beaumont, Tex.

Everard W. Meade, on sabbatical leave from the University of Virginia, Charlottesville, is serving as copy supervisor of Subscription Television Inc., new pay TV service just getting started in Los Angeles (see page 26). Temporary assignment, with responsibility for coordinating speeches, brochures, pamphlets, advertisements and public statements of STV, was undertaken as favor to STV President Pat Weaver, with whom Mr. Meade was associated at Young & Rubicam, New York, dozen or more years ago.

Earl Klein, president since 1954 of Animation Inc., Hollywood TV commercial production firm, has closed operation. He plans to leave cartooning and to devote his time to fine arts at his studio in San Juan Capistrano, Calif. Animation Inc.’s studio and sound stage have been sold to Westheimer Co., Los Angeles optical production house.

Ted Zarpas and Alessio Depaola join VPI Productions Ltd., New York, as staff directors. Mr. Zarpas was formerly associate producer at 20th Century-Fox International. Mr. Depaola was film consultant at Robert Lawrence Productions, New York. He will service advertising agency commercial TV film accounts for VPI.

Addie Hanson, partner in Hollywood PR firm of Hanson & Schwam, returns to air personality role with Sunday, 1-2 p.m. program Ad Lib with Addie, on KNOD(FM) Long Beach, Calif.

Nat Ligerman joins Stefan Hatos-Monty Hall Productions, Los Angeles,
assigned initially to company's *Let's Make a Deal* for NBC-TV and will also work on new program development.

Barney Nagler, New York sports columnist and reporter, joins NBC sports department as staff producer.

John Davenport, previously with WFAA-TV Dallas-Fort Worth, joins WABC-TV Washington as documentary producer.

**ALLIED FIELDS**


**NEWS**

Ron Voigt, newsmen at WREX-TV Rockford, Ill., since 1959, promoted to position of news director.

Fred L. Strozier named broadcast membership executive; Roy Steinfurt promoted to general broadcast executive, and Burl Ely and Thomas P. Coleman named broadcast executives in broadcasting department of Associated Press, New York. Louis J. Kramp, assistant general manager in charge of broadcast relations and services, attributed appointments to growth in AP's radio-TV membership, which now exceeds 2,500.

Duane Bock, newsmen at KPTV(TV) Portland, Ore., named news director.

E. A. (Buzz) Lawrence joins KHOW Denver as morning news editor.

Mike Neigoff, reporter for WBBM-TV Chicago and former newspaperman, joins WKBK(TV) there to head expansion of local news bureau operation. Ron Chizever, formerly with Chicago Daily News, also joins WKBK news staff.

James B. Oliver Jr. joins news staff of WTRAM-TV Norfolk-Newport News, Va.

Gary Gilson, formerly of Minneapolis Star, joins news staff of WNDT(TV) (educational ch. 13) Newark-New York.

Roy F. Meyer, formerly of WLS Chicago, joins news staff of WITI-TV Milwaukee.

Don Ramsell, formerly of KWWL-TV Waterloo, Iowa, joins news staff of WBBM-TV Chicago.


Dick O'Brien, assistant news director of WTIC-TV Hartford, Conn., resigns to join CBS News in New York as reporter.

George D. Taylor Jr., since 1953 member of Richmond, Va., bureau of Associated Press, reassigned to New York bureau.

**EQUIPMENT & ENGINEERING**

George Andros, formerly national sales manager of Telepro Industries and Teleprompter Corp., both New York, joins Q-TV Inc., broadcast equipment manufacturer, New York, in newly created post of product sales director.

H. F. (Fred) Cockrill, formerly with Platka Export Co., Fort Wayne, Ind., joins Alliance Manufacturing Co., Alliance, Ohio, as assistant sales manager of Tenna-Rotor division.

John C. Stuckey joins Sylvania Electric Products, New York, as director of marketing research. He succeeds Frank W. Mansfield, who was named consultant on special marketing assignments. Mr. Stuckey was previously manager of marketing research department of Lily-Tulip Cup Corp., that city.

Dr. Winston Edward Kock, VP-research at Bendix Corp., Detroit, named chief of Electronics Research Center of National Aeronautics & Space Administration, Boston. Dr. Kock has done work in radar and microwave radio and, while employed at Bell Telephone Laboratories, worked in early stages of development of "Picture-Phone," device now in service which transmits pictures as well as sound over telephone circuits (Broadcasting, June 29).

Charles H. Repenn appointed sales manager of magnet division of Indiana General Corp., Valparaiso, Ind. He joined company in 1956, has been with IGC's Detroit office for past six years.

**INTERNATIONAL**

Armand H. Mathieu, VP of J. Walter Thompson Co. Ltd., named manager of Montreal office, and Peter J. Zarr, also VP, named manager of agency's Toronto office.

D. W. McNaughton, advertising and PR manager of Canadian Schenley Distilleries Ltd., Montreal, promoted to director of advertising and PR.

Gerald C. Draper, for past five years commercial manager of Central African Airways, Rhodesia, appointed advertising manager of British European Airways, London, effective Aug. 1. He succeeds John F. Norton, who becomes BEA's reservations manager.

Preston Grover named as roving European correspondent for Associated Press. Mr. Grover, most recently chief of Moscow bureau, will work out of AP's Paris bureau.

Harry D. Parks, formerly with sales staff of WTRX Flint, Mich., joins CKLW Windsor-Detroit as account executive. Earlier he was with WCAR Detroit.

Scott Verner appointed managing director of General Public Relations Ltd., subsidiary of Benton & Bowles Ltd., London. Mr. Verner was previously VP of Lewis and Gilman Inc., Philadelphia, in charge of public relations. He had been with that agency for 10 years.

Diane Stephens, formerly of Canadian Broadcasting Corp., Toronto, to radio-TV coordinator of Goodis, Goldberg, Soren Ltd., Toronto agency. Martin Myers, formerly of CJAY-TV Winnipeg, Man., and CCKE-TV Regina, Sask., joins staff of Goodis, Goldberg, Soren Ltd.

Richard McNeil joins McCann-Erickson Advertising Ltd., London, as art director. He was previously with London Press Exchange Ltd., Dudley, Turner and Vincent Ltd., and Erwin Wasey, Ruthrauff & Ryan Ltd. Jeremy Nightingale joins McCann-Erickson as account
executive. He was with Colgate-Palmolive, New York, as senior assistant product manager on dentifrices.

James S. Edwards, news editor of CHQM-FM Vancouver, B. C., named director of CFRN-FM Edmonton, Alta., with Doug Painter as assistant director.

Marc Legault, formerly of Montreal office of Hardy Radio and Television Ltd., station representative firm, appointed sales director of CKCQ Montreal.

DEATHS
Jack T. Mulcahy, 59, for past four years director of educational division of Wolper Productions, Hollywood, died July 9 of heart attack in Los Angeles.

Charles E. Karp, 30, staff writer in New York office of Broadcasting magazine, died July 12 of leukemia at Mount Sinai hospital in New York after brief illness. Mr. Karp joined Broadcasting in September 1963 from post of radio news writer with Associated Press in New York. Previously, he served as news director of WFTY Front Royal, Va. Funeral services were held last Tuesday (July 14) in Springfield, Mass. He is survived by his wife, Catherine.

Albert N. Dennis, 73, Washington FR consultant and former news commentator at WJAC (now WTOP) Washington, died July 11 at Providence hospital there of uremic poisoning.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, July 9 through July 15, and based on filings, authorizations and other actions of the FCC during that period.


New TV stations

ACTION BY FCC
Burton, N. J.—Kaiser Industries Corp. Granted CP for new TV on UHF channel 41 (632-638 Mc); ERP 170 kw v/s, 85 kw, v/s. Ant. height above average terrain 1,088 feet, above ground 1,082 feet. P.O. address 300 Lakeside Drive, Oakland 12, Calif. Estimated construction cost $1,837,610; first year operating cost $650,000; revenue $600,000. Studio location Burton, trans. location Philadelphia. Geographic coordinates 40° 05' 39" north latitude, 75° 14' 31" west longitude. Type trans., RCA TVU-12A, type ant. RCA TPT-55C. Legal counsel Wilmer, Cutler & Pickering; consulting engineer Jansky & Bailey, both Washington. Kaiser Industries is licensee of KHCH-AM-TV Honolulu; KFCC, San Francisco, and KUKJ, Kilo, Hawaii; also permits of KFCC, San Francisco; KJCB-TV, Corona, Calif.; WBKB, Detroit, and KHCH-TV Honolulu. Action July 8.

APPLICATIONS
Carmel, Calif.—Carmel Broadcasting Inc. Granted CP for new TV on UHF channel 35 (598-602 Mc); ERP 45.7 kw v/s, 18.4 kw, d. Ant. height above average terrain 429 feet, above ground 387 feet. P.O. address Box 352, Carmel. Estimated construction cost $272,122; first year operating cost $119,000; revenue $190,000. Studio and trans. locations both Carmel. Geographic coordinates 38° 30' 26" north latitude, 121° 30' 53" west longitude. Type trans., RCA TVU-24A, type ant. RCA TVU-NDM, Legal counsel Spearsman & Roberson, Washington; consulting engineering firm of Associated Inc., San Francisco. Principal: Sam S. Smith (100%). Carmel Broadcasting is licensee of KCRW, Carmel.

Cumberland, Md.—Potomac Valley Television Inc. Granted CP for new TV on UHF channel 17 (485-489 Mc); ERP 3.81 kw v/s, 1.82 kw, a. Ant. height above average terrain 807 feet, above ground 106.2 feet. P.O. address 100 Liberty Street, Cumberland. Estimated construction cost $191,500; first year operating cost $139,000; revenue $140,000. Studio and trans. locations both Cumberland. Geographic coordinates 39° 37' 23" north latitude, 78° 47' 32.5" west longitude. Type trans. General Electric TT20-A, type ant. General Electric TV21-B. Legal counsel Smith & Pepper, consulting engineer Gauty & Jones, both Washington. Principals: J. Holland Rannels (38.5%), John R. Rannels (13.5%), Gloria R. Saville (13.2%), William M. Geppert (10%), Edgar S. Rice (10%), Ralph E. Pritts (8.5%) and others. Ann. July 15.

Existing TV stations

CALL LETTERS ASSIGNED
WOLPO-TV, Columbus, S. C.—Mississippi Telecasting Inc. Changed from WCCA-TV.

New AM stations

APPLICATION
Holly Springs, Miss.—William H. Wallace, 1110 Scissortail Dr., Holly Springs. Granted CP for new AM station on Site 5; ERP 5000 watts; antenna height 370 feet. Applicant is a citizen of the U.S. Proposed station is to be operated by William H. Wallace. Mr. Wallace is announcer for KJNN FM Holly Springs, Ark., Ann. July 15.

APPLICATION
Las Vegas, Nev.—Universal Broadcasting Inc. Granted CP for new AM station on Site 5; ERP 5000 watts; antenna height 350 feet. P.O. address 313 Industrial Road, Suite 121A, Las Vegas. Estimated construction cost $175,445; first year operating cost $150,000; revenue $180,000. Principals: William D. Stiles (10%), G. C. Luzier (10%), Carl L. Apple (10%), Norman L. White (10%), Reed Whipple (10%), R. Guild Gray (10%), Richard E. Porter (10%), Hurschel McKenzie (10%), Forrest W. Belcher (5%), Charles W. Deaver (5.3%), Jack E. Butler (3.3%) and Edwin A. Adams (3.3%). Messrs. Thomas C. Wilson Advertising Agency and Mr. White is sales manager and president of KLAS-TV Las Vegas. Ann. July 15.

Existing AM stations

WOLPO-WWW, Washington, D.C.—Catholic University of America.

New FM stations

APPLICATION
Farrell, Pa.—Sanford A. Schatzat, 103.9 mc, granted CP for new FM station on Site 2; ERP 5 kw, antenna height 1,041 feet, average terrain 85 feet. P.O. address Radio Station W FAR, Hoebel Road, Farrell. Estimated construction cost $18,500; first year operating cost $22,000; revenue $20,000. Applicant is a citizen of the U.S. Sanford A. Schatzat, sole owner and operator of W FAR Farrell and has 50% interest in WWIZ-AM Lorain, Ohio and 50% interest in WXTV (FM) Youngstown, Ohio. Ann. July 14.

Existing FM stations

CALL LETTERS ASSIGNED
WQMS(FM) Santa Ana, Calif.—George W. Smith, Changed from KFIL(FM).

WQPB (FM) Mount Dora, Fla.—Spartanburg, W. Va.

WQRB-FM Pittsfield, Mass.—WMEC Inc.

WVBU-FM Lewisburg, Pa.—Bucknell University.

WCHM-FM, Greenfield, S. C.—Greene Inc.

WQWM(FM) Huntington, W. Va.—Connie B. Gay Broadcasting Corp.

WURL(FM) Milwaukee—University of Wisconsin-Milwaukee.

Ownership changes

APPLICATIONS BY FCC
KLBS-AM-FM Los Angeles, Calif.—Granting of assignment of license from James H. Rose to Los Banos Broadcasting Co., to John R. & Anna McAdam and Edward A. McAdam 50% each, Los Banos Broadcasting Co., Consideration $1,400,000. Mr. McAdam is general manager and chief engineer of KLBS. Mr. Connolly owns another station in Los Banos. Ann. July 10.

WJAK-FM Jacksonville, Fla.—Contests license of WJPQ Inc. to Ohio Broadcasting Co., which is wholly owned subsidiary of the Brighthouse Newspapers, Inc. owned by Richard C. Kettler (24.26%), G. Gordon Strong (31.8%) and others to Belk Broadcasting Co. of Florida Inc. owned by WBT Inc. which is owned by Henderson Baker (99.9%) and R. E. Noble (0.1%). Consideration $500,000. Mr. Belk has 10% interest in WORD Spartanburg.
## Professional Cards

### JANSKY & BAILEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 20037

### JAMES C. McNARY
Consulting Engineer
National Press Blvd.
Wash. 4, D. C.
Telephone District 7-1205

### GEORGE C. DAVIS
CONSULTING ENGINEERS RADI O & TELEVISION
527 Munsey Bldg.
Sterling 3-0111
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### COMMERICAL RADIO EQUIPMENT CO.
Everett L. Ballard, Gen. Mgr.
International Bldg.
Washington 4, D. C.

### A. D. Ring & Associates
42 Years Experience In Radio Engineering
1710 H St., N.W. 20036
WASHINGTON 6, D. C.

### GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
936 Warner Bldg. National 8-7757
Washington 4, D. C.

### KEAR & KENNEDY
1302 18th St., N.W.
Washington 6, D. C.

### A. EARL CULLUM, JR.
CONSULTING ENGINEERS
6000 Block of 4th Street N.W.
Washington 6, D. C.

### guy C. Hutcheson
P.O. Box 32
Crestview 4-8721

### GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St., N.W.
Washington 4, D. C.

### WALTER F. KEAN
CONSULTING RADIO ENGINEERS
901 20th St., N.W.
Washington 4, D. C.

### HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California

### Jules Cohen & Associates
9th Floor, Securities Bldg.
729 15th St., N.W.
Washington 5, D. C.

### CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio

### VIR N. JAMES
CONSULTING RADIO ENGINEERS
Appliances and Field Engineering
349 Colorado Blvd.—80205

### PETE JOHNSON
Consulting Engineer
2411 - 2419 M St., N.W.
Washington 37, D. C.

### MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas

### WILLIAM B. CARR
Consulting Engineer
AM—FM—TV
Microwave
P. 0. Box 13287
Fort Worth 18, Texas

### E. Harold Munn, Jr.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan

### OSCAR LEON CUELLAR
AM—FM—TV
889 El Paseo Lane P.O. Box 888
Phoenix 1, Arizona—85013

### JOHN H. MULLANEY
and ASSOCIATES
A Division of Martronics, Inc.
215 15th Street N.W.
Washington 5, D. C.

### CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM—FM—TV
Cambridge 38, Mass.

### SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000* Readers
—among them, the decision-mak-
ing station owners and managers,
chief engineers and techni-
cians—applicants for am, fm, tv
and facsimile facilities.
*ARB Continuing Readership Study

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**Service Directory**

**COMMERCIAL RADIO MONITORING CO.**
PRECISION FREQUENCY MEASUREMENTS
AM—FM—TV

**CAMBRIDGE CRYSTALS**
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM—FM—TV

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Broadcasting, July 20, 1964
ETV application


WSCM Panama City Beach, Fla.—Granted assignment of license from WSBZ-AM-FM Broadcasting Inc., owned by Theodore M. Nelson (100%), to Estopped Broadcasting Inc. for $60,000 to Estopped Broadcasting Inc. for $60,000. Expiration date is July 16, 1974. Applicant is owner of Estopped Broadcasting Inc. Action July 14.

WFHM Fort Myers, Fla.—Granted assignment of license from WMIG-AM-FM, owned by Charles M. Gaylord (51%) and Christine B. (1%) and William M. Fairrier Jr. (48%). Consideration is $75,000. Applicant is Fairrier are partners in East Carolina Broadcasting Inc. Action July 14.

WYIN Rome, Ga.—Granted assignment of license from Floyd F. Grady Jr. and Leslie R. Grady Jr. and Floyd Floyd to W초 Radio to Les Grady Inc. for $35,000 to W초 Radio to Les Grady Inc. for $35,000. Last name is announced as WPLK, Action July 9.

WAIF(FM) Indianapolis—Granted relinquishment of license assignment from Caloay Enterprises Inc, owned by Carl W. (41%) before, and 22.84% after, as family group, through transfer of stock, each individually into financial consideration. Action July 13.

KRB Mason City, Iowa.—Granted assignment of license from Big Bend Broadcasting Inc., owned by Peter A. Barnard, F. M. Johnson, Dr. Donald Z. B. Goodrich, John E. Boss, William B. Randall and Michael D. Sonnier (each 5.5%), to Mason City Broadcasting Corp., owned by Dr. Bryce E. Goodrich (66%), Action July 10. Consideration is $123,500. Action July 14.

KLGR Redwood Falls, Minn.—Granted assignment of license from Harry W. Larsen (100% before) of Redwood Falls (100% after), to City Broadcasting Inc. for $60,000. Mr. Randolph is salesman for both companies. Action July 13.

WHISB Tuscon, Ariz.—Granted renewal of AM license and assignment of license from WXXX Inc., owned by George W. Purcell and L. W. Purcell (each 26%), and estate of J. C. Walker (25%), to Key Broadcasting Inc., owned by Bill F. Corneliss, William W. Fiske and Edward A. Bernstein (each 25%). Action July 14.

KLAS Las Vegas—Granted assignment of license from Harry W. Larsen (100%) before, and Arthur P. Williams (100%) before and 50% after, as family group, through transfer of stock, each individually into financial consideration. Action July 15.

WMGQ-AM-FM Meadville, Pa.—Granted relinquishment of negative control of licensee corporation, Regional Broadcasters Inc., owned by John M. Trask and Loretta K. Goddieski (50% before and 21.86% after), as family group, through transfer of stock, each individually into financial consideration. Action July 13.

WBBN-Baton Rouge, La.—Granted assignment of license from Delmarva Broadcasting Inc., owned by L. W. Purcell (50% before and 50% after) and L. C. White (50% before and 50% after), as family group, through transfer of stock, each individually into financial consideration. Action July 14.

WAMW-AM-FM Middletown, Pa.—Granted relinquishment of negative control of licensee corporation, Northeast Communications, owned by L. W. Purcell (50% before and 50% after), to Northeast Communications, owned by William H. Murdock (50%) and Robert D. Dennis (50%). Action July 14.

WBBJ-Mt. Vernon, Ill.—Granted assignment of license from Western Plains Broadcasting Inc., owned by Don Searle and H. A. Searle Jr. and Town and Farm Inc. (59.7%) to Town and Farm Inc., which is owned by Don Searle (65%), N. A. Searle Jr. (17.5%) and Helen Searle Blanchard (17.5%). Action July 15.

KXXK Colby, Kan.—Seeks assignment of license from 1400 Corp., owned by H. W. Purcell and D. H. Purcell, to Hill Broadcasting Inc., Action July 15. Consideration is $100,000.

WIRL Lake Placid, N. Y.—Seeks assignment of license from WIRK Inc., owned by Charles B. Brit (10%), Donald L. Felkel (30%), Margaret R. H. Ball (3%) and Ralph S. Hatcher (5%) to Hill Broadcasting Inc., Action July 15. Consideration is $21,000.

KOMO-TV Seattle—Seeks transfer of control of licensee corporation, KOMO Inc., through sale of parent corporation, Franklin Broadcasting Inc., owned by Thomas L. Jones Jr. (59.5%), Donald Purcell (21.9%), Charles P. Stanley (12%), John E. Broderick (10%), and others to Wagenrod Broadcasting Inc. for an $800,000, 50%. Action July 15.

WTJX-TV Richmond, Va.—Seeks assignment of license from WJZ Inc., owned by John W. Stayton (10%), E. G. Kingsbery (17.5%), Vanita Ault Smith (10%), Earnest L. Leatherman (16%), R. E. Janes Jr. (10%), John R. Kingsley (5%), Donald D. Jordan (5%) and others. Texas Longhorn's stock is owned by Robert Adams and owned by John R. Powley (50%). Action July 15.

KTKW-AM-TV Casper, Wyo.—Granted assignment of license and CP from Harrisclope Inc., owned by Ruta C. B. Harrisclope (100%), to B. W. M. N. C. H. Harrisclope (100%), Action July 15. Consideration is $40,000. Action July 15.


WAMC-AM-FM East St. Louis, Ill.—Seeks assignment of license and CP from Hess-Hass Agreement Inc., owned by Don Searle and Town and Farm Inc. (59.7%) to Town and Farm Inc., which is owned by Don Searle (65%), N. A. Searle Jr. (17.5%) and Helen Searle Blanchard (17.5%). Action July 15.


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BROADCASTING, July 20, 1964

In the news:

**New York:** The new FM station WKNX, at 105.3, has started to sign on, according to a spokesman for the station, who said that the station will sign on at 7:00 AM and 9:00 PM, with a schedule of news and music. The station is owned by the New York Times, and is located in the Times Tower, New York City. The station is expected to be on the air by the end of the week.

**Los Angeles:** The new FM station KEXF, at 105.1, has started to sign on, according to a spokesman for the station, who said that the station will sign on at 7:00 AM and 9:00 PM, with a schedule of news and music. The station is owned by the Los Angeles Times, and is located in the Times Tower, Los Angeles. The station is expected to be on the air by the end of the week.

**Chicago:** The new FM station WING, at 105.5, has started to sign on, according to a spokesman for the station, who said that the station will sign on at 7:00 AM and 9:00 PM, with a schedule of news and music. The station is owned by the Chicago Tribune, and is located in the Tribune Tower, Chicago. The station is expected to be on the air by the end of the week.

**Boston:** The new FM station WZRN, at 105.7, has started to sign on, according to a spokesman for the station, who said that the station will sign on at 7:00 AM and 9:00 PM, with a schedule of news and music. The station is owned by the Boston Globe, and is located in the Globe Tower, Boston. The station is expected to be on the air by the end of the week.

**Philadelphia:** The new FM station WYDE, at 105.9, has started to sign on, according to a spokesman for the station, who said that the station will sign on at 7:00 AM and 9:00 PM, with a schedule of news and music. The station is owned by the Philadelphia Inquirer, and is located in the Inquirer Tower, Philadelphia. The station is expected to be on the air by the end of the week.

**Miami:** The new FM station WYMA, at 106.1, has started to sign on, according to a spokesman for the station, who said that the station will sign on at 7:00 AM and 9:00 PM, with a schedule of news and music. The station is owned by the Miami Herald, and is located in the Herald Tower, Miami. The station is expected to be on the air by the end of the week.

**San Francisco:** The new FM station KQED, at 106.3, has started to sign on, according to a spokesman for the station, who said that the station will sign on at 7:00 AM and 9:00 PM, with a schedule of news and music. The station is owned by the San Francisco Chronicle, and is located in the Chronicle Tower, San Francisco. The station is expected to be on the air by the end of the week.

**New Orleans:** The new FM station WNOV, at 106.5, has started to sign on, according to a spokesman for the station, who said that the station will sign on at 7:00 AM and 9:00 PM, with a schedule of news and music. The station is owned by the New Orleans Times-Picayune, and is located in the Times-Picayune Tower, New Orleans. The station is expected to be on the air by the end of the week.

**Miami:** The new FM station WYMI, at 106.9, has started to sign on, according to a spokesman for the station, who said that the station will sign on at 7:00 AM and 9:00 PM, with a schedule of news and music. The station is owned by the Miami Herald, and is located in the Herald Tower, Miami. The station is expected to be on the air by the end of the week.

**San Francisco:** The new FM station KQED, at 106.3, has started to sign on, according to a spokesman for the station, who said that the station will sign on at 7:00 AM and 9:00 PM, with a schedule of news and music. The station is owned by the San Francisco Chronicle, and is located in the Chronicle Tower, San Francisco. The station is expected to be on the air by the end of the week.

**New Orleans:** The new FM station WNOV, at 106.5, has started to sign on, according to a spokesman for the station, who said that the station will sign on at 7:00 AM and 9:00 PM, with a schedule of news and music. The station is owned by the New Orleans Times-Picayune, and is located in the Times-Picayune Tower, New Orleans. The station is expected to be on the air by the end of the week.
RADIO—Help Wanted

Management

Manager, engineer, announcer wanted. FM-Station is in need of two people—manager and sales manager. Young, outspoken personalities with experience in local market. Must have good background, journalistic and advertising. Excellent opportunity. Good pay, very pleasant conditions. Write Box F-366, BROADCASTING.

Station manager being sought for station in medium sized Midwest market. Good salary and incentive plan plus excellent company profit sharing plan. Send resume to Box G-81, BROADCASTING.

Northeastern city (population 40,000) has one radio station in need of two people—manager and sales manager. Young, outspoken personalities with experience in local market. Must have good background, journalistic and advertising. Excellent opportunity. Good pay, very pleasant conditions. Write Box F-366, BROADCASTING.

Assistant manager wanted for station. Must know all phases of radio. Required answering and secretarial duties. Wonderful opportunity. Answer all letters to West Texas. Box G-213, BROADCASTING.

Manager strong in sales for new station. Send full resume to Stations WELV, Eilen, N. Y.

Sales

Salesman with management potential. Must have successful Top 40 track record. One of country's best pop music stations located in first ten markets. On East Coast. Send resume, references and late picture. Box F-156, BROADCASTING.

Sales manager for Midwest market position. Must have successful Top 40 track. Good opportunity for aggressive worker with ideas. Send resume and late picture to Box G-89, BROADCASTING.

Cedar Rapids Iowa station seeking sales manager. This 150,000 populated metro area station is in need of a strong manager. Good opportunity. Company is a multiple owner thus presents great room for advancement. Send resume to Box G-46, BROADCASTING.

Baltimore Experienced, aggressive radio salesman. Ready for management or management position. Must work well with people, can work with $7,000 a year plus. Sales plus. Excellent opportunity. Multiple group. Box G-66, BROADCASTING.

A medium market Virginia station seeks an announcer/salesman. The opportunity is unique and limited. There are 16 stations in market over $7,000 the list price plus many company benefits. If you like living in a small city, enjoy selling and doing some air work, send resume and picture to Box G-141, BROADCASTING.


KMUS, Muskogee, Okla., needs experienced time salesman. Must have a snap. Experience preferred. N. A. State station. Management position opening. Send resume and picture to Box G-214, BROADCASTING.

Salesman: College and/or local media sales experience preferred. N. Y. state station. Management position opening. Send resume and picture to Box G-227, BROADCASTING.

Sales—(Cont'd)

5000 watt medium Florida market needs experienced salesman who wants to make money and is interested in working toward management. Good account list with established bottom and resume and picture to Box G-237, BROADCASTING.


Immediate opening, sales, some voice work and management responsibilities, KACI, The Dales, Oregon.

Expanding present sales force. Need two experienced salesmen. 1 as sales manager, can make over $8,000 a year. SALESman can make $8,000 and more. Some- where there are good men ready to move up. Top station, Top equipment and doing excellent business. Sales management can be capable of sales planning and managing 4 man sales staff. We are looking for the right man, soon to add FM. Send complete story, sales record, recent snapshot, references list letter. Personal interview required. Apply W. Earl Dougherty, KXKE, Mexico, Missouri.


New Decatur Station. Contact: Joel Lawhon, Marlo Building, Decatur, Ga.

Where are the salesmen who are looking for opportunity? If you are, one of our clients needs you. Write: Broadcast Employment Service, 1625 16th Ave. South, Minneapolis, Minnesota 55417.

Announcers

East coast net affiliate in top 50 market in search of one experienced, adult, polished, professional singer who is good enough to be added to the program. The man we are looking for sounds like a happy man, has top 40 production experience, digs Bette and Sinatra, prepared to become a live air, believes in radio, takes direction, and can work with an excellent sales staff, has full resume and salary requirement to Box G-53, BROADCASTING.

We are looking for a good announcer. Our operation is in a mid-Atlantic state, in a fast growing region. If you can do a good job on the air, you will earn over $6,000 to start, more if you are capable of doing play-by-play. Send tape and complete resume to Box G-142, BROADCASTING.

Montana Network station has opening for 1st phone announcer who can double as a newscaster. Same times, picture Box G-177, BROADCASTING.

Beginning announcer with first, bonus for maintenance. Tape, resume, picture. Box G-187, BROADCASTING.

Personality-dj for #1 top 40 station. Tight production, lively sound, competitive market—upper Midwest. Many benefits if you're really good. Box G-199, BROADCASTING.

First phone announcer needed—Southwest. Must be experienced in all phases of radio, strong on announcing and news. No mainte- nance. Send tape, photo, resume. Box G-206, BROADCASTING.

Experienced top personality—tight board—good production, voice (no mainte- nance) presently employed—top rated in market—no drifter—tape and resume available. Box G-211, BROADCASTING.

Announcers—(Cont'd)

Top 40 dj wanted. Accent on production. Tape and resume at once. Box G-220, BROADCASTING.

Wanted: 3 announcers around August 25th, must have 3rd class license. In reply, samples and complete resume and tape. Box G-230, BROADCASTING.

Announcer-salesman for quality small market radio station. Emphasis, sales. Top opportu- nity for man with get up and "git" plus professional know-how. Tell us all in confidence. Job now open. Box G-231, BROADCASTING.


Experienced full time staff announcer wanted. Send tape and resume in first reply. Good music station. KFRB, Box 650, Fair- banks, Alaska.

Announcer desiring some sales. Good salary and working conditions. Send tape and resume to: KLEK Lexington, Missouri.

Looking for clean, good music station where you can settle down, out of the mad race? We need civic-minded, clean-moral an- nouncer who can also handle local newscast. Contact B. D. Thornton, KMAM, Butler, Missouri.

Announcer wanted by Sept. 1st, 2 years ex- perience, operate board. Middle road pro- gramming, good pay, insurance, paid vaca- tions. Top equipment, fulltime Mutual station. Must be responsi- ble. Furnish references, do not apply. Tell all 1st letter and recent snapshot. Interested, contact W. Earl Dougherty, KXKE, Mexico, Missouri.

Leading 5 Kellymaint independent has im- mediate opening for salesman-staff annonc- er and resume to WASA, Havre de Grace, Md.

Immediate opening for experienced radio announcer. Salary tops for market. If you have several years broadcast background. Contact Terry Doveley, Program Director, WDBQ, Dubuque, Iowa.

Need top forty dj with ideas and good pro- motion, strong news, p.d. potential, excel- lent working conditions and pay. Send tape and resume at once, attention station Manager, WVOV, Pittsburgh, Penna.

Have immediate opening for morning man who also has news experience for feature newscast. Good pay, great future. Send tape, past experience, references and salary required in 1st letter. William Winn, Pro- gram Director, WTVB, Williamsport, Penna.

Announcer. Live, singing personality, top 40 operation. WHSL, Wilmington, N. C.

Experienced announcer—opportunity to sell if desired. Send resume, photo, tape. WKEX, Leonardtown, Maryland.

At once! Experienced morning "personality." Pay not fantastic! A Swinger, but not wild! Good production, voice, and audid- nation tape of deejay work, ad lib, news, etc. No contact phone call please! Paul Parker, WLAS, Jacksonville, N. C.

Major market opportunity wanted: One good, clean, mature, sober, seasoned broadcaster, ticket for adult operation expanding facilities to 5,000 watts fulltime. Send full information first letter with resume. Major market. Wanted: Experienced newsman. Wanted: Swinging, bright, aggressive married man who wants a steady job and not afraid to work. Contact: Bob Becker, Box 221, WRIN Radio, Rensselaer, Indiana.

Opening in late summer for announcer with some experience in gathering and writing news as well as staff duties. Send details of experience, 7½ ips tape, late photo and salary required to WVS C, Somerset, Pa.

Immediate opening for announcer. 1st class engineering applicant, desired. Box 4825 Tenth Ave. South, Minneapolis, Minnesota. 55417.

Western muscle. J. — good salary security — program director. Splendid opportunity for mature, experienced personality with C & W background — program directorship also open — complete resume, tape, present salary to Williams, W. R., Des Moines, Iowa.

Immediate opening for announcer with 1st phone good salary located in beautiful midwestern state. 50 miles from NYC. Call 914-350-1234.

We'll need 50 announcers to fill the openings of the next few months. Will you want a better job in that time? Write: Broadcast Employment Service, 4825 Tenth Ave. South, Minneapolis, Minnesota 55417.

Quality Colorado kilowatt needs chief. Experienced maintenance, one with good professional work. Must have excellent work references. Box G-3, BROADCASTING.

Chief engineer for California 24 hr. station... Send resume and salary wanted for each month. Box G-203, BROADCASTING.

5000 watt directional needs chief now. Strong maintenance light announcing KENN, Farmington, New Mexico. modern studio's fringe benefits, salary open.

Engineer wanted at radio station WARE in Ware, Massachusetts. Above average opportunity.

1st class man with little experience but willing and able to learn. Real opportunity. Write C. Engr., WCCO, Costeville, Pa.

Wanted, prospective engineering applicants for engineer, training October, 1964. Good pay, fringe benefits to right man for 5 kw daytime station. Write % Manager, WHOF RADIO, Canton, Ohio.

Immediate opening 1st class engineer-announcer. WHIZ, Hazleton, Pa. Send resume and weekly salary per month.

Chief engineer first opening in 16 years. WJL 1 kw Niagara Falls, 150,000, FM 50 km north of lake. Complete facilities. Candidate helpful. Permanency, owner operated. Box 3246, General Manager.

Combination first class engineer and production man who can write copy. Air voice not essential. White with Negro based station located in southeast. Starting salary $100-$125 depending upon experience. Write Manager, WJXK, Columbus, Georgia.

We have openings for combo men and engineers in all radio-television capacities, beginning to upper management. Box 487 Emprise Broadcasting, 4825 Tenth Ave. South, Minneapolis, Minnesota 55417.

Production—Programming, Others

Are you a real pro in the broadcast newsroom? Are you enthusiastic about the future of radio-Television? Then you can teach! If you can answer "yes" to these questions and have at least five years experience, plus a bachelor's degree, a Big Ten university wants you! Tell us about yourself, your news philosophy and your ideas for developing news courses which will produce the broadcast news industry. Pay starts at $10,000 a year. Box G-138, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box G-151, BROADCASTING.

News director for growing network affiliate in Illinois. Gather, write and broadcast local news. Good facilities congenial staff that respect professional work. Box G-172, BROADCASTING.

Solid Montana kilowatt with adult programing needs program director copy writer. Send all details including references and pictures please to BROADCASTING.

Group seeking 1 pd. 1 news director. Jocks, top rated format stations; excellent opportunities. Send tape and resume now to Box G-191, BROADCASTING.

Newsmen for permanent position with good small market midwest station. 5½ days of hard work, 5½ days of pay. State present salary and past experience. Box G-203, BROADCASTING.

Need program-production director for outstanding opportunity to grow. Good market, good salary. Send tape, resume and photo to Box G-258, BROADCASTING.

Need outstanding sportscaster-announcer at active sports minded station. Present sports director promoted. Opportunity for you too. Good market, good salary. Box G-230, BROADCASTING.

I need a top notch local newsmann with a first phone who can also pull a short shift at the weekends. Send audition, resume and photo in county of over 40,000. Box G-172, BROADCASTING.

One of Pennsylvania's top news and sports stations wants top programmer. Send details of outstanding news and sports coverage—has an immediate opening for real pro. Who can interview, write copy, direct program director—assistant sports director. Station carries top news and sports. Excellent people for the job. Send resume to Box G-209, BROADCASTING.

I need a top hop local newsmann with a first phone who can also pull a short shift at the weekends. Send audition, resume and photo in county of over 40,000. Box G-172, BROADCASTING.

Need outstanding sportscaster-announcer at active sports minded station. Present sports director promoted. Opportunity for you too. Good market, good salary. Box G-230, BROADCASTING.

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Sales

Do you need a right hand man? Emphasis on sales-plus promotions. Everything but play-by-play! 1st phone talk, 2nd write. First must be able to sell. Second must be able to type. Both must be able to travel. Must be able to meet your minimum requirements. Box 6, BROADCASTING.

Aggressive salesman with five years experience. Will move up into solid operation. Will be yours. Box G-27, BROADCASTING.

Competent, young, creative, ambitious one year experience-announcing too-and sales manager. Will move up into top post in a week. Box G-249, BROADCASTING.

Announcers

Experienced top 40 announcer on the way up. Emphasis on sales—plus promotions. Everything but play-by-play! 1st phone talk, 2nd write. First must be able to sell. Second must be able to type. Both must be able to travel. Must be able to meet your minimum requirements. Box 6, BROADCASTING.

Small market dj-announcer available immediately. Immediate B.S. degree in broadcasting required and experienced. D.S. degree in broadcasting to locate now. Call 413-357-7425 or write Box G-172, BROADCASTING.

Top forty personality: play-by-play sports announcer. Box G-94, BROADCASTING.

Sportscaster, sharp, experienced, radio/TV top references. Permanent. Family. Employed. Box G-102, BROADCASTING.

DJ wants to swing with top 40. One year middle of road experience. Single. Box G-175, BROADCASTING.


Good voice. Over five years announcing experience. First phone. No maintenance. No leases. No living expenses. Box G-102, BROADCASTING.

Experienced—news, sports, sales—first phone—looking for play-by-play... $155. Box G-175, BROADCASTING.

6 yrs. announcing experience. Good voice & personality. Married man. Box G-179, BROADCASTING.

Pending dependable man. First phone. Personality program controls for the past ten years. Prefer Florida but will consider other location. Mature ad lib delivery, married, background, good phone experience. Married with two school aged children. No top forty, please. Send necessary info to Box G-181, BROADCASTING.

Announcer—limited experience, just obtained first phone. Prefer straight announcer—can relocate anywhere. Box G-182, BROADCASTING.

Kentucky, Tennessee only. First phone, desires good voice, experience. Box G-186, BROADCASTING.


DJ—1st phone—tight board, married, top 10 market experience. Box G-196, BROADCASTING.
### Situations Wanted

#### Announcers—(Cont'd)

Experienced newsmen. All phases of radio news, including mobile broadcast and de- 
beeper reporting, covering many news mak- 
ing events. Also writing and airing news spe- 
ials. Must work in eastern exposure area. 
Polished, authoritative delivery. Un- 
afraid of hard work and competition. Desi- 
re opportunity to work in television. Top re- 
ocuments. Will travel. For interview 
Box G-236, BROADCASTING.

Ohio, Indiana, Illinois! Bright, mature, ex- 
perienced all phases, permanent only. Box 
G-186, BROADCASTING.

Announcer, first ticket, married, available 
now. Toni friendly, prefer eastern. Can do 
the job. Box G-213, BROADCAST- 
ING.

Dj-announcer, negro, young, cheerful, ex- 
perienced, tight board, versatile, competent. 
Box G-222, BROADCASTING.

---Announcer with first class ticket. Ready 
to move from prestige station in metro market 
to better salary. Air style enthusiastically 
relaxed, with real skill powers. N. metropolitan 
time radio announcer 8 years. Will work in 
markets as high as twenty eight (Calif.). 
Box G-233, BROADCASTING.

Disc-jockey, announcer, first, two years voice, swing, solid, now 
available. Box G-234, BROAD- 
CASTING.

Seven years experience, Network and in- 
Seeking night shift $150.00. Box G-243, 
BROADCASTING.

Announcer, di-recent ATS, 23, third phone 
with endorsement. Operate own board, Au-

tumative newscaster, mature voice, good 
personality. Professional musician. Own 
latest record collection. Tape and photo 
available. Box G-246, BROADCASTING.

---Dj-newman. One year's experience. P- 
efer late night music shift in eastern 
location. Seeking job jamaica dom. Box 
G-261, BROADCASTING.

Young man with good voice is looking for 
first job with nice station. Some college, 
theory, experience. Box G-263, BROAD- 
CASTING.

Announcer, third phone element 9. Radio 
school graduate. Phone 422-2100, Pottsville, 
Pa.

---Seven years combo top forty experienced, 
one year 50 kwatt million market, now 
in Chattanooga. Box says he can't afford 
me. 24 years old, married, two children. 
Top references past and present. Ron 
Brandon, 7175 Baswood, 618-692-3741.

---Presently in good music in metro market. 
Wish to get back to top forty quick, in 
comparable or larger market. Phone 616- 
WO 5-2463.

---Announcer, Bright-happy-professional sound. 
Married. Presently employed. Available 
on notice. Prefer morning show in mid-south 
or southern states. Call Mike Connelly— 
501-733-7743.

---Announcer with 7 years experience seeking 
permanent position. Contact, David Webster, 
Summer St., Fredonia, N. Y.

---Experienced young third ticket prefer Wash-

ington State but could travel anywhere. Will 
put up with low pay and employer knows of 
this ad Ron Pachosa, KFDF, Radio, Grand 
Canyon, Arizona.

Gettin' out and ready to go. Completing 3 
years Army service, be available Sept. 1st. 
Looking for job only in the job category. 
Co-operative attitude, experienced, depend- 
able, tight production, no floater, or prima 
drama. Box G-656, BROADCASTING.

### Announcers—(Cont'd)

Good voice, first phone, experienced with 
several formats. Larry Auff, 12217 Brisbane, 
Farmers Branch, Texas.

Announcer/engineer—first phone, 21 years old, 
voice and air training, graduate of An-

nouncer Training Studio, New York, 8 
months experience, $15/hr. Phone 201 
782-2516.

Willing beginner—southwest—college trained. 
Tex Kelleworth, 806 Center—Little 
Rock, Arkansas.

Negro dj out of school. Good sound; tight 
production. Third class ticket. Write; Jerry 
Dawg, 1306 Project Drive, Springfield, Ten-
nessie.

Ambitious young man just out of navy after 
four years overseas. No commercial experience, 
Happily married, 20 years old. Box 
Ronald Davis, Box 248, Greensburg, Kansas.

Major market top 40 experience, first phone. 
Dave Knight, 503-651-7779.

---Have first phone, experienced, will travel. 
Prefer southwest. High J., veteran, no 
getter. Keigh Balfour, 6228 Stefani Dr., 
Dallas, Texas. Phone 252-2322.

---Number one ratriner—able to attract adult 
and teen age market—News—production— 
Sales—Three years Military—Military 
Ligation completed—college background. 
Contact James Jennings II, Box 305, 
Daytona Beach, Florida.

First phone, tight board, sales, news, play-
by-play. Three years experience. Charles 
Michaels, 2218 Main St., Long Beach, 
California.

Good music. AIRMAN, 6 years experience, pd 
experience. 24, married, family. Jack De-
Long, 1235 East 29th, Chicago, Illinois.

Good voice, airman, 6 years experience, pd 
experience. 24, married, family. Jack De-
Long, 2952 East 29th, Chicago, Illinois.

Good voice and appearance. Robert Groves, 
313-212-9497.

---Chief engineer AM-FM available immedi- 
ately. Light announcing if desired. Box 
G-94, BROADCASTING.

---Experienced radio TV operating engineer. 
Any location considered. No announcing. 
Box G-178, BROADCASTING.

---Engineer, must own, proofs, DA 
experience, references, interview, per-
manent, not speculating. Stable adult opera-
tion. Box G-255, BROADCASTING.

23 years electronics in part: 15 years broad- 
cast. Radio/TV/DA & 

FM. Experienced—installation—no announc-
ing. Prefer West Coast. Will consider 
other. Presently located in Ohio. Available 
two weeks to pack travel—age 60. Box 
G-229, BROADCASTING.

---Attention: Busy station owners. $200 buys 
sharp, young first phone. Clean cut, per-
sonal, friendly. Can sell, type, run tight 
board. Finest references—3 years last job. 
Limited technical, but will double your 
present sales within 6 months. This nice 
guy with a great future. Available immedi-
ately. Eddie Post, YMCA, Washington, D.C.

---First class license, chief engineer seven 
months at IKW, age 23, married. Locate any 
place in U.S. Dial 1-561-977-T 5612. Write 
Box 342, Gavette, Ark.

---Production—Programming, Others

Weatherman—Meteorologist, member Ameri-

can Meteorological Society, now employed 
radio-television-stations furnished. Box 
G-7, BROADCASTING.

Sportscaster/director. Nine years experience 
baseball, track, field, golf, college news-

ports, current on news, interviews. Family, 
college journalism graduate. Box 
G-500, BROADCASTING.

Program director seeks immediate change. 
(3 years dj, newscaster-writer, programmer. 
Experience with network, current on 
radio-television. Box G-309, BROADCASTING, 
Network staff. Prefer Jersey, Delaware, east-
ern Penna. Box G-64, BROADCASTING.

### Production—Programming, Others

Operations manager/top sportscaster/an-

nouncer. Best references. Excellent Expec-
tively, Permanent. Box G-103, BROADCAST-

TELEVISION—Help Wanted

Sales

An excellent opportunity available immedi-
ate in all phases of broadcast dedicated to the 
out talent and hard work into a saleable 
product. Seeking station where public af-

cults and responsibility are image require-
ments. Box G-188, BROADCASTING.

President presently employed program director. 
Excellent production, announcing and admin-
istrative ability. One name required. Prefer 
western—east coast—states, Family man 
permanent position. Box G-192, BROAD-
CASTING.

To whom it may concern: Recent changes has 
hone no good for this copy—mill with 
programming, writing, selling. Work 
cheap. Samples. References, NO TV, Prefer 
own neighborhood of New Mexico. Arizona. 
Nevada, eastern coast or any warm climate. 
Third phone, Desperate. Box G-202, BROAD-
CASTING.

Newspaper-newscaster . . . fifteen years 
radio major market channel station. Desire 
smaller market. Box G-267, BROADCAST-

---Are you the manager of a medium market 
station, and looking for a hard working pd, 
and jock for a pop format? I have 3/4 
years experience in top station as assist-
 V.P., with promotion and music 
D.C. looking for a station with a future! 
Box G-218, BROADCASTING.

Young man who will receive his masters degree in radio TV in August desires em- 
ployment in large urban market. Has 
strong preparation in production, writing 
and research. Nothing—Excellent refer-
ences. Box G-240, BROADCASTING.

Jill of all trades wishes challenging posi-
tion. Background in copy, production, pro-
gramming and announcing Tape available. 
Box G-245, BROADCASTING.

Newman, college grad, experienced in 
gathering, writing and airing. Hard work-

ing, want challenging assignment at a news 
conscious station. Announcing school train-
ring. First phone. Box G-248, BROADCAST-

---TELEVISION—Help Wanted

Sales

An excellent opportunity available immedi-
ate in all phases of broadcast dedicated to the 
out talent and hard work into a saleable 
product. Seeking station where public af-

cults and responsibility are image require-
ments. If you think your voice and delivery is top cal-

---Top announcer needed. Possibility of some 
live, some directing, but main emphasis is on 
radio-television personality. Experience 
announcing is helpful but not required. If you 
think your voice and delivery is top cal-

---Announcer continued.
Production—Programming, Others

Continued

Producer/director: No whist-lked, no wonder boy genius—but a good record of creative, thorough work and of getting the job done. Looking for more income as program director, production manager, production executive, agency, or independent production unit. Married, 32, AR, My 1st year TV. Box G-250, BROADCASTING.

Combination camera-floorman with some photography and film room duties. No engineering experience. Prefer Midwest or Southeast. Reply, Box G-2, BROADCASTING.

KIFTV-NBC-TV & ABC Idaho Falls is expanding. Stop in to see us when visiting Yellowstone Park Sun Valley or Jackson Hole, if you have on camera experience.

Immediate ETV openings at Penn State University. 1) Televising transmitter supervisor, or, 2) Televising studio technical supervisor. Positions require recent experience in commercial or educational broadcasting television. Duties include coordination of transmitter, video tape recorders, I.O. camera, mobile, and complete unit of responsibility. Many benefits including a trip's paid, school, education, professional privileges for you and your family. Write Employment Division, 304 Old Main, University Park, Penna. An equal opportunity employer.

Production—Programing, Others

TV video tape supervisor, 1st phone, Heavy on maintenance of Ampex VTR. Good salary and fringe. Excellent conditions. Also studio lighting technician should have experience, high school diploma and experience with television equipment. Send qualifications and references to Box G-250, BROADCASTING. An equal opportunity employer.

Southeastern ETV station has job with a future. Seeking experienced engineer for Chief Technician. Previous chief experience not essential. Must be strong on supervision and along with thorough technical knowledge of television and radio facilities. Send full resume, recent photo, salary required, to Box G-155, BROADCASTING.

Chief engineer experienced video, microwave, studio and microwave maintenance and routine switching. Send application to Max E. Pierce, Technical Director, KBBQ-TV, Inc, 205 North Phillips Avenue, Sioux Falls, South Dakota.

Studio technician with 1st class license for studio and microwave maintenance and routine switching. Send application to Max E. Pierce, Technical Director, KBBQ-TV, Inc, 205 North Phillips Avenue, Sioux Falls, South Dakota.

NBC affiliate has immediate opening for TV technician specialist in studio maintenance and operation. Must be ambitious, dependable and have 1st phone experience. Also pleasant working conditions. Also send qualifications to Chief Engineer, KTAL-TV, Shreveport, La.

Studio and transmitter/engineer, experienced and 1st radio telephone necessary excellent opportunity and working conditions with fully equipped station. Robert Kissinger, WBGU-TV, Bowling Green, Ohio.

Production—Programing, Others

TV commercial continuity writer in Top hundred station located in midwest. Include full qualifications and rate required in normal application. Box F-191, BROADCASTING.

Announcer-assistant director. On-camera experience. Some directing experience desirable. Midwest VHF. Resume and salary requirements first reply. Box G-89, BROADCASTING.

Are you a real pro in the broadcast newsroom? Are you enthusiastic about the future of broadcast journalism? Can you teach TV? If you can answer "yes" to these questions and have at least five years experience plus a broadcast journalism degree you want you on its faculty. Tell us about your philosophical ideas and your ideas for developing news courses which will keep you on the cutting edge of TV news industry. Pay starts at $10,000 a year. Box G-318, BROADCASTING.

Texas VHF station looking for continuity writer. Some directing experience desirable. Midwest VHF. Resume and salary requirements first reply. Box G-155, BROADCASTING.

Southwestern VHF needs excellent copywriter with experience in radio or television. Box G-155, BROADCASTING.

Technical

Chief engineer—16 years experience all phases of television engineering management. Presently chief southern metropolian station, Big Ten, Central, or Northwest. Box F-377, BROADCASTING.

Engineer presently in aerospace industry. Background in TV and VHF. Includes 3 TV station installations. Prefer Chief, Assistant, or supervisory position, with excellent resume, Box G-136, BROADCASTING or phone 714-827-1275.

First phone studio engineer, two year radio combo experience. RCA graduate, desires chance to gain experience in Television. Box G-250, BROADCASTING.

Technical

Music director, record librarian, professional vocal & instrumental. Directs for top rated area shows. Musical network appearances. Twelve years broad experience. Box F-89, BROADCASTING.

Become No. 1. Heavy remote news, sports events producer-director. Managerial, programming experience excellent and relevant. Box G-28, BROADCASTING.

Top reporter, airman and writer seeks news directorship. Married, 13 years experience wire service, newspaper and TV. Salary open. Reply, Box G-28, BROADCASTING.

Young man, age 25, finding suitable position in communications field willing to relocate. Ten years experience in audio visual production. Experience with broadcast studio TV, operations. Resume on request. Box G-92, BROADCASTING.

News reader-writer—Now employed New York metro radio. Newspaper radio background. Interested in TV. Interested in TV work as reader or writer. Box G-131, BROADCASTING.

Production—Programming, Others

Want top-flight sports coverage. Number one sports producer-director at AM-TV station available for play-by-play and/or daily sports shows. Ages 27, University radio and TV graduate. Three years broad broadcast experience. Know film. Box G-160, BROADCASTING.

BA, MA. RADIO-TV, 3rd phone with endorsement. Recent big ten graduate. Experienced most phases of post production. Strength in writing, position leading to management responsibilities. Box G-215, BROADCASTING.

Young man who will receive his Masters degree in TV/radio Broadcasting this August is seeking employment in a large urban area. Has strong preparation in production, writing, research techniques. Excellent references. Box G-241, BROADCASTING.

Just one phone call away. A director with drive, a writer with wit, and announcer with sell-ability. Dave Davis 316-822-3144.

WANTED TO BUY—Equipment

Devy 16 mm sound projector model 11000 OR equivalent Teleprompter. Will pay $500. Contact E. M. Tink, V. P. Eng. KWWL-TV, Waterloo, Iowa.

Hewlett Packard 608 signal generator. Ad- vise price and condition. Box G-180, BROADCASTING.

Either 500W or 2 Kw low channel VHF Tele- vision transmitter. Send price, condition and location to Box 3060, Glenstone Station, Springfield, Missouri.

Full frame 30 inch 250-500 or 1000 watt AM transmitter in working condition. Don Denver, KOOO, Omaha, Nebraska.

FOR SALE—Equipment


Hewlett Packard 608 signal generator, Ad- vise price and condition. Box G-180, BROADCASTING.

Either 500W or 2 Kw low channel VHF Tele- vision transmitter. Send price, condition and location to Box 3060, Glenstone Station, Springfield, Missouri.

Two E.G. E. Staab. Amps. TV-16-B, very good, each, $500. Nearest $1,000 each. Box G-210, BROADCASTING.

Dark UHF—Over $400,000 worth of equip- ment, mostly G.E., used less than one year. Inspection and Hemming available. Want package offer, Box G-190, BROADCASTING. TV remote trailer heat, air-conditioning, carpet, 3 6x3 glass windows, 2 years old. Original cost $2,400. First check for $1,100 non-refundable. David M. Kelly, WLIN, 1 La- fayette, Detroit 7.

For sale: 3 Gates 601 cartridge playbacks, and one Gales record amplifier just taken out of service. Like new. Excellent condition. Less than one year old. Complete Motorola base station and one mobil unit tuned to 8/25 and in Fair condition. Contact KBEC, Waxahachie, Texas.

Two RCA automatic turntables, remote control, for $150. Ad 150, or $200 used broadcast equipment. Write us your specifications. List your equipment for quick sales with Broadcast World classified section and Supply Co., Box 614, Bristol, Tennessee.

FOR SALE—Equipment

Continued

New camera cable—28 conductor cable—three 50 ohm coaxials, twenty-one 22AWG, and four 18 AWG for microphone or camera inrush. Lengths available: 200, 300, or 400 feet available for immediate delivery. 42¢ per foot. Box G-101, BROADCASTING.

KTBS-TV has new 1800 ft. tower. This is your opportunity to buy our old one. Consists of 40 lb. per sq. inch wind loading. Write for details. KTBS, Ind., Shreveport, La.

TV antenna system—RCA 12 layer balancing and tuning unit, size for channel 10. Can operate as bi-directional antennas with max. power gain over 40 db. Cost better than $50,000. Make offer. Hammert & Edson, Box 88, International Airport, San Antonio, Texas 78209.

FOR SALE...FM transmitting equipment in good condition. Two...GE ET24 1000 Watt FM Transmitters, One...GE EF3A 3000 Watt FM Amplifiers, One...Andrew four bay antennas, One...GE BYD four bay antenna, Carl Swafford...729-3715, Center- ville, Tennessee.

Guyed tower, original use for AM station on 1460 Ke—in good condition with all parts. Write P. O. Box 5967 Birmingham, Alabama 35205.

Helix cable, latest type Anderson 118, less than two years old, with 2-W. service. Perfect for FM networks. One spool ready to ship, cost $2,500.00, will sell for $1,500.00. Contact Ed Shook, Chief Engineer, KEEZ, San Antonio, Texas. 512-CA 6-7061.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical Laugh service featuring deejay comment. 60 minute roll, Federal Publications, Atlantic Beach, N. Y.


Religious Sponsor list. Names and addresses of over 900 religious time buyers. Individuals, organizations and agencies interested in radio time. This mailing list compiled from national advertising in religious periodicals. $500 buys this list, exclusive in your market. $250 buys this list on a non-exclusive basis. Box F-57, BROADCASTING.

JOCKEY JOKER—A collection of six-page flaps in one edition. Contains over 250 One Liners, Gags, sound effect bits, station breaks, ad bits, etc...$2.50. Show Biz Comedy Service—(Dept. J), 65 Parkway Court, Brooklyn, New York. 11235.

Sexy gal, French-man, granny, and many others featured on 100 taped one liners. All different, 100 for $10.00. Cash or C.O.D. only. Box G-170, BROADCASTING.

Hollywood highlights—50 weekly 15 second voice reports, with personalized call letter identification. Write Box F-99, BROADCASTING.

Radio stations! Your idle time can turn to profit time, a guaranteed money-maker offered by reliable organization interested in the selected stations. Write for details to Box F-336, BROADCASTING.

Eyewitness reports—four 31/2 minute shows, with actualities from top newsmakers and voice reports from key news centers. Profitably aired—with personalized call letter identification—by stations from coast to coast. Exclusive market guarantee. Write Box F-288, BROADCASTING.

INSTRUCTIONS—(Cont'd)

The nationally known 6 weeks Elkins training for an FCC First Class License, Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 352 Saint Charles, New Orleans, Louisiana.


Elkins Radio License School of Chicago. Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, Programing, Console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2903 Inwood Road, Dallas 35, Texas.


INSTRUCTIONS—(Cont'd)

RHI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed, $250.00 private rooms $10 per week, job placement, free. Classes begin Aug. 4, Sept. 8, Oct. 13, Nov. 17. For reservations write or call Radio Engineering Institute, 1320 Main St., Sarasota, Florida.


America's pioneer, 1st in announcing since 1924. National Academy of Broadcasting, 814 H St. NW, Washington, D. C.


First class license in six weeks. Private instruction at classroom rates. Master teacher with 12 years teaching FCC license courses. Write Bob Johnson, 1211 Ninth Street, Manhattan Beach, California.

Is Broadcasting the career for you? Let's discuss it—write Mr. Bob Rogers, Dept. BR-5, Broadcasting Institute of America, 1536 Toledoano St., New Orleans, Louisiana.

FCC License in six weeks. Total cost $285.00. Not a Q and A course. We have a record of success. Houston Institute of Electronics, 504 M & M Bldg., Houston, Texas.

RADIO—Help Wanted—Sales

Broadcast Field Sales Representatives

RCA has several openings in regional sales for men who can prepare detailed AM-FM-TV broadcast equipment proposals, present them to station management and secure orders.

If you have an EE degree, or equivalent, with experience in design, installation or operation of TV broadcast equipment, this is an exceptional opportunity for you.

Salary, bonus arrangements and related benefits are above average for men who show ability in both engineering and sales.

Please send resume to:

Mr. S. A. Rogers, Dept. BR-5
RCA Professional Employment
Broadcast and Communication Product Division
Bldg. 10-I
Camden 2, New Jersey

An Equal Opportunity Employer

The Most Trusted Name in Electronics

82 BROADCASTING, July 20, 1964
**SALES MANAGER TRADE PAPER**

Established periodical serving television seeks crackpots to revitalize sales. Familiarity TV essential, radio helpful. Earnings dependent ability. Send full resume in confidence.

Box G-242, BROADCASTING

**Production—Programing, Others**

**#1 KIDS SHOW IN TOP 50 MARKET LOOKING FOR NEW HOST**

Excellent base salary
Lots of talent money
Many personal appearance opportunities

We want a man who likes working with kids and who likes making money. If you can assume a responsible role of leadership in our community, send resume and pix today to:

Box G-78, BROADCASTING

**TOP NEWMEN**

For adult programmed 24 hour news and music operation in one of country's top ten markets. We're looking for the exceptional man to join our staff who combines ability to prepare and deliver on the air news with the desire of teamwork with other members of our staff. No reader's or DJ's need apply. This is a top job with top pay for a top man to join one of today's great Broadcasting organizations. Send tape and complete resume to:

Box G-243, BROADCASTING

**Situations Wanted—Management**

**ATTENTION STATION OWNERS**

Top right (air-station) General Manager and Program Director team now available. Successful in both smaller and metro markets. Manager has executive ability in promoting top revenue producer. Director of Programming es- sential. Call or write:

Box G-361, BROADCASTING

AGGRESSIVE MANAGER

Outstanding access in establishing chain of AM disc jockey stations to top ratings and profits. Recently built five station top ten unit. Positions for seasoned professionals. Manager in charge of all operations.

Box G-211, BROADCASTING

**Now Available!**

**HUBBARD-WIFE MANAGEMENT TEAM**

Guaranteed to leave news and cut costs. Administration, sales, publicity, traffic program- ming, and announcing . . . all in one package. Call, write or wire.

David D. Wienen, 312-Ohio and 1-3711
1418 River Avenue, Philadelphia, Pa., 19119

**Announcers—TOP 40 PRO**

Young, eager, conscientious. Seeking deejay position in steady high paying major market or operations director medium or larger market. Top money for top man. I will produce. Write or Wire. Will phone immediately.

Box G-236, BROADCASTING

**MISCELLANEOUS**

**ALL STAR DJ SHOW FOR YOU STATION**

"WALLY GEORGE Showpeople's Show" Featuring Lucky Fields
Broadcasting direct from MALIBU, CALIFORNIA
Over the champagne soaked surf
*Guest Star Interviews
*Hollywood Top Tunes
*Filmland Chatter
Taped for you—exclusively.

FREE AUDITION TAPE,
Write: LUCKY FIELDS
c/o Ted's Rancho Restaurant
18002 Pacific Coast Hiway
Malibu, California

**WANTED TO BUY—Stations**

**LOOKING FOR RADIO STATIONS to buy in South- east. Will consider Georgia, Alabama, Florida, Texas, N. Carolina, S. Carolina. Stations can be losing money. Markets of 250,000 up preferred. But essential. All replies confidential. You will be dealing directly with principal. WRITE:**

Box G-222, BROADCASTING

**STATIONS FOR SALE**

1. SOUTHWEST. Major market. $20,000 down.
2. NORTHWEST. Major market. $10,000 down.
3. SOUTHEAST. Exclusive. $30,000 down.
4. NORTHWEST. Exclusive. $15,000 down.

**WANT TO BUY—Stations**

**TV, RADIO ETC.**

Diversifying manufacturer will buy TV, AM or FM, CP, CATV or What Have You?

Arnold Malken
Chairman
160 East 46th Street
N. Y. C. 28, LE 5-7286

Want to Buy

**VHF OR UHF TV**

Wish to purchase Television Station or CP. Write in strict confidence giving full details to:

Box D-291, BROADCASTING

**FOR SALE—Stations**

**PACIFIC NORTHWEST REGIONAL**

Fulltime stations on good frequency with annual average gross at over $12,000 for past two years. North Local ownership to develop full profit potential. Good rate öğes included. $517,000 on terms.

Box G-201, BROADCASTING

**GUNZENDORFER**

OREGON 3 STATION Mixfulltimer asking $80,000 low down terms. CALIFORNIA DAYTIMER asking $82,000. Buy 100% corp stock $24,999. HAWAII FULLTIMER asking $97,500 with ½ down.

WILL GUNZENDORFER AND ASSOCIATES
Licensed Brokers Phone OL 2-8800 864 So. Robertson, Los Angeles 32, Calif.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
Negotiations Management Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.
P. O. BOX 9266 - CL 3-8080
AUSTIN 56, TEXAS

**OCTOBER 2 STATION** Mixfulltimer asking $40,000 low down terms.

**Continued**
Continued from page 77
of license for auxiliary trans.; also exten-
sion of completion date to Dec. 23.

WSN-2 FM Bridgeton, N. J. — Granted CP to make changes in ant. system (main trans.); conditions.

KROS-FM Clinton, Iowa — Granted mod. of SCA to add sub-carrier frequency of 42 kw.

KVNR Salida, Colo. — Granted authority to operate with sign-off at 6 p.m. for period ending June 30.

KAYE Pyuallup, Wash. — Granted authority to go silent from 10 a.m. to 8 p.m. daily, except Sunday, for period ending May 31.

WMGS Bowling Green, Ohio — Granted mod. of license to change name to WMGS Ind.

KMCO Conroe, Tex. — Granted mod. of license for new studio location; remote control permitted, while using DA-D; conditions.

Granted renewal of licenses for follow-
ing: WAIN Columbus, Ky.; WAXU George-
town, Ky.; WBZQ Bowling Green Ky.; WCR-AM-FM, Lebanon, Tenn.; WDNT Dayton, Tenn.; WFCN Franklin, Ky.; WPMB (FM) and SCA Nashville; WEMS(FM) and SCA Indianapolis; WPFU-FM Fulton, Ky.; WHLN Harlan, Ky.; WKYS-FM and SCA Evansville Ind.; WKPX Kingsport, Tenn.; WKSU Pulaski, Tenn.; WLAI, and auxiliary Athens, Tenn.; WLIK Newport, Tenn.; WLLI Louisville, Ky.; WLN Central City, Ky.; WNOP Newport, Ky.; WPKS and auxiliary Pikeville, Ky.; WPIT (FM) and SCA Fort Wayne, Ind.; WRSF Stanford, Ky.; WSMT Sparta, Tenn.; WYO auxiliary antenna at alternate main Berry Hill, Tenn.; WLOM(FM) Chattanooga; WMTS-FM Murfreesboro, Tenn.; WNAJ(FM) Central City, Ky.; WNZY Albany, Ky.; WZFY Lafayette, Ind.; WTTL Madisonville, Ky.; WTS, WTVT-FM and SCA Bloomington Ind.; WCMT Martin, Tenn.; WCTV-FM New Castle, Ind.; WZED; WZEE Westfield, Ind.; WERK Fayetteville, Tenn.; WFTM Mays-
ville, Ky.; WFWL Camden, Tenn.; WQGC (FM) Glasgow, Ky.; WHBU Anderson, Ind.; WZEB and auxiliary Cookeville, Tenn.; WZDC Clarksville, Tenn.; WCTF and aux-
iliary Bowling Green, Ky.; WLJF Shelby-
ville, Tenn.; WMCH Church Hill, Tenn.; WMST Mount Sterling, Ky.; WORM Sa-
vannah, Tenn.; WSSW-AM-FM Warsaw, Ind.; WSFC and auxiliary Somerset, Ky.; WTN

(FM) Louisville, Ky.; *WUOT(FM) and auxiliary knob; WTVX Knoxville; *WAVO Vin-
cennes, Ind.; *WABA West Lafayette, Ind.; *WSVL Barbourville, Ky.; WDEF and aux-

In again Elynnville, Ind. — Granted assign-
ment of CP to Catskill Broadcasting Corp.

WIFA-AM Charlotte, Va. — Granted CP to make changes in ant. station.

WSFM-FM Sparta, Tenn. — Granted mod. of CP to make changes in ant. system.

WFSF-TV Philadelphia — Granted CP to reduce rec. ERP to 8.91 kw (main trans. and ant.).

KPLF-TV Dallas, Texas — Granted CP to reduce ERP to 1.7 kw (auxiliary station) and decrease ERP from 140 kw to 250 kw, and installation of new trans.; remote control permitted.

KLBS Los Banos, Calif. — Granted renewal of license; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 1419.

WSOC Charlotte, N. C. — Granted renewal of license (alternates and auxiliaries); conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 1419.

WCNB Bloomington, Pa. — Granted renewal of license; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 1419.

WHBL Sheboygan, Wis. — Granted license covering increase in power, installation of new antennas and auxiliary tower, and changes in ground system; conditions.

WPBZ Lock Haven, Pa. — Granted license covering increase in daytime power and installation of new tower.

WHBL Sheboygan, Wis. — Granted license covering increase in use of main nighttime trans., as alternate main nighttime trans., and use of main nightime trans. as auxiliary daytime trans.

WDSG Dyersburg, Tenn. — Granted increased daytime power on 1460 kw, from 250 kw, continued nighttime operation with 250 kw, and installation of new trans.; remote control permitted.

WOSAY Sylva, N. C. — Granted mod. of CP to make changes in transmission line for VHF-TV transm.ter.

WYNN Rome, Ga. — Granted license for AM; specify studio location and remote control point.

Fort Mason Translator System, Doss, Calif. — Granted CP for new UHF-TV translator at KONO-TV (ch. 12), San Antonio, Tex. [this line is cut off and not fully visible]
WHEN Fred Walker talks about broadcasting he likes to think of "tomorrow" rather than discuss today or reminisce about experiences leading up to his job as general manager of pioneer KDKA Pittsburgh while still in his early thirties.

Not that he isn’t proud today of the diversified program and public service achievements of Westinghouse Broadcasting Co.’s KDKA under his leadership; he is. Or concerning yesterday, not that he isn’t appreciative of the help and guidance of others; that he is too.

But tomorrow for Mr. Walker is the opportunity to do even better the things done well today, or the chance to correct things not well done or neglected. "I’m never satisfied with the answer that ‘we’ve been doing it this way for years,’" Mr. Walker says. "While it may sound like a hack phrase, radio needs more creativity," he feels, indicating even the best the medium offers can be bettered.

Radio’s Impact * "It’s true that we’re often creative in the program area," he notes, "but rarely in other segments of the typical station operation. For example, we can be creative in the sales department by building a commercial for a client who is not now using radio. We can demonstrate how effective this medium can be when properly used."

Stations can use more creativity in billing, he continues. "How many stations have explored automation, computers or other more effective ways of conducting their business? We should be exploring these areas now," he says.

Radio should sell itself more aggressively as an important part of "a balanced media mix," Mr. Walker contends. "I like the analogy of the four wheels on an automobile," he explains, because "with three wheels it can’t go anywhere." But radio’s problem today is that "too often radio is the fifth wheel used as a spare in the event the other four can’t carry the load," he says.

Although creativity may have its best role in programing, this quality can be used here even better, Mr. Walker believes. "There’s a great deal of dull radio today and this is having some far-reaching effects," he says. "People don’t feel they can or need to listen to some stations," he notes, because there is no personal communication, excitement or “reason” for listening.

Cross-Pollination * Mr. Walker utilizes a good portion of his administrative energy at KDKA encouraging teamwork and the exchange of ideas among members of all departments to assure that the station will always be prominent in giving listeners that “reason.” He likes frequent staff idea sessions with himself absent, for example.

"The engineer too long has been taken for granted," Mr. Walker says, and his contribution to the final broadcast product deserves recognition and support. This past year he has supervised modernization of KDKA’s technical facilities, including redesigning of master control and the installation of cartridge tape. It’s all solid-state.

KDKA’s "vertical documentaries" are an innovation of which Mr. Walker is particularly proud. Developed and refined by Jack Williams, program manager, the technique "is one of the most exciting radio concepts I’ve seen in years," he exclaims. "It allows the station to present a one-hour documentary in five-minute segments throughout the day," Mr. Walker explains, and "this enables us to present significant material during the prime listening hours without jeopardizing the mass appeal of the full hour program."

"Court on Air" Other program achievements high on his list are a series dealing with unemployment and the annual broadcasting of moot court competitions in cooperation with Pittsburgh and Duquesne universities and the Allegheny Academy of Trial Lawyers.

KDKA tied in an incentive effort for regular jury duty among listeners by an advance on-the-air essay contest to select listeners for the moot trial jury. Scholarships of $1,000 for the winning school also were arranged, KDKA donating half.

The nearly all-day trial-to-verdict events were covered live, using frequent cut-ins. The award banquets were top local events featuring guest speakers Supreme Court Justice Tom Clark and Attorney General Robert Kennedy.

Radio can compete with TV, Mr. Walker believes, but "it’s no secret that television is becoming more mobile every day" with both tiny cameras and tiny sets. Mobility has been one of radio’s big attractions, he notes, "and we are in danger of losing this edge. Radio should be working now on a solution to this problem."

Strongly research-oriented, Mr. Walker always asks "why" about things which concern radio’s growth and he often is having studies made to find answers. At present he is studying the personal use habits in all media of 400 Pittsburgh executives. A key point, he feels, is the answer to "why not" for limited or noneuse media contact.

Getting people out and away from the station is another kind of practical personal research Mr. Walker encourages. Listening and learning is his motto, especially when it comes to other radio stations.

New Talent? * This habit has given him pause about another of radio’s problems: "Where are the radio stars of tomorrow?" He recalls a trip by KDKA’s program manager throughout Pennsylvania to listen to smaller stations for new talent that might be developed and encouraged. "After listening to dozens of stations," Mr. Walker relates, the program manager concluded "that only one station in a medium-size Pennsylvania market has a personality that could possibly be used in a major market."

Broadcasting today doesn’t have an adequate training ground for new talent, Mr. Walker feels, "and the youngsters who do have jobs in smaller stations are being allowed to make the same mistakes in delivery over and over again."

But he has amiable compassion for their plight. "That’s right where he started."

He makes impatience a virtue

WEEK’S PROFILE

EDITORIALS

Fairness doctrine: new twist

WHATSOEVER else happens in the months ahead it can be anticipated that the going won't be easy for broadcasters in dealing with the Goldwater organization.

When Dwight D. Eisenhower attacked "sensation-seeking columnists and commentators" in his Tuesday night speech to the Republican convention, the delegates gave him thunderous applause. And when he added that "these are people who couldn’t care less about the welfare of our party" and that "we must find a better way of bringing truth to the people," the convention went wild.

Candidate Goldwater himself has said that network commentators as well as newspaper columnists and editorialists did not give him a fair shake in their interpretations of events leading up to his nomination last week. But he may be somewhat less sensitive to journalistic comment than his demonstrative delegates indicated they were. He told BROADCASTING, as reported elsewhere in this issue, that he thought news coverage of the convention had been competent.

So the problem for broadcasters may come less from the candidate himself than from some of his devoted supporters.

An innocuous plank in the Republican platform, which must be regarded as the work of Goldwater architects, gives lip service to journalistic freedom. "In broadcasting," it reads, "we must give the work of Goldwater organization, as well as that of all other candidates for public office, the reasonable protection that it needs," the continues, "as it is given in the case of other organizations." A new and unhappy twist.

The plank is good as far as it goes, and hopefully Mr. Goldwater will take it farther.

In responding to questions put to him by this magazine last week, he said that freedom of the press should extend, to the fullest extent possible, to radio and television as journalism media. It remains to be seen whether some of his followers will adhere to that view as the campaign gets rougher.

In San Francisco last week broadcasters dealt with a tough, bellicose, anti-broadcasting Goldwater organization. That state of conflict will do neither broadcasters nor the Republican party much good if it persists. The party must realize it needs broadcasting exposure if it hopes to make its policies and candidates known to the electors.

Mr. Goldwater has indicated that he is aware of his need for an accommodation with broadcasting; he has said he is eager to appear in broadcast confrontations with the President. It remains for his supporters to catch up to his views.

More can be accomplished through cooperation between the party and the broadcast journalists than through the kind of bullying that was manifest in San Francisco last week.

Undelivered message

BROADCASTERS are supposed to be in the communications business, but there is some doubt that they unerringly communicate. The doubt is in no way relieved by the answers that Representative William H. Avery (R-Kan.) got to a question he asked of constituents.

The question: "Do you favor the continuing efforts of the Federal Communications Commission to regulate the programs on radio and television stations?" Of the more than 10,000 Kansans who replied, 56% answered yes, 29% said no, and 15% had no opinion.

In technique Mr. Avery's research may be faulty, but even so it indicates that broadcasters have a problem. Any time 10,000 Kansans in a conservative district vote 56 to 29 for more federal program control, something is disturbingly wrong.

Mop up campaign

THE prospect of straightening out, in one swoop, the whole complicated tangle of major lawsuits involving music licensing is almost irresistibly attractive. The least anybody can do is offer most fervent good wishes to those who, as described elsewhere in this issue, embarked on this monumental undertaking last week.

If the plan works, much of the credit must go to Judge Sylvester J. Ryan of the U. S. southern district court in New York. As the court's expert on music-license matters, Judge Ryan presides over such cases, and he launched the search for a wholesale solution by advising the principals to either litigate or negotiate—but not to look for his help in negotiating unless the negotiations cover all cases rather than some.

Specifically, these would include not only the current litigations for new radio and television music licenses from the American Society of Composers, Authors and Publishers, but also two long-pending suits against various broadcast groups. One of these suits is the so-called "Schwartz case," brought some 10 years ago by a group of songwriters seeking $150 million and the divestiture of Broadcast Music Inc. from its radio-TV ownership. The other is the Life Music case, a suit of approximately the same vintage and purposes. Once these issues were settled, music licenses probably would be put on a 10-year rather than the current short-term basis.

If all these cases are cleaned up, it may be the biggest clean-up campaign in broadcasting's legal history. But there are dangers that, we trust, will not be overlooked.

One, always present in many-sided negotiations, is that a participant may, for the sake of the overall agreement, make sacrifices that he would not make in negotiations involving his case alone. Another is that, as Judge Ryan indicated, a long-term contract must protect against unforeseen and perhaps unforeseeable economic and other changes, or else one side is apt to get hurt.

There was a time when the dangers would have included demands that broadcasters get rid of their ownership of BMI. At the moment this does not appear to be a major peril. We hope it stays that way, and we wish the negotiators well in bypassing other pitfalls, too.

The job is so big and complicated and difficult that it almost defies description. It may be impossible. But a fair and equitable settlement would give both broadcasters and the music-licensing organizations a colossal saving in time, trouble and legal expenses, and we hope it can somehow be brought off.

Drawn for BROADCASTING by Sid Mux

"It's OK... he just wants to touch up our sheets!"
Take 5...dissolve to 6
10 years color
17,683 hours color
Monitor isn’t merely the best weekend entertainment service on network radio.

It’s the only one.

In this case, the absence of imitation may be the sincerest form of flattery.

For we—and everyone else, apparently—look upon Monitor as a one-of-a-kind success.

Indeed, the unique success of the nine-year-old Monitor is one very persuasive reason for NBC Radio’s consistent leadership in network sales.

The key to the program’s wide appeal lies in its unparalleled diversity. On a given day, it can transport listeners from the Presidential Palace in Saigon to an Elizabeth Taylor dressing room, and still manage to include: a comic improvisation by Jonathan Winters; a medley of songs by Barbra Streisand; a Mel Allen description of a stock car race; and a lecture on crabgrass by Hugh Downs.

In the field of news, Monitor carries a particularly strong appeal; its special features, on-the-scene remotes, and every-hour-on-the-hour roundups (all furnished by the incomparable resources of NBC News) make it the program to hear for weekend news coverage.

Monitor’s tenth year promises to be every bit as singular as its first nine. As a listener, you’ll find it lively, full-spectrum entertainment. And as an advertiser, you’ll find it singularly attractive.

For Monitor isn’t merely the best network entertainment service reaching the nation’s radio listeners on weekends. It’s the only one.

NBC Radio Network