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The final touch that makes the difference

KOB  Albuquerque
WSB  Atlanta
WGR  Buffalo
WGN  Chicago
WLW  Cincinnati
WDOK  Cleveland
WFRAA  Dallas-Ft. Worth
KBTR  Denver
KDAL  Duluth-Superior
KPRC  Houston
WDAF  Kansas City
KARK  Little Rock
WINZ  Miami
KSTP  Minneapolis-St. Paul
WTAR  Norfolk-Newport News
KFAB  Omaha
KPOJ  Portland
WRNL  Richmond
WROC  Rochester
KCRA  Sacramento
KALL  Salt Lake City
WOMI  San Antonio
KFMB  San Diego
KYA  San Francisco
KMA  Shenandoah
WGTO  Tampa-Lakeland-Orlando
KVOO  Tulsa

Intermountain Network
Radio New York Worldwide

Add Radio on the spot—and what a difference it makes! Wherever your customers go, whatever they do—count on Spot Radio to remind them of your product. Remember, Spot Radio is the finishing media touch that impels the action—and gets the sale!
WJR is the kind of radio people pay attention to.
WJR radio is foreground radio. With the kind of sports and fine arts and news and farm shows and homemaking tips and music that thrill, provoke, inform, amuse, excite, and charm.
WJR radio does things to people. All day, all night, year in, year out.

Naturally, this kind of radio does things for commercial messages, too. Namely, gets them heard and appreciated—in a 4-state, 112-county market with 15,312,700 inhabitants.

In short, WJR radio is radio for you to make money by. Call your Henry I. Christal Representative soon.
hidden treasure is buried in the WGAL-TV market

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

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION  •  Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York  •  Chicago  •  Los Angeles  •  San Francisco
P&G and politics

Compton Advertising, New York, has been quietly spreading word that adjacencies involving Procter & Gamble version of triple-spotting will not be acceptable for any P&G commercials. In part it's practically identical to warning Compton put out last December (BROADCASTING, Dec. 16) but it is not simple repetition. Point in December, as letters made plain, was that P&G would not accept adjacencies to piggybacks. Point now, according to agency sources, is that P&G does not go along with National Association of Broadcasters code authority's ruling that political announcements need not be counted under code commercial quotas. Sources say that if P&G commercial is next to two spots, one of which is political, situation involves triple-spotting and is unacceptable to P&G no matter how code regards it.

Hidden gimmick?

Baseball executives are having trouble allaying suspicions of some network officials that pay-TV plans lurk behind current proposal for Monday night baseball broadcasts on national free-TV lineup (story page 68). Pay-TV question has been raised by two features of new baseball package: (1) Tom Gallery, onetime NBC sports chief but now vice president of California's Subscription Television Inc., has turned up as consultant to Major League Joint Television Committee. (2) Commercials would be prohibited at all times except when teams were changing position at half-inning intervals.

Doubters among network officials reason that Mr. Gallery was planning on baseball committee by Walter O'Malley, owner of Los Angeles Dodgers, who is stockholder in California pay-TV system and who has kept most of his team's games off free TV in anticipation of pay-TV. Some doubters figure that as now constituted Monday night package could be picked up by pay-TV outlets. Since no commercials of any kind, not even video specials, could be carried while teams were in position, clean feed of all action would be available to pay-TV system which would need only to cut away at half-inning points to avoid transmitting advertising.

Conference on clearance

Clear-the-air luncheon was held last week in Washington by Richard A. R. Pinkham of Ted Bates & Co., New York, chairman of American Association of Advertising Agencies' Broadcast Operations Committee, and Howard Bell, director of National Association of Broadcasters code authority, which has been frequent target of Mr. Pinkham's committee. Luncheon stemmed from suggestion by Lawrence H. Rogers II of Taft Broadcasting, member of TV code review board, that get-acquainted session might ease tensions and improve relations—and apparently it accomplished this purpose, so far as participants were concerned.

Session dealt almost entirely with handling of commercial copy clearance, which has been and remains of deep concern to agencies generally. After Mr. Bell clarified code procedures and attitudes, Mr. Pinkham emerged reassured, apparently satisfied that code attitude would be thoughtful and helpful rather than militant and arbitrary. Success of meeting, held Thursday with Mr. Rogers also present, may be gauged by this: Afterward, Mr. Pinkham suggested Mr. Bell visit New York for similar discussion with full AAAA committee, which Mr. Bell accepted.

Rep looks at CATV

Katz Agency, New York station representation firm, has formed subsidiary company, Unicom Inc., to “study CATV business and explore its implications for television industry.” Tod Moore, former director of sales development for Katz, will be chief executive officer of new concern. Rep firm official says main purpose of Unicom at present will be study of CATV field, but suggests possibility that venture might lead to future CATV acquisition.

Affiliation write-offs

That victory for broadcasters won by Corinthian in its fight to be allowed to amortize network affiliation contracts may not be as full-fledged as tax court decision would imply. There's indication behind scenes that Corinthian and Internal Revenue Service are discussing compromise—which would maintain principle of amortization but change rate. To maintain standing, IRS has filed notice of appeal in U. S. Circuit Court of Appeals in Chicago.

In his decision, U. S. Tax Judge Howard A. Dawson Jr. held that broadcasters may take straight-line depreciation over 20-year period for network affiliation contracts (BROADCASTING, March 16). Corinthian had bought WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind., in 1956 for $10 million, allocating $4,650,000 to CBS affiliations. When this was disallowed by IRS, tax court case followed.

John Bull’s first

Britain’s first commercial radio station is being planned quietly by important entities on Isle of Man. Pye Ltd., electronic manufacturer, has retained Jansky & Bailey, U. S. consulting engineers, for development of medium band (broadcast) commercial station and, according to reliable reports, prospects for authorization by British Post Office Department, which controls allocations, are bright. Although Britain has commercial TV service (ITV) competing with BBC, TV, radio service is exclusive non-commercial operation vested in BBC.

ABC-TV compensation

There was a flap, followed by uncertainty, among ABC-TV affiliates last week over network’s plan for compensating stations carrying American Football League games this fall. ABC officials said stations would be paid on basis of two class-C hours per game; some stations say they’d be glad to get that rate (CBS-TV pays for one C-hour on National Football League games), but that they had heard it differently. Word they got, they said, was that they’d be paid for nine network-sponsored announcements in each game and also would be given nine spots per game for local sale, latter subject to co-op fee of 30% of package price less agency commission.

Investigation indicated both versions were right, at least sort of. ABC-TV intends to pro-rate payments according to sales, using two C-hours as maximum. If it sells all 18 announcements, for example, stations will be paid for two C-hours; if it sells nine announcements they’ll get one C-hour—plus nine other spots, which are assigned for local sale but with right of recapture by network. Meanwhile there appeared no confusion over compensation plan for new Les Crane Show, which starts Nov. 9 in 11:15 p.m.-to-1 a.m. EST period. Stations carrying it will do so on quid-pro-quo basis. According to present plan, network is to get six minutes for sale, affiliates get remaining 13.
CAN YOU THINK OF AN EASIER WAY TO FIND A GOOD FISHING SPOT? In one summer Boston Store’s weekly half-hour Fishing Show with Bill Hoeft on WTMJ-TV has shown thousands of Wisconsin people how and where to fish. On this all-color program Bill not only features color films from his own trips to the fishing spots in Wisconsin but also the best in fishing equipment and boats available at Boston Store. The Publicity Director for Boston Store writes, “Obviously, this has had a splendid effect on business. No other medium could have done this education job and our long-term sales can be attributed solely to television.” This response is typical of the influence WTMJ-TV has on Milwaukee. Put your sales message on WTMJ-TV...see why it is still the number one station in Milwaukee for both adult viewers and advertisers.

MILWAUKEE Responds to WTMJ-TV

CHANNEL 4
THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles
WEEK IN BRIEF

Television coverage of political conventions may be in for shake-up. ABC affiliates' head wants coverage cut down; CBS and NBC counterparts interested in rotation plan if antitrust laws allow. See . . .

TOO MUCH COVERAGE? . . . 35

Sold sponsorships of TV networks' fall nighttime schedules are 50% participations. Burst of sales nears end with totals about same as last year. Programs start new cycles later this month. See . . .

NETWORK PARTICIPATIONS GROW . . . 38

NBC and Philco protest FCC decision to make network and Westinghouse reswap Philadelphia-Cleveland stations. NBC says its conduct was proper; Philco contends renewal shouldn't have been given with condition. See . . .

NBC, PHILCO ATTACK DECISION . . . 56

Two TVs and AM-FM combination sold in separate deals. WII(TV) Pittsburgh goes to Cox for $20.5 million, WFMY-TV sold along with two newspapers. Reeves buys WITH-AM-FM Baltimore for $1 million plus. See . . .

BANNER WEEK IN STATION SALES . . . 54

President Johnson's planned charity appeal on TV would be subject to equal-time demands, FCC rules. Pitch would have to be on news show. Some commissioners grumpy because networks forced ruling. See . . .

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Nielsen's ratings practices with October report will undergo changes to increase accuracy. Continually changing samples will be picked by computer. "Completely new NSI service" will drop Recordemters. See . . .

COMPUTERS WILL PICK SAMPLES . . . 60

Broadcasting will absorb major part of record budgets for current presidential campaigns. Democrats and GOP have already committed almost $1.5 million for network television alone, more to come. See . . .

THE MOST COSTLY RACE . . . 46

Networks cool but sponsors warm for major leagues' proposed Monday night TV baseball package. Bids for games are due Sept. 15. Teams anxious to sell Fetzer-sparked package. CBS out of running. See . . .

PLAN FACEDS FINAL HURDLES . . . 68

Representative Wright Patman lambastes 'Life Line' programs as violating Internal Revenue Service code's rules for tax-free foundations, asks for revocation. H. L. Hunt defends organization against subcommittee. See . . .

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National Association of Broadcasters firms up approach of programming clinics that start Sept. 18. Program ideas, music trends, news and editorials, commercial production, talk and drama will be featured. See . . .

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LET'S TALK MOVIES!

LAST YEAR WTIC-TV TELECAST

- 180 FEATURE FILMS NEVER BEFORE SHOWN BY A CONNECTICUT TELEVISION STATION.

- 157 FEATURE FILMS NEVER BEFORE SHOWN BY A CONNECTICUT OR A WESTERN MASSACHUSETTS TELEVISION STATION.

NOT ONLY NEW, BUT FINE MOVIES, SUCH AS —

On The Waterfront . . . Sayonara . . . Man in the Gray Flannel
Suit . . . Ruby Gentry . . . The Old Man and the Sea . . .
The Bad Seed . . . Duel in the Sun . . . Battle Cry
. . . The Spirit of St. Louis . . . No Time for Sergeants

THIS YEAR, WTIC-TV HAS CONTINUED TO ENCHANT ITS AUDIENCE WITH —

Auntie Mame . . . The Dark at the Top of the Stairs . . .
The Nun’s Story . . . Bachelor Party . . . Cash McCall
. . . Ice Palace . . . Marjorie Morningstar . . . Tall Story
with many, many more to come!

For television leadership in movies, look to

WTIC-TV3
HARTFORD, CONNECTICUT
REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.
Piggyback issue taken up by C-P

Advertiser's new policy:
Use no stations that have premium piggyback charges

Colgate-Palmolive has set torch to piggyback fire with disclosure to TV stations that any premium charge for such multiproduct spots — "even 1%" — will result in loss of all C-P business. Stand adopted by C-P week ago has already cost eight stations "several hundred thousand dollars" in canceled business.

Greg Lincoln, Colgate-Palmolive's manager of radio-TV operations, said Friday (Sept. 4) company would stick to position even if it meant being forced completely out of important market. He estimated 18 stations are now involved and that others might be added to that number. Nine of these — five in top 15 markets — are known to have premium policy on piggybacks, but have not yet charged C-P extra for them.

Colgate says that only when station or rep advises that there is piggyback surcharge will company repay with blanket cancellation of all business. In further explanation Mr. Lincoln said Corinthian stations, for example, are not accepting piggybacks, but since company at present has no piggybacks scheduled on their stations it will continue to use these outlets at this time.

In case of stations which give multiproduct announcements pre-emptible status, C-P said it would be willing to accept new position for displaced spots but, again, would cancel all business if piggybacks were dropped from station's schedule entirely or if they were retained and premiums charged for them.

Three stations change hands in Southwest

Sale of KGBC Galveston, Tex., by Mrs. James W. Bradner Jr. to Harbor Broadcasting Co. for $225,750, subject to FCC approval, was announced Friday (Sept. 4). Buying group is headed by E. B. Taylor. KGBC is fulltime on 1540 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

Meanwhile FCC Broadcast Bureau approved following sales, announced Friday:
* KASE Austin, Tex.: Sold by W. D. (Dub) Rogers to Southwest Republic Corp. for $275,000. Southwest Republic is headed by John R. Kingsbery and is licensee of KHFI-FM-TV in Austin. KASE operates daytime only on 970 kc with 1 kw.
* KORT Las Cruces, N. M.: Sold by William C. Taylor and associates to Chaparral Broadcasting Services for $187,500. Chaparral is owned by Frank O. Papen Inc. and others. KORT is daytime on 570 kc with 5 kw.

College grid plans of STV snagged

Plan of Subscription Television Inc. to show home games of four West Coast universities (Broadcasting, June 22) has fallen through for 1964 season. Presidents of schools of Athletic Association of Western Universities at meeting late Thursday (Sept. 3) decided to defer putting games on pay TV until they can give matter further study.

STV was negotiating with AAWU for games of University of California at Los Angeles; University of California, Berkeley; Stanford University, Palo Alto, Calif., and University of Southern California, Los Angeles. Showing of games on pay system would have been in line with provision in contract between NBC-TV and National Collegiate Athletic Association allowing experimental televising of games on pay TV.

UCF needs a new star; nets back away from LBJ

Three TV networks will not carry special program featuring President Johnson in behalf of United Community Funds & Community Chests.

Networks made decision Friday (Sept. 4) following FCC ruling that special program would lay them open to equal-time demands from President's candidates in election campaign (see page 77).

Quaker moves Life to DDB

Quaker Oats Co., Chicago, announced Friday (Sept. 4) its Life cereal account, billing about $1.5 million, will move to Doyle Dane Bernbach, New York, effective Jan. 1. Former agency is J. Walter Thompson Co. Quaker's Ful-O-Pep livestock and poultry feed account, billing $300,000, moves from Compton Advertising, Chicago, to Cooper, Stock & Scannell, Milwaukee, also on Jan. 1.

More support by Hunt of 'Life Line' shown

Tax-free foundation that produces Life Line for use on 354 U.S. radio stations sold almost $100,000 in books and other publications to H. L. Hunt companies, House subcommittee probing foundations reported last Friday (Sept. 4).

Representative Wright Patman (D-Tex.), chairman, repeated his urging that Internal Revenue Service revoke tax exemption of Life Line Foundation Inc. of Dallas, as had been recommended in 1962 by IRS agent and his superiors (see page 72).

Purchases by Hunt firms were further evidence of more than $3 million foundation has received from Mr. Hunt, Texas oilman who started Life Line and has kept it going by at first making large cash donations and for last few years buying tracts and sponsoring radio programs in areas where other sponsors are unavailable.

Question posed by subcommittee was

Gone once—going twice?

Mark Century Corp., New York, reportedly will enter into negotiations Tuesday (Sept. 8) for acquisition of Richard H. Ullman Associates, that city. Report followed announcement Friday (Sept. 4) of sale of Ullman firm to The Peter Frank Organization, Hollywood. Mark Century is affiliated with Music Makers Inc., and like Ullman and Frank companies is engaged in radio programming services and production. Milton Herson, president of Mark Century, was expected in Hollywood Tuesday.

Sale of Ullman to Peter Frank was announced by Morton J. Wagner, president of Morton J. Wagner Cos., of which Ullman was division. Mr. Wagner said he will soon announce "new broadcaster-researched services" of his companies.
WEEK'S HEADLINERS

Mr. Henry  Mr. Conroy

John F. Henry, senior VP at Geyer, Morey, Ballard, Detroit, and supervisor of American Motors Corp. automotive division account, moves to GMB's New York office where he will continue to handle American Motors accounts and take more active part in agency management. In related move Robert B. Conroy, VP of agency and former manager of Chicago office, moves to Detroit as co-manager of office there and executive on Rambler account.


Another turndown in drop-in case

FCC has again rejected pleas for reconsideration of its decision denying short-spaced VHF drop-ins for seven markets.

Action, on 4-3 vote, sets stage for court appeal based in part on Commissioner Lee Loewingar's vote in affirming drop-in decision in December.

Reconsideration was sought by WTVK (TV) (ch. 26) Knoxville, Tenn., WARD-TV (ch. 54) Johnstown, Pa., and ABC, which hoped to affiliate with VHF affiliates in drop-in markets.

WTVK, which sought reconsideration only in proceeding involving proposed Knoxville drop-in, said commission decision was not valid because of basis of December vote by Commissioner Loewingar.

Commissioner Loewingar, not on commission at time of original decision, in May 1963, said he would have voted for drop-ins then, if he had been. His vote to affirm, in December, he explained, was in interest of consistency of commission action.

FCC last week said commissioner's vote—and therefore result of four-member majority—was valid.

CBS remains an angel by “The Skin of Our Teeth”

CBS Inc. is investing $400,000 in musical version of “The Skin of Our Teeth,” becoming sole backer of comedy, which is scheduled to open on Broadway in fall of 1965.

CBS spokesman said Friday (Sept. 4) that company is prepared to put up another $100,000 if additional funds are necessary.

This will be seventh occasion CBS or one of its subsidiaries has made investments in Broadway musicals. It invested $360,000 in “My Fair Lady” and to date gross revenues from all sources has been $72 million (Broadcasting, Aug. 24).

RCA announces dividend

RCA announced Friday (Sept. 4) quarterly dividend of 15 cents per share on common stock, payable Oct. 26 to stockholders of record Sept. 18. Dividend of 87 1/2 cents per share on cumulative first preferred stock for period of Oct. 1 to Dec. 31, 1964, was also declared. Cumulative stock dividend is payable on Jan. 2, to stockholders of record Dec. 18.

Miami ch. 10 renewal appealed

U. S. Court of Appeals in Washington has been asked to reverse FCC decision last month granting renewal of Miami channel 10 to L. B. Wilson Inc.

Three unsuccessful applicants filed appeals from final commission decision renewing WLBW-TV license for full three years (Broadcasting, Aug. 3).

WLBW-TV originally received four-month license in 1960 when it was found to be only one of original applicants untarred by ex parte charges in case which began in 1953 and which saw grant to Public Service Television Corp. revoked.

When Wilson applied for full three-year renewal, three other applicants filed for facility. After hearing, FCC examiner recommended grant go to South Florida TV Corp., but this was overruled 4-1 by FCC. In addition to South Florida, also filing appeals were Civic Television Inc. and Miami Television Corp.

For other personnel changes of the week see FATES & FORTUNES

whether Mr. Hunt's subscriptions, etc., were considered as business expenses by IRS. Revenue service stressed this would depend on whether use of purchases was in business, as distributing them to customers.

N. Y. Senate hopefuls to concentrate on TV

TV will figure prominently in New York race for Senate between incumbent Senator Kenneth B. Keating (R) and former Attorney General Robert F. Kennedy (D). Weiss & Geller Inc., New York, newly appointed agency for Senator Keating's campaign, says it will emphasize TV — some unofficial estimates place budget for TV near $600,000 level. Weiss & Geller will supervise campaign: Van deCar & dePorte, Albany, will represent senator in north-east section of state. Papert, Koenig, Lois, New York, agency for Mr. Kennedy's campaign, will place substantially more than half of the budget in TV, it was reported.
HUNTING SEASON'S OVER. Whether stations are looking for rabbits or ducks, the hunting season is over when they bag the new WB cartoons package, SERIES '64. Starring Bugs Bunny, Daffy Duck, Foghorn Leghorn, Wile E. Coyote, Road Runner, Elmer Fudd and other world-famous characters, SERIES '64 includes 100 great cartoons never released for television before. Recently, the hunting season ended in Chicago, Detroit, San Francisco, Cleveland, Minneapolis, Indianapolis, and Kansas City.

Kookie's Back in the Parking Lot. One of the big reasons for the tremendous network rating success of 77 Sunset Strip is "Kookie" Byrnes—the hair-combing, jive-talking, car jockey. Starting this fall, "Kookie" who co-stars with Efrem Zimbalist, Jr. and Roger Smith will be back in the parking lot next to 77 Sunset Strip in such markets as St. Louis, Miami-West Palm Beach, Tampa, Baton Rouge, Chattanooga, Fort Wayne, South Bend-Elkhart and others.

Bronco's Tough. With Ty Hardin in the title role, BRONCO provides tough competition for any program—particularly in the 5 to 7:30 pm time area. As a two-fisted, ex-Confederate Army captain, Bronco Layne wanders from town to town fighting outlaws and injustice. BRONCO, with 88 action-packed hours, is one of the programs that comprise the highly successful Warner Bros. western block. Other series in the highly rated western block are MAVERICK, CHEYENNE, SUGARFOOT and THE DAKOTAS. Markets recently added to the BRONCO list include Houston, Fort Wayne, Bakersfield, Corpus Christi, and Moline.

WMCT signs for "77 sunset strip." Mori Greiner (seated left), Station Manager at WMCT, Memphis, signs contract for 149 hour-long episodes of 77 SUNSET STRIP. Looking on are John Davidson (center), Southeastern Sales Manager for Warner Bros., and Ed Greaney, WMCT Program Manager.

NOW IN DISTRIBUTION: 77 SUNSET STRIP • ROOM FOR ONE MORE • THE DAKOTAS • THE GALLANT MEN • HAWAIIAN EYE LAWMAN • CHEYENNE • MAVERICK • SUGARFOOT • BRONCO • SURFSIDE 6 • THE ROARING '20S • BOURBON STREET BEAT FEATURES: "WARNER BROS. ONE" • CARTOONS: "WARNER BROS.—SERIES '64"

WARNER BROS. TELEVISION DIVISION 666 FIFTH AVENUE, NEW YORK 19, N. Y. CIRCLE 6-1000

BROADCASTING, September 7, 1964
Today's most exciting TV station
1. Decision: The Conflicts of Harry S. Truman. "I want the people to know me as I am and the Presidency as I have known it." In an unprecedented, historic television series, the former President recounts his own story of those turbulent years—the critical issues he faced and the major decisions he made.

2. Men in Crisis. The decisive moments of trials that established the victor over the vanquished are revealed and dramatized in this unique documentary series of the momentous clashes between some of the men who made history in our time: Chamberlain and Hitler, De Gaulle and Petain, Stalin and Trotsky.


4. East Side / West Side. For a dedicated social worker in New York City, the battles are many, the victories few. This highly acclaimed series, with George C. Scott, dramatizes the problems and conflicts of a man whose job is to help and to protect people in trouble.

5. The Richard Boone Show. Television's first repertory company of players is headed by Richard Boone. Each week, ten talented actors take turns in major and minor roles in a wide array of written especially for this outstanding series.

6. 77 Sunset Strip. Their headquarters are in the heart of Hollywood—but they have treasures and guns and will travel for a fee. Follow these fast-talking, free-wheeling private eyes in their hour-long mystery adventures filled with action and suspense.

7. The Robert Montgomery Cycle. Our television theater—dedicated to man and the exploration of his nature—continued with the recent presentation of "The Right and Wrong Worlds of Walt Whitman" and "Duke Ellington: A Portrait in Music."


9. Wunderama. There's more than child's play to programming for youngsters. And Sonny Fox, Sandy Becker, Soupy Sales and Paul Hart respond successfully to the idea that fun is fun and that learning can also be enjoyable.

10. The Eleventh Hour. The shattering moment of emotional crisis is the critical point at which each psychological drama begins. Two doctors face personal problems and situations that demand great understanding.

11. Espionage. Call him spy, secret agent or member of the underground, his assignment is espionage. These hour-long dramas range the suspense-filled underworld of international intrigue with stories of courage and cowardice, heroes and traitors.

12. The Breaking Point. To conquer mental illness, each patient must come to terms with himself and the world in which he lives. This bold, courageous series breaks new ground as skilled psychiatrists explore the dark recesses of minds in turmoil.

**WNEW-TV**

METROPOLITAN BROADCASTING TELEVISION, A DIVISION OF METROMEDIA, INC.
Live and Lively. That's the WDEF-TV studios at Broadcast Center, Chattanooga, at 1:00 p.m. weekdays when Tom Willette and Betty "B" hit the air with Lunch 'n Fun. It's a key live WDEF production that for 6 years has been built to the No. 1 audience attraction* - and delighted the women's clubs which participate. Sampling product, of course, is part and parcel of the easy convivial carryings-on of veteran showman and interviewer Willette.

Mail? Sure enough. Whether its an inquiry about how a participant made corn cob jelly, or getting in the last word on a high styling discussion, Lunch 'n Fun stimulates, provokes, entertains - and best of all - sells merchandise.

It's an honest-to-goodness, live-at-the-moment local program such as other Park Broadcasting stations feature - like Carolina Today at WNCT-TV, Greenville, N.C. (weekdays 6:30-8:30 a.m.) or Memo From Ilo at WJHL-TV, Johnson City (weekdays 1:00-1:30 p.m.). Local shows like these, combined with hard-hitting local news, make Park Broadcasting stations leaders like the CBS network with which they are all affiliated.

Park Broadcasting is as new as its day-to-day showmanship, but its stations each have better than 10 years of proved leadership.

**Ratings source: March, 1964 AIB**

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**DATEBOOK**

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

*Indicates first or revised listing.

**SEPTEMBER**

- Sept. 6-12 — International Audio-Visual Conference sponsored by National Council of Churches' Department of Audio-visual and Broadcast Education: American Baptist Assembly, Green Lake, Wis.
- Sept. 7-11 — International Conference on Microwaves, Circuit Theory and Information Theory, sponsored by Institute of Electrical Communication Engineers of Japan. Summaries and abstracts, which must be written in English, should be sent to Dr. Kiyoshi Morita, chairman of Papers Committee, Institute of Electrical Communication Engineers of Japan, 2-6, Fujimicho, Chiyoda-ku, Tokyo.
- Sept. 9-10 — Panel on "Is 'Fairness Fair?'" sponsored by the communication committee of Federal Bar Association. Participants include FCC Commissioner Kenneth A. Cox; W. Theodore Pierson of law firm of Pierson, Ball & Dowd; Dr. Ben Strouse, president of WWDC Washington, and Lewis Cohen (moderator), of the law firm of Cohen & Berfield. 8 p.m., Statler-Hilton hotel, Washington.
- Sept. 14 — Public hearing on applications for community antenna television franchises at Green Mountain Television Commission, State Office Building, Hartford.

**RAB CONFERENCE SCHEDULE**

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

- Sept. 17-18 — Tarrytown House, Tarrytown, N. Y.
- Sept. 23-26 — Far Horizons, Sarasota, Fla.
- Oct. 1-2 — Hyatt House, San Francisco
- Oct. 8-9 — Western Hills Lodge, Wagoner, Okla. (near Tulsa)
- Oct. 12-13 — Hotel Moraine, Chicago
- Oct. 15-16 — Northland Inn, Detroit
The Bell System has...push buttons that can turn your telephone into a versatile intercommunicating system at the touch of a forefinger.

These buttons give you fully integrated telephone/intercom service. They let you handle outside and inside calls on one instrument...hold one call while you get information or answer another call...add an inside extension to an outside call...set up multi-phone conferences.

This push-button ease of modern Bell System office communications is the result of a point of view.

We don't want our customers to have to "get along" with inferior equipment, and "make do" with inadequate service.

Rather, we want them to have communications that are positive assets in their day-to-day business—ways to increase profits, and cut costs, and promote efficiency.

To this end, we are constantly at work developing new services and improving present ones...aiming always to provide the finest communications at the fairest prices.

BELL SYSTEM
American Telephone & Telegraph Co. and Associated Companies
**Broadcasting**

1735 DeSales Street, N.W.

Washington, D. C. 20036

Please start my subscription immediately for—

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

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O’Mara, Hollywood Ad Club president, will conduct the meeting, first of the season, 12 noon, Hollywood Roosevelt hotel.


- Sept. 15—Annual meeting of shareholders of Rollins Broadcasting Inc., Bank of Delaware Building, Wilmington, Del.

- Sept. 15—Town Hall of Los Angeles: Debate on pay TV between Pat Weaver, president of Subscription Television Inc., new pay-TV service, and Don Belting, retired advertising executive, currently head of the Citizens Committee for Free TV. 12:30 p.m. at the Biltmore Bowl.


- Sept. 17—First annual stockholders meeting of Communications Satellite Corp. Sheraton-Park hotel, Washington.


- Sept. 18—Deadline for comments in FCC inquiry into community antenna television ownership by broadcast licensees and related questions.

- Sept. 18—FCC deadline for filing reply comments on its proposed rules to govern grant of authorizations in business radio service and domestic public point-to-point microwave radio service for microwave facilities to relay TV programs to community antenna television systems.

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

- Sept. 18-19—First annual convention of Maine Association of Broadcasters, Poland Spring House, Poland Spring.

- Sept. 18-20—Board of trustees meeting of National Academy of Television Arts & Sciences, Beverly Hills, Calif.


- Sept. 19-20—Meeting of Nebraska Broadcasters Association. Speakers include Earl Stanley, Washington lawyer and ex-FCC staffer; Bob Considine, columnist and radio newsmen; John Couric, public relations vice president of National Association of Broadcasters; Senator Roman Hruska (R-Neb.); Nebraska Governor Frank B. Morrison; FCC Commissioner Frederick W. Ford. Holiday Inn, Grand Island.

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


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

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

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

- Sept. 22—Broadcast Advertising Club of Chicago sponsors joint presentation by Foote, Cleare & Belding and Needham, Louis & Brerody on "Measuring Television’s Effect..."
The Executive Mansion hummed with the excitement of cameras, lights, crews... with the hushed chatter of directors and floormen... and then, silence fell over the Mansion, and WALB-TV fell to the job of filming a full hour documentary visit with Georgia Governor Carl E. Sanders. It was the first time that Governor Sanders has opened the Executive Mansion for a TV program interview.

This is but one in a continuing series of documentaries for WALB-TV... but, it typifies the public service attitudes of the station! And, the 354 miles that WALB-TV carried its equipment and crews is a good indication of the lengths Channel Ten will go to... to bring important programs to the 880,000 persons who live within its coverage area. Remember, WALB-TV is the only station that reaches them all,

so ask Venard, Torbet & McConnell, nationally... or, in the South, ask James S. Ayers Company... for current avails.
NATIONAL ADVERTISERS

Back your judgment when you select WILS as your No. 1 Mid-Michigan buy. WILS has daytime power of 5,000 watts. Stations A & B have 1,000 W, and 500 W daytime.

WILS delivers all the Lansing Metro area plus most of another seven counties in one of the highest-income-per-household market areas in the U.S. (3rd in U.S. in Metro Cities over 200,000).

Lansing is always in the top 100 U.S. markets. For complete cost-per-thousand and audience information contact Venard, Torber & McConnell, Inc., or write to:

RADIO
1320
WILS
ANSING
5,000 WATTS / 24 HOURS A DAY

NAB FALL CONFERENCE SCHEDULE

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

- Oct. 13-15—Hotel Utah, Salt Lake City.
- Oct. 16-18—Hotel Skirvin, Oklahoma City.
- Oct. 22-23—Fort Des Moines hotel, Des Moines, Iowa.
- Nov. 9-10—Statler hotel, Detroit.
- Nov. 12-13—Hotel Ten Eyck, Albany, N.Y.
- Nov. 16-17—John Marshall hotel, Richmond, Va.

OCTOBER


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


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

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

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

Oct. 6—Tenth annual conference of The Advertising Research Foundation will encompass a general session in the morning and two concurrent sessions in the afternoon, one devoted to predicting advertising results, and the other to measuring the audiences of business publications. Hotel Commodore, New York.

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

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

Oct. 8-9—Meeting of Tennessee Association of Broadcasters, Mountain View hotel, Gatlinburg.

Oct. 8-10—Meeting of Alabama Broadcasters Association, Tuscaloosa.

Oct. 9-10—California CATV Association semi-annual meeting, Edgewater Inn Marina hotel, Long Beach, Calif.


Oct. 16—Deadline for reply comments in FCC inquiry into CATV ownership by broadcast licensees and related questions.


Oct. 19-21—Fall meeting of the Kentucky Broadcasters Association, Jennie Wiley State Park, near Prestonsburg.

Indicates first or revised listing.

BROADCASTING, September 7, 1964
Here is a small-scale preview of the large-scale line-up of television programs which NBC will launch this season—a colorful, star-filled schedule of entertainment, news and sports that promises to make this the most exciting year in the history of NBC.
p 2-3 NBC Nighttime Schedule
p 4 Sunday Night Viewing
p 5 Walt Disney
p 6 Bill Dana
p 7 Bonanza's Lorne Green
p 8 Bonanza's Pernell Roberts
p 9 Bonanza's Dan Blocker
p 10 Bonanza's Michael Landon

p 2-5
SUN. MON. TUE. WED. THU. FRI. SAT.

p 6-9

p 10-13

p 14-17

p 11 The Rogues' David Niven
p 12 The Rogues' Charles Boyer
p 13 The Rogues' Gig Young
p 14 The Rogues' Gladys Cooper
p 15 The Rogues' Robert Coote
p 16 Monday Night Viewing
p 17 Ninety Bristol Court's Debbie Watson
p 18 Ninety Bristol Court's Don Galloway, Steve Franken and Joyce Bulifant
p 19 Ninety Bristol Court's Guy Raymond
p 20 Ninety Bristol Court's Alan Harris
p 21 Ninety Bristol Court's Patricia Barry
p 22 Andy Williams
p 23 Alfred Hitchcock
p 24 Tuesday Night Viewing
p 25 Mr. Novak's James Franciscus

p 26 Mr. Novak's Dean Jagger
p 27 The Man From U.N.C.L.E.'s Robert Vaughn
p 28 The Man From U.N.C.L.E.'s David McCallum
p 29 The Man From U.N.C.L.E.'s Leo G. Carroll
p 30 That Was The Week That Was
p 31 Bell Telephone Hour
p 32 Wednesday Night Viewing
p 33 The Virginian's Lee J. Cobb
p 34 The Virginian's James Drury
p 35 The Virginian's Clu Gulager, Doug McClure, Roberta Shore and Randy Boone
p 36-37 Wednesday Night at the Movies
p 38 Thursday Night Viewing
p 39 Daniel Boone's Fess Parker
p 40 Daniel Boone's Ed Ames and Albert Salmi
p 41 Daniel Boone's Patricia Blair

p 42 Dr. Kildare's Richard Chamberlain
p 43 Dr. Kildare's Raymond Massey
p 44 Hazel's Shirley Booth
p 45 Hazel's Don DeFore, Bobby Buntrock and Whitney Blake
p 46 Kraft Music Hall's Perry Como
p 47 Kraft Suspense Theatre
p 48 Friday Night Viewing
p 49 International Showtime
p 50-51 Bob Hope in the Chrysler Theatre and Comedy Specials
p 52 Jack Benny
p 53 The Jack Benny Show's Dennis Day, Eddie "Rochester" Anderson, and Don Wilson
p 54 Jack Paar
p 55 Jack Paar's guests Elaine May, Mike Nichols and Robert Goulet
p 56 Saturday Night Viewing

p 57 Flipper
p 58 Flipper's Brian Kelly, Tommy Nordon and Luke Halpin
p 59 The Famous Adventures of Mr. Magoo
p 60 Kentucky Jones' Dennis Weaver
p 61 Kentucky Jones' Ricky Der
p 62-63 Saturday Night at the Movies
p 64 Notes on Today, Tonight, and Huntley-Brinkley Report
p 65 Today's Hugh Downs
p 66-67 Chet Huntley and David Brinkley
p 68 The Tonight Show's Johnny Carson
p 69 The Tonight Show's Ed McMahon and Skitch Henderson
p 70 Notes on Entertainment Specials
p 71 Hallmark Hall of Fame
p 72 Danny Thomas
p 73 Jonathan Winters
p 74 Festivals and Parades

p 75 Sunday Daytime Viewing
p 76 NBC Children's Theatre
p 77 Notes on Children's Shows
p 78 Weekday Daytime Viewing
p 79 Daytime Stars Virginia Dwyer, Ann Williams, Loretta Young and Danny Thomas
p 80 Daytime Stars Art James, Gene Rayburn, Tom Kennedy and Monty Hall
p 81 Daytime stars Bob Barker, Merv Griffin, Hugh Downs and Art Fleming

p 66-69

p 70-73

Entertainment Specials

p 74-77

SUN. Daytime

p 78-81

For The Youngsters

DAYTIME Monday Through Friday
1964-65 SOUVENIR GUIDE TO TELEVISION'S FINEST SCHEDULE OF ENTERTAINMENT, NEWS, INFORMATION AND SPORTS

p 82 Notes on Profiles in Courage
p 83 President John F. Kennedy
p 84-85 Notes on NBC News
p 86-87 NBC News Election Team
p 88 Elie Abel, Robert Abernethy and David Brinkley
p 89 John Chancellor, Nancy Dickerson, Pauline Frederick and Bernard Frizell
p 90 Robert Goralski, Welles Hangen, Joseph C. Harsch and Chet Huntley

p 91 Irving R. Levine, Robert MacNeil and Frank McGee
p 92 Merrill Mueller, Edwin Newman and Tom Pettit
p 93 John Rich, Jim Robinson, Ray Scherer and Sander Vanocur
p 94 Notes on NBC Sports
p 95 NCAA Football
p 96-97 Summer Olympics from Tokyo
p 98 World Series (not shown)
These pages represent a condensed version of NBC-TV's "Star Album", which offers a preview of new and returning shows in what promises to be the network's most interesting season.

Listed below are the names of the NBC-TV stars whose photographs adorn the front and back covers of NBC-TV's "Star Album".

On Front Cover:

Nighttime
Top Row
Jack Benny
Dan Blocker
Shirley Booth
Joyce Bulifant

2nd Row
Charles Boyer
David Brinkley
Johnny Carson
Leo G. Carroll
Richard Chamberlain

3rd Row
Lee J. Cobb
Perry Como
Bill Dana
Ricky Der
Walt Disney

4th Row
James Drury
James Franciscus
Steve Franken
Don Galloway
Lorne Greene

5th Row
Alfred Hitchcock
Bob Hope
Chet Huntley
Dean Jagger
Jack Klugman

On Back Cover:

Nighttime Top Row
Michael Landon
Mr. Magoo
Raymond Massey
Frank McGee
David Niven

2nd Row
Jack Paar
Fess Parker
Pernell Roberts
Danny Thomas
Robert Vaughn

3rd Row
Debbie Watson
Dennis Weaver
Andy Williams
Jonathan Winters
Gig Young

Daytime 4th Row
Bob Barker
Frank Blair
Hugh Downs
Art Fleming
Merv Griffin

5th Row
Monty Hall
Art James
Tom Kennedy
Gene Rayburn
Loretta Young
In support of art

EDITOR: Congratulations to WDSU-TV New Orleans and Louis Read in the electronic editorial cartoon phase of their future operation (Broadcasting, Aug. 17). We think it is a pretty good idea.

Charles Amesbury (known professionally as Chuck Waggin) is our KVOA-TV art director and is well known throughout the Southwest for his work. In 1959 Chuck originated a cartoon character called Pepe. We felt that Pepe could say a lot of things editorially and with a sense of humor that would personalize the foibles of this old world. Chuck draws one cartoon a day. About two days of the week (on the average) his cartoon pertains to politics, two days a week he concentrates on the local community and one day a week he does a cartoon editorial just for the fun of it.

Waggin’s work is so good, to the point and so true that we very seldom have a complaint with it. . . . We have used Chuck’s work as part of our exhibits before the FCC and his work was a part of the presentation for the duPont station award, which we won in March 1963.—G. E. (Doc) Hamilton, station manager, KVOA-TV Tucson, Ariz.

Read to the last line

EDITOR: Thank you from the bottom of my heart for the announcement on the tapes of my father’s performances in your Aug. 3 issue. This little announcement has brought dozens of requests from various educational and other FM stations. — Walter Toscanini 653 West 254th Street, New York.

MIKE®

proven by the FCC Oct. 28, 1961. I later changed the call from KBLO to KZNG. — George T. Hernreich, KFPW Fort Smith, Ark.

(Tedesco Inc. in November 1960 contracted to purchase KBLO from bankruptcy. This agreement was later nullified and station was purchased by Mr. Hernreich.)

Seconds Peterson’s motion

EDITOR: Congratulations to you and J. D. Peterson of Hudson’s Bay Co. on the August 24 Monday Memo, “Retailers Want Follow-Through Behind Hard Sell.”

As a former department store president, now a missionary for radio selling effectiveness, I am convinced of the tremendous potential awaiting the knowledgeable, persistent account executives who will understand and follow through on the excellent advice from Mr. Peterson.—Frank Orth, WICE Providence, R. I.

(Mr. Orth does more than just pay lip service to radio’s selling effectiveness. Five radio stations in the market, with Mr. Orth acting as chairman of a “Radio for Retailers Committee,” made a joint presentations to Providence department and special stores in July. The Radio Advertising Bureau participated.)

Welcome mat out, too

EDITOR: Your Aug. 17 issue mentions that WNBK-TV in our market has agreed to carry piggyback commercials with no additional cost involved. I think it merits your attention that the second station in the Binghamton market, WBJS-TV, also welcomes the use of piggyback commercials.

We feel this is an integral part of this business and would not consider charging a sponsor extra for the use of these commercials.

Alfred Ancombe, owner and president of WBJS-TV, wants it clearly understood that WBJS-TV is here to do business and cannot be concerned with trivial matters of policy concerning what commercial we want and do not want.—Michael V. Clarke, station manager, WBJS-TV Binghamton, N. Y.

Competitive spirit

EDITOR: The short view indeed! I refer to your editorial (Broadcasting, Aug. 17) comparing the fate of professional boxing with that of major league baseball and football, and your unqualified assumption that wired pay TV will kill organized professional sports. . . .

I firmly believe the opposite will be true. Certainly, sports will be a major programing element of pay TV. This will give sports more exposure, and consequently, produce more interest in

Please Note!

Broadcasting reaches more PAID circulation than the next four vertical publications combined.

Broadcasting reaches more PAID agency and advertiser circulation than the next four vertical publications combined.

Broadcasting carries more advertising linage annually than the next four vertical publications combined.

Why Not!

After all, Broadcasting is THE Businessweekly of Television and Radio.

1735 DeSales Street, N.W. Washington 6, D. C.
LARAMIE
Just bought by Jean Hendrix, Program Coordinator of WSB-TV, Atlanta, Georgia. 124 epic hours (60 in color) will go great guns for you — day or night, strip or weekly.

Sports than was ever imagined.

What you really mean by your editorial is that you believe broadcasters haven't the intestinal fortitude to meet the competition which pay TV offers to the presently extant, virtual monopoly.

I happen to believe broadcasters have more competitive know-how than you give them credit. Who is to say whether pay TV, VHF commercial TV, the development of UHF or some completely different medium will provide the service which is more acceptable to the viewer. Let all the methods be shown and let the viewer decide. I believe that any good service will find its place. Pay TV will not supplant commercial TV, if the broadcasters find new and exciting ways to compete. — W. Robert McKinsey, executive vice president, Atlanta Telemeter Inc., Atlanta.

Not with KAPP(FM)

EDITOR: RE YOUR AUG. 31 COVERAGE OF THE NAB CONVENTION, WE REGRET TO INFORM YOU CHARLES JOHNSON WAS NOT AT THE TIME OF THE CONVENTION NOR AT THE TIME OF THE KFWB PICKETING IN ANYWAY AFFILIATED WITH THIS STATION. FOR A FEW MONTHS LAST YEAR MR. JOHNSON PURCHASED TIME ON THIS STATION ON A BROKERAGE BASIS, BUT WAS NEVER AN EMPLOYEE OR A DIRECT REPRESENTATIVE FOR KAPP(FM). — Robert P. Dyk, program director, KAPP(FM) Redondo Beach, Calif.

Put them all on

EDITOR: TO SOLVE the United Community Funds & Councils of America problem Section 315, why not have Senator Goldwater and all other presidential candidates each film a five-minute nonpolitical fund plea. — G. O. B. Drews, 844 North Broadway, Yonkers, N. Y.

(Broadcasting last week reported that the TV network had a request to show a filmed appeal for the fund which featured President Johnson on the grounds that it could open way for equal-time requests.)

Dissenting voice

EDITOR: . . . Anyone successful in our broadcasting structure knows how hard he had to fight to get that way due to the ham strings of government controls that almost prohibit success and profit. . . . Never before has the hard-working broadcaster (or any hard worker) been penalized so greatly for his ability. And never before has it been so profitable for Americans to be lazy and unproductive.

Thanks to the American press and organizations like the NAB and the networks, our children are growing up to believe that what was once true Americanism and patriotism is now called radicalism and is sneered at. And thanks for that too, to the Communist in 95% of our American educators. — James B. Everts, WOMP Bellaire, Ohio.
WXYZ-TV HAS WON ANOTHER IMPORTANT AWARD
WHAT'S IN IT FOR YOU?

Yes, we like to win awards...and we like to tell people about them, too. When WXYZ-TV and its President, John F. Pival, were awarded the 1964 NATIONAL HEADLINERS AWARD for "consistently outstanding television editorials," we were deeply gratified. But you might ask...what's in it for me? Good question. And here's your answer. WXYZ-TV EDITORIALS are indicative of the concern for the community that has captured the attention of America's fifth largest television market. Attention! The first and most important step toward sales.

WXYZ-TV DETROIT
An ABC Owned Television Station
MONDAY MEMO  
from DONALD LEVITAN, Batz-Hodgson-Neuwoehner Inc., St. Louis

One station, low budget radio show can still pack sales wallop

What advertiser wouldn’t be delighted to have hundreds of people tell him each month how grateful they are that he advertises and ask him also for copies of his ads? What advertiser wouldn’t be pleased—even amazed—to discover that he has been able to make a measurable impact on a major market with a modest budget invested in just five minutes a day on only one radio station?

One of our clients, Boatmen’s National Bank of St. Louis, has been enjoying this rare radio advertising experience for almost five years now—years during which many advertisers and agencies have considered that high cost, saturation-schedule spot buying is essential for any perceptible results.

What is behind this achievement? It’s a very simple but personal vehicle, a five-minute syndicated package called The Earl Nightingale Program, Our Changing World, which Boatmen’s now sponsors Monday—Friday 4:55-5 p.m. on KMOX St. Louis.

Boatmen’s had been a sporadic radio advertiser prior to 1960. The client had the feeling that “everybody knows the bank” sponsors the news or the weather, but they don’t know which ‘bank’.”

The client, however, felt that Our Changing World represented an opportunity to try something both unique and exclusive. So in 1960 Boatmen’s bought an initial 13-week schedule on KMOX St. Louis for the program in the Monday—Friday 5:55 p.m. period.

Invitation Accepted * Listeners were invited to write, call or visit the bank for reprints of the program and by the end of that year Boatmen’s had distributed more than 50,000 copies of Mr. Nightingale’s broadcasts. From these Boatmen’s was able to compile a list of approximately 1,250 names representing, by and large, prime prospects for the bank’s services.

It didn’t take long for us to discover that listeners became addicted to Earl Nightingale. He talks to them each day about the only subject in which they are really interested: themselves.

They enjoy Our Changing World and they appreciate the bank for making it possible. They don’t keep their gratitude to themselves, either, because they tell the sponsor, “I like it.”

Naturally Boatmen’s continued to renew its radio sponsorship. By the end of 1963 the sponsor’s prospect list had grown to a card file of nearly 10,000 names. Earlier this year Boatmen’s undertook its fifth year of sponsorship of the show, moving it over to KMOX for a change in audience impact after the very successful run on the other outlet.

Blue-Chip Audience * Boatmen’s has been particularly happy with the number of business and professional people who are regular listeners to the program as indicated by the continuing requests for program reprints. In addition to this flow of requests for individual program copies, approximately 800 listeners have signed up for an annual “subscription” to all program reprints.

Our conclusions:

Boatmen’s virtually owned a large, appreciative daily audience. This captive audience definitely was paying attention.

The next problem: how to convert these 10,000 prospects of record to banking customers—plus an undoubtedly larger number of qualified listeners not yet heard from, listeners whose goodwill toward the client was secured for the exclusive benefit of Boatmen’s National Bank.

The solution has been to let Mr. Nightingale do the job. Who would get more immediate attention from these prospects than the man they already enjoyed hearing on the air? At least they probably would peruse an Earl Nightingale sales presentation more readily than they might read other literature. Better yet, they would listen to him even more readily.

Four-Point Program * The result was that Boatmen’s daily Our Changing World audience was offered via radio the Earl Nightingale recording, “Are You Getting Your Money’s Worth Out of Your Money?” This on-air offer became Phase I of a four-part campaign designed to (1) sell Boatmen’s to new customers and (2) sell present customers more of the bank’s other services.

From the start of Phase I an average of 20 requests per day has been generated for the recording by two or three offers each week. An additional benefit of Phase I has been the tangible check it provides on effectiveness of commercial copy used on the program.

Under Phase II listeners who have not responded to the broadcast offer are now being sent cards which offer them a complimentary recording, outline the subject matter and suggest they contact the bank for their copy of this potentially valuable financial aid.

Phase III of the campaign concerns present customers of Boatmen’s who already are using one or two bank services. They are receiving the recording offer via several different approaches, such as statement enclosures.

Phase IV begins the all-important conversion of interested respondents into Boatmen’s customers or into users of additional services. A follow-up questionnaire sent to the recipients of the recording asks them to indicate which other services interest them most. Returned questionnaires to date have asked for additional information about an average of 2.7 bank services.

A high percentage of inquiry about trust and real estate loan services uncovered potential new business in areas which cannot be effectively advertised to a mass audience in the usual media because the appeal of these services is necessarily limited at any one time.

Returned questionnaires are channeled to the bank departments involved for thorough follow-through action. Although Phase IV is still not far enough along to provide complete statistical evaluation, spot checks to date definitely indicate that many of those are using more of the bank’s services as a direct result of the recording.

St. Louisans may not be sure which “bank” sponsors the news or the weather, but surveys have uncovered the fact that a good many know that Boatmen’s sponsors Earl Nightingale and Our Changing World.

Donald Levitan is radio-television director for Batz-Hodgson-Neuwoehner Inc., St. Louis agency, and previously he was station manager-program director, KADI(FM) St. Louis-KADY St. Charles. Mo. Earlier Mr. Levitan was general manager of KCFM(FM) St. Louis and continuity writer for Kilroy Advertising there. A native of Tarrytown, N. Y., Mr. Levitan is a graduate of Northwestern University. After Army service he settled in St. Louis starting at WAMV East St. Louis, Ill.
Quality by any measurement is on the record at WELI.
The station with the adult purchasing power audience in New Haven.
The station that makes New Haven a better buy.
5000 Watts; 960 KC.
RCA transistorized audio

Monaural Cartridge Tape System . . . RT-17
With silent, automatic operation, compact, distinctive styling and high quality sound reproduction. Three cue tones include a "trip cue" for automatically triggering other equipments capable of being remotely started (in both this and the RT-37 stereo system). Remote control recording and playback.

Stereo Cartridge Tape System . . . RT-37
Has all the convenient record/playback features of the RT-17. Handles voice and music with unmatched realism. Adds new stereo believability to recorded material. Also provides remote control recording and playback.

Get all the facts about the RCA line of transistorized audio tape recorders. Call your RCA Representative. Or write RCA Broadcast and Television Equipment, Building 15-S, Camden, N.J.
Multiple Cartridge Playback System... RT-8

For handling quantities of tapes. Can be operated manually, sequentially, or by pulses supplied from an automation system. Each unit houses four plug-in cartridge decks which can be stacked in systems of 8-12-16 or more units. A random trip cue feature is optional.

Professional Audio Recorder... RT-21

Quality to meet the most critical requirements. Also simplified operating features. Variable speed control for quick cueing of tapes, an optional fourth head for special playback use, rugged construction for smooth reeling and braking. Console, portable, or rack mounting—stereo or monaural.
One-minute spot buys in Indiana will put these favorites to work for you!

IN FT. WAYNE, INDIANA
7-7:30 P.M.
Monday—SEA HUNT
Tuesday—DOBIE GILLIS
Wednesday—THE LITTLEST HOBO
Thursday—EVERGLADES
Friday—CAR 54
Saturday—TRAILS WEST
WKJG-TV
FORT WAYNE 48 NBC

IN SOUTH BEND-ELKHART
1-2:30 P.M. Monday Thru Friday
THE MIKE DOUGLAS SHOW
Women love him—and so do sponsors! His show is big on entertainment, big on current topics; and the biggest guest stars co-host week after week. No wonder it tops top ratings in so many markets. Participate with one-minute spots for $20 flat.
6:30-7:30 P.M. Monday Thru Friday
CHEYENNE
Starring Clint Walker as Cheyenne Bodie in rugged, he-man, action-type tales of the Old West. Daily. First run off network in this rich market.
WSJV-TV
SOUTH BEND 2B ABC

CALL ATS TODAY!

MEMBER STATIONS OF THE COMMUNICANA GROUP
JOHN F. DILLE, JR., PRESIDENT

BROADCASTING, September 7, 1964
Too much convention coverage?

ABC-TV affiliates head thinks so; chairmen of NBC-TV and CBS-TV affiliate groups interested

if rotation plan is not an antitrust violation

A movement was launched last week to open a wedge for "regular" programing in the television networks’ coverage of the 1968 national political conventions—and perhaps to simplify the convention coverage itself.

The immediate objective was to marshal affiliate sentiment—a great deal of which was already evident—for some sort of rotation system that would have only two networks providing convention coverage at once. The third would carry its regular programing, and the role of "third" or "entertainment" network would alternate among the three.

Official reaction among the three networks was skeptical, but even in expressing reservations officials of all three networks privately showed concern about mounting convention coverage costs and most of them indicated a willingness, and in some cases, a desire, to consider simplifications in handling future conventions.

Too Much Coverage • Among affiliates there appeared to be a widespread feeling that the networks had covered this year's major party conventions—both Republican and Democratic—too long, too exhaustively and too expensively.

They were especially concerned about the levels of audience interest. All indications were that total use of television was subnormal during both conventions, and that when viewers did turn on their sets in markets where alternative programing was available a majority usually dialed entertainment programing rather than the convention coverage being offered by the three networks.

The movement for a rotation system was being led by Thomas P. Chisman of wvec-tv Norfolk, Va., chairman of the ABC-TV Station Affiliates Association. He argued that public interest in itself requires that viewers be given "a choice" between convention and non-convention programing—a choice that doesn’t exist in markets with fewer than four stations.

Mr. Chisman said that projections by ABC-TV researchers indicated that sets-in-use, normally at about the 52% level during the 7:30-10:30 p.m. period on summer weeknights, dropped to 27% during the GOP convention in July and appeared to be about the same level during the Democratic sessions two weeks ago.

Clear Choice? • Moreover, he continued, those who did use their television sets during the conventions chose, more often than not, to watch entertainment programs if entertainment programs were available to them (Broadcasting, July 20, Aug. 31), indicating that they wanted a clear choice between politics and regular programing.

Under Mr. Chisman’s plan, on each night of future national conventions two networks would carry the convention and one would present its regular entertainment schedule for that night. Having two networks centering on the convention at any given time, he felt, would maintain diversity and also insure retention of the benefits of competition.

He appeared confident that some equitable rotation arrangement could be devised, and suggested that, as part of the plan, when one network was presenting entertainment programing its political anchormen might appear as guests on one or both of the "convention networks."

Mr. Chisman said he had discussed the need for such an alternative with other members of the ABC-TV affiliates board of governors, obtained a unanimously favorable response and received "informal approval" for a letter proposing a meeting with leaders of the affiliated groups of CBS-TV and NBC-TV.

He said he hoped to have such a meeting within a few weeks.

The chairman of these groups, Thomas Murphy of Capital Cities Broadcasting as chairman of the CBS-TV Affiliates Association and A. Louis Read of wdstu-tv New Orleans as chairman of the NBC-TV Affiliates Board of Delegates, indicated a willingness to participate—if Mr. Murphy said he would first need assurance that no antitrust questions would ensue, and Mr. Read indicated he would want to talk to his...
If they had it to do over—they’d restrain floor coverage

The 1964 political conventions may be the last where viewers will see TV newsmen equipped with backpacked equipment scrambling at work in the press of delegates on the floor.

The days of the interview with the delegate from French Lick as he sits among his fellow delegates are numbered if the man who dealt with the radio and television arrangements for both conventions have anything to say about another.

These are the sentiments of J. Leonard Reinsch, in charge of the Democratic convention in Atlantic City two weeks ago, and of Robert R. Snodgrass, in charge of radio and TV arrangements for the Republican convention in San Francisco last July.

By coincidence both convention major domos come from Atlanta and know each other.

Mr. Reinsch is president of Cox Broadcasting Corp., headquartered in Atlanta, and served as Democratic convention director for the third time. Mr. Snodgrass is president of Atlanta Finance Co., based in Atlanta and doing business in the Southeast.

His credentials for the job were, in comparison to Mr. Reinsch's somewhat meager: he was a viewer and listener. He claims now that his appreciation for TV and radio is exceedingly more understanding than before his baptism at the Cow Palace.

Sig Mickelsen, Time-Life Broadcast vice president, was in charge of overall arrangements for the Republican convention. Mr. Mickelsen was on leave from his Time-Life job for the San Francisco meeting. Last week he was in the Near East on a Time-Life assignment and was unreachable for comment.

Nothing But Praise • Both Mr. Reinsch and Mr. Snodgrass were full of praise and admiration for the job done by TV and radio men in covering their respective conventions and for the cooperation they received from the networks and the group news men. But both had one suggestion for a change, and both were on the same point:

The enterprise and competitive spirit shown by TV newsmen on the floor of the conventions in button-holing delegates for on-the-air interviews must be curbed. This activity disrupted the business of the conventions, they both agreed.

Mr. Reinsch, because the Democrats had just completed their meeting, was more specific about what should be done. He would, he said, divide the floor seating into two areas—delegates forward, alternates back. He would prohibit TV newsmen from doing any interviewing in the delegates section of the meeting; they would be able to contact delegates but they would have to bring them back to the rear for interviews.

The Democratic convention manager acknowledged that there was another side to the coin: many delegates sought out TV newsmen and practically begged to be interviewed.

He had one other observation, perhaps more basic. TV newsmen, he said, in some instances made news out of their interviews, when actually there wasn’t any news.

“Television,” Mr. Reinsch said, “has now reached the point where it must strike a delicate balance between covering news and making news.”

Some of the questions asked by TV newsmen of delegates on the floor of the Atlantic City convention were “inane,” he said. They were wild spots in TV’s “frantic desire for scoops.”

Otherwise, Mr. Reinsch concluded, “I had grand cooperation from the networks and the major group stations. If anyone got off the beam at any time, all I had to do was call it to his attention and he got right back in line.”

Hello Ma • Mr. Snodgrass also felt the floor interviews by TV newsmen were “very disruptive.”

“They caused jam-ups on the floor ever coverage they wish. “When you have a Huntley-Brinkley,” he added, “you have a lot going for you.”

Mr. Murphy told Broadcasting he could see no harm in exploring the plan”—provided that the antitrust question can be cleared in advance. Fundamentally, however, he thought the decision must be made by the networks, and that the most the affiliates might do is act as a “catalyst.”

The Chisman proposal found no favor at NBC-TV, which has led the convention ratings parade for years and in both conventions this year has had ratings exceeding those of CBS-TV and ABC-TV combined. NBC officials said they had no plan to participate in a rotational system and intended to “cover the news” as they have in the past.

Benefits Electorate • CBS-TV officials said their position historically has been that while it may be a lot of coverage, having all three networks on the job has led to a better informed electorate.

ABC-TV officials did not endorse the Chisman proposal but said they were willing to consider any plan that might restore a greater sense of “reality” in convention coverage procedures.

While no network openly embraced the plan and NBC seemed to reject it explicitly, a serious concern with mount-
and the aisles,” he said, “because people on either side of the man being interviewed—and those behind and in front of him too—crowded around to hear what was being said. And some of them pushed so they could get on camera.”

TV newsmen must discipline themselves to overcome this confusion, Mr. Snodgrass said from his vacation lodge at Cold Harbor, Mich., last week. Otherwise, he said, a ban on floor interviews may have to be imposed, while he haed, he personally would find undesirable.

The Republican manager made a general comment on political conventions and TV.

“The business of a political convention,” he observed, “is to nominate candidates for the Presidency and the Vice Presidency. This is the paramount business of the convention. But because of the newsworthiness of this, it attracts huge coverage by all media—and this gives the party an opportunity to project an image that can mean votes.”

There is a conflict between these two approaches, he admitted, but a compromise must be reached and “usually can be arranged.”

“I was truly impressed with the people and the industry,” Mr. Snodgrass said. “I haven’t had more pleasant relations with anyone than I did with the broadcasters in San Francisco.”

ing costs of convention coverage was evident in private discussions of officials at all three networks.

Costs of the Democratic convention appeared to be particularly nettling. Some sources estimated that the three TV networks spent $8 to $10 million in covering the four-day sessions at Atlantic City—and probably recovered no more than $4 or $4.5 million of that amount.

Privately, officials of all three networks complained of “outlandish” or “fantastic” expenditures by one or both of the other network news organizations in their efforts to get a better camera position, an extra impromptu studio or more coverage points.

A number expressed fear that, unless some sort of self-restraint enters into play, the competitive fever will bid prices up even farther into the stratosphere four years from now.

This sort of concern was especially evident at ABC, whose ratings have trailed the other networks but whose costs have soared anyway. Some ABC authorities offered their personal—not official—views that convention coverage ought to be simplified to a point where the proceedings would be covered “like the World Series.”

In this view, the cameras should be put on the proceedings, and floor interviews and remote events ignored—just as cameras stay out of the dugouts at baseball games.

Nobody went this far officially, but concern with costs was evident not only at ABC but at all three networks, and observers were led to believe that, whether an entertainment rotation system is adopted or not, changes of some sort are apt to be devised in an effort to bring the 1968 bill a little closer under control.

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“The business of a political convention,” he observed, “is to nominate candidates for the Presidency and the Vice Presidency. This is the paramount business of the convention. But because of the newsworthiness of this, it attracts huge coverage by all media—and this gives the party an opportunity to project an image that can mean votes.”

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No action taken on computers

Networks explain systems, problems to governors

A special committee of state governors met with news media representatives last week and decided, for the present, not to pursue action against the networks’ practices or method of broadcasting computer-based projections of election winners.

The networks have no intention of giving up the reporting of projected choices, but were said to have indicated to the governors a willingness to fully inform the public as to how they arrive at those projections.

A group of 10 governors, the committee on election laws and communications media operations, with Governor Richard J. Hughes (D-N.J.) as chairman, was formed at the Cleveland Governors Conference in June with one of its concerns the possible ill effects of early predictions of national election winners on voting patterns in areas where polls are still open. Five of the governors were at the New York meeting last week.

They discussed the problem with the networks individually and later noted “cooperative” attitudes of broadcasting officials.

Governor Hughes was unable to attend due to illness. A statement delivered by Governor Grant Sawyer (D-Nev.), chairman of the National Governors’ Conference, said that all the broadcasting representatives who met with the committee would explore, with a view toward implementation, the following suggestions:

“To give serious consideration to the manner in which election forecasts will be made. Some stated that their computer forecasts will be clearly labeled as such.

“To conduct educational programs, from now until the November election, which will help increase the public understanding of the process by which election predictions and returns are formulated.

“To make a concerted get-out-the-vote effort, both before and during the election; and to encourage all of our citizens to cast their votes, irrespective of the national election predictions . . .”

Study Slated = Governor Sawyer’s statement noted that one network plans a post-election study on the influence of reporting techniques on voting. This was later reported to be CBS.

At present three bills and a resolution have been introduced in the Senate, and a bill in the House, all with a view to restricting early announcements of predicted election outcomes. No final action is expected on any of these measures in this Congress.

In the sessions with the governors were James Hagerty, AB-PT vice president, and Elmer Lower, ABC News president; CBS Inc. President Frank Stanton and CBS News President Fred Friendly; NBC Board Chairman Robert Sarnoff and President Robert E. Kintner. MBS was represented by Charles War-
ren, manager of Washington operations.

Also represented were the news wire services: Wes Gallagher, general manager, and Harry Montgomery, traffic manager, from Associated Press, and Earl J. Johnson, vice president and editor from United Press-International.

A CBS spokesman said the company’s talks with the governors had included an explanation of the network’s Vote Profile Analysis (VPA) methodology; an explanation of Network Election Services (NES), the cooperative vote counting plan of the three networks and wire services for election day, and a presentation showing the closing times of polls across the country and the consequent reporting difficulties faced by the networks.

CBS News is still considering the exact language it will employ in announcing its projections in the coming election. In the past it has been “CBS News on the basis of VPA, declares [candidate] has won.”

Advisory Planned • In an effort to explain its computerized election projections to the public CBS-TV plans a closed-circuit broadcast to its affiliates explaining VPA. The affiliates will probably be asked to air the program at some time before the election.

CBS-TV also plans to televise a program titled “The Revolution in Election Reporting,” which will give background on both VPA and NES.

Elmer Lower said ABC had promised the governors a continuation of its practice of using the word “projection” when calling a winner and had also assured the committee it would broadcast appeals to voters in western states to get out and vote, even after it was evident that a winner had emerged in the national election.

Mr. Lower said ABC-TV plans a half-hour special on computers and elections as one of its ABC News Reports: Politics ’64 programs.

NBC told the governors’ committee it would report the winner indicated by its computers, but would clearly label its projections as based on computer data.

Mutual’s Charles Warren expressed agreement with the other network positions and termed the meeting “amicable.” He said it was MBS policy to rely on its 500 radio affiliates for grass-roots election information and analysis, but that the Mutual network favors clear identification of computer predictions in principle.

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BROADCASTING

TV network participations grow

Fall slots dominated by minutes, participations; sales rush ending with totals equalling ’63; new cycle of programs starting this month

Advertiser participations account for more than half of the sponsorship sold on the TV network’s fall nighttime schedule for the fourth quarter of the year, October through December.

According to informed estimates, CBS-TV in the fourth quarter has about 25%, ABC-TV about 75% (and perhaps higher) and NBC-TV at least 65% of prime-time hours (Sunday-Saturday; 7:30-11 p.m.) designated for participations, or minute buys, which usually are placed on a short-term basis.

Network sales executives note that most of the nighttime schedule has been sold for the fourth quarter and that the networks are at about the same point in advance sales reached at this time last year. The 1964-65 season prime-time programs start their new cycles at various dates, beginning in mid-September.

For a complete rundown of programs, costs, sponsorships, packagers-producers and program starting dates, see chart on pages 44 and 45. The trends and statistics on the next season:

• The sales rush, particularly hectic over the past 30 days, is now nearly over. It was a hard-sell summer period caused by changes in schedule plans when several pilots proved unsatisfactory.

• There will be more new shows. The 1963-64 season started with 35 new shows. The 1964-65 season will start with 39. (ABC-TV's Peyton Place, which runs twice a week, is counted as two shows, and NBC-TV's 90 Bristol Court; 90-minute segment made up of three different comedy series, is counted as three shows.) Of the 39 shows, 16 will be on ABC-TV (the same number that started there the past season), 11 on NBC-TV (also the same number) and 12 on CBS-TV (four more for that network).

• More shows will be returning. At the start of this past season, 52 shows were returning. This season there are 35 shows returning. But this season there'll be more shows overall in prime time (after 7:30): 94 compared to last season's 87.

• Production costs continue upward, according to BROADCASTING's annual cost estimates. The weekly tab for the new season is estimated at $91 million, up $200,000 from the previous season (see chart) and a new high.

Participation Shows • The flood of sales orders in the past month was mostly for participations. CBS-TV has been selling participations in some of Joey Bishop, CBS Reports, The Reporter, Mr. Broadway, all of Rawhide and World War I and about half of Slattery's People and The Nurses.

ABC-TV's full participating shows: Wagon Train, Sunday Night Movies, Voyage to the Bottom of the Sea, Mickey, Addams Family, Broadsides and Outer Limits. Participations also exist in varying degrees in ABC shows: Ben Casey, Combat, the two Peyton Place programs, The Fugitive, Shindig, Burke's Law, Jimmy Dean, Jonny Quest, 12 O'Clock High, Hollywood Palace, Wendy, Me, Tycoon and Valentine's Day.

NBC-TV's participating shows: 90 Bristol Court, Andy Williams-Jonathan Winters, Alfred Hitchcock; Mr. Novak, The Man from U.N.C.L.E., That Was the Week That Was, The Virginian, both the Wednesday and Saturday movies, Daniel Boone, International Show...
Metro Area Population, Rank, Percent of U.

January 1, 1964

<table>
<thead>
<tr>
<th>Rank</th>
<th>Rank</th>
<th>% of U.S.</th>
<th>% of U.S.</th>
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<tr>
<td>1</td>
<td>New York</td>
<td>11,354,400</td>
<td>5.8729</td>
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<td>2</td>
<td>New York-North eastern N.J. Consolidated Area</td>
<td>8,460,000</td>
<td>4.3956</td>
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<td>3</td>
<td>Los Angeles-Long Beach</td>
<td>6,461,800</td>
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<td>4</td>
<td>Chicago</td>
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<td>2.8420</td>
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<td>Chicago, Ill.-North western Ind. Consolidated Area</td>
<td>7,126,600</td>
<td>3.7522</td>
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<td>Detroit</td>
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<td>San Francisco-Oakland</td>
<td>2,829,600</td>
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<td>9</td>
<td>Boston (Official S.M.S.A.)</td>
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<td>Boston (county basis)</td>
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<td>Pittsburgh</td>
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<td>Washington, D. C.</td>
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<td>Buffalo</td>
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<td>Minneapolis-St. Paul</td>
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<td>Houston</td>
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<td>0.9364</td>
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<td>18</td>
<td>Milwaukee</td>
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<td>Paterson-Clifton-Passaic, N. J.</td>
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<td>20</td>
<td>Dallas</td>
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<td>San Diego</td>
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<td>22</td>
<td>Seattle-Everett, Wash.</td>
<td>1,123,800</td>
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<td>23</td>
<td>Kansas City, Mo-Kans.</td>
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<td>Miami</td>
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<td>Denver</td>
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<td>New Orleans</td>
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<tr>
<td>29</td>
<td>Indianapolis</td>
<td>963,700</td>
<td>0.5074</td>
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</table>

Can you name the top 25 radio markets?

Yes, you’re right (or no, you’re wrong!) — that clipping, above, furnishes no answer as to America’s top 25 radio markets.

All the top 25 radio markets are NOT centered around the top 25 Metro Areas.

Matter of fact, WHO Radio, Des Moines, gives you the 23rd radio market in America — gives you more people than “the big station” in some of those top 25 Metro Areas!

WHO Radio’s Market is the 117 counties it covers in Iowa, Missouri, Illinois and Minnesota. WHO actually reaches 42% of all the 812,270 radio homes in that area, weekly. And 239,000 families listen every day to WHO Radio.*

This is why so many top radio advertisers specify “IOWA PLUS” among their “top 25 markets.” Ask PGW for some instances.

*All figures from NCR ’61, and SRDS, ’64

WHO

for Iowa PLUS!

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

Peters, Griffin, Woodward, Inc., National Representatives

BROADCASTING, September 7, 1964

39
time, Jack Paar, Kentucky Jones, Dr. Kildare, Flipper and Mr. Magoo.

Firm lists of participating advertisers in the fall period are hard to come by because of their unconventional frequency (an advertiser may be in for one week then out for several weeks). But the identity of many of these participating advertisers is known. Of the networks, CBS-TV refuses to release data on its participating advertisers.

The following ABC and NBC participating advertisers are not shown on the chart on pages 44 and 45 because of space limitations:

**ABC—Wagon Train**: Norwich Pharmacal and Procter & Gamble, (Benton & Bowles); Noxzema (Sullivan, Stauffer, Colwell & Bayles); Simmons and Block Drug (Young & Rubicam); Dow Chemical (MacManus, John & Adams); Brown & Williamson (Ted Bates); General Mills (Dancer-Fitzgerald-Sample); U. S. Rubber (Doyle Dane Bernbach); Bristol-Myers (Grey); Florida Citrus Commission (Campbell-Ewald); Lincoln-Mercury (Kenyon & Eckhardt).

**Sunday Night Movie**: Armour and Sunbeam (Foote, Cone & Belding); Ballantine, Union Carbide, Chesapeake-Pond's, Sun Oil and R. J. Reynolds (Esty); Bristol-Myers and Mennen (Grey); Colgate-Palmolive (Bates); Corning Glass (N. W. Ayer); U. S. Rubber (DDB); Exquisite Form, Quaker Oats and Pharma-Craft (Papert, Koenig, Loïs); Dodge (BBDO); Reader's Digest (J. Walter Thompson); Gillette (Maxon); Lehn & Fink (Geyer, Morey, Ballard); Norwich (B&B); Block Drug and Noxzema (SSC&B); Pontiac and Dow Chemical (MJ&A); Simmons (Y&R); U. S. Plywood and Beecham Products (both K&E); Chanel (Norman, Craig & Kummel); Jergens and Sterling Drug (both Cunningham & Walsh); Motorola (Leo Burnett).

**Voyage to the Bottom of the Sea**: Coca-Cola (McCann-Erickson); duPont (Ayer); Norwich and P&G (B&B); General Mills (D-F-S); Noxzema (SSC&B); Pharmacraft (PKL); Simmons and Breck (Y&R); Beecham (K&E); Hoffman-Laroch (BBDO); Dow (MJ&A).

**Ben Casey**: Armour, Menley & James and Clairol (FC&B); Colgate, Brown & Williamson and Whitehall (Bates); Corning Glass, Plymouth and Hills Coffee (Ayer); Motorola (Burnett); Pharmacraft (PKL); Lehn & Fink (BBDO); Noxzema (SSC&B); Block Drug (Y&R); Chesapeake-Pond's and Sun Oil (Esty); U. S. Rubber (DDB); Dow (MJ&A); Sterling Drug (C&W).

**Combat**: American Tobacco (BBDO); Armour and Sunbeam (FC&B); Beecham (K&E); A. C. Spark Plugs (D. P. Brother); Miles Labs (Wade); Motorola (Burnett); Colgate (Bates); Block Drug (SSC&B).

**Peyton Place I** (Tuesday): Brown & Williamson (Bates); Clairol and Sunbeam (FC&B); Dodge (BBDO); duPont (Ayer); Speidel (McCann-Marshalk); Sterling Drug (C&W).

**The Fugitive**: Armour, Menley & James and Sunbeam (FC&B); Socony Mobil and Whitehall (Bates); Noxzema and Block Drug (SSC&B); P&G (B&B); Beecham (K&E); U. S. Rubber (DDB); Sterling Drug (C&W); General Mills (DFS).

**Shindig**: Peter Paul (DFS); Clairol (FC&B); P&G (B&B); U. S. Rubber (DDB); Bristol-Myers (Y&R); Florida Citrus (C-E). Also on Wednesday, 8:30-9 p.m. Shindig will be pre-empted for seven Dinah Shore specials. Production of each show is at $170,000 with Purex sponsoring (FC&B).

**Mickey**: Simmons and Bristol-Myers (Y&R); duPont (Ayer); General Mills (DFS).

**Burke's Law**: Ballantine, Chesapeake-Pond's and Sun Oil (Esty); Colgate, Brown & Williamson and Whitehall (Bates); Corning, Plymouth and Hills Coffee (Ayer); Motorola (Burnett); Menley & James and Clairol (FC&B); Pharmacraft (PKL); Lehn & Fink (GM); Noxzema (SSC&B); Block Drug (Y&R); Cigarette (FC&B); Beecham (K&E); A. C. Spark Plugs (D. P. Brother); Miles Labs (Wade); Motorola (Burnett); Colgate (Bates); Block Drug (SSC&B).

**Peyton Place II** (Thursday): Brown &

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**PREVIEW: Reach for a hat instead of a sweet**

The television advertising campaign for new Lucky Strike filter cigarettes will feature a smoker who eats his hat after discovering the new product. The smoker will appear in a one-minute commercial that will be run in the initial spot markets where the new cigarette is being introduced: Indianapolis; Memphis; Des Moines, Iowa, and Spokane, Wash.

The commercial opens with a picture of a man wearing a straw hat with a bite missing from the brim. He says: "All I said was: 'Show me just one filter that won't take away the taste and I'll eat my hat.'" The commercial continues with an explanation of the new two-way charcoal filter—cradled between two white filters—in the cigarette.

The concluding scene of the commercial shows a package of Lucky Strike filters next to the mutilated straw hat. The audio portion says: "Wake up to Lucky Strike filters today."
FOR A NEWS-HUNGRY PUBLIC

...THE LARGEST STAFF AND BEST FACILITIES IN OUR PART OF AMERICA

These are the men—and the machines—that collect, photograph, and broadcast WHIO news via AM, FM and TV. There is no comparable service in our part of the nation. The natural consequence: around the clock more news-hungry people listen to WHIO-AM and FM—watch WHIO-TV. Ask George P. Hollingbery to prove it.

TOM FRAWLEY—WHIO Radio/TV Director, current President of the Ohio Associated Press Broadcasters Association

DON WAYNE Newscaster

PHIL DONAHUE Newscaster

MAC MCFARLIN Newscaster

TOM ANDREWS Newscaster

ANDY CASSELS Newscaster Photographer

AL BROWN Newscaster Photographer

CHUCK UPTHEGROVE Photographer

The WHIO News Scout—first on the scene for all-the-scene reporting.

The WHIO Air Scout—puts our reporter only minutes away from all corners of our area.

WHIO COPTER for twice daily traffic reports with Lieutenant Russ Guerra, from the Dayton Police Traffic Bureau.

COX BROADCASTING CORPORATION stations:
WSB AM-FM-TV, Atlanta;
WHIO AM-FM-TV, Dayton;
WSOC AM-FM-TV, Charlotte;
WIOD AM-FM, Miami;
KTVU, San Francisco-Oakland.

WHIO-TV • CBS • CHANNEL 7
WHIO-AM-FM • DAYTON, OHIO
Jimmy Dean: Armour and Sunbeam (FC&B); Motorola (Burnett); duPont (Ayer); Speidel (M-M); Sterling Drug (C&W).

Jonny Quest: B. F. Goodrich (FC&B); Pepsi-Cola (BBDO); P&G (B&B).

The Addams Family: Clairol (FC&B); Sherwin-Williams (G-E); Simpsons and Bristol-Myers (Y&R); Union Carbide, Chesbrough-Pond’s and Sun Oil (Esty); Miller Brewing (Mathieson); Block Drug (SSC&B); Sherwin-Williams (Griswold-Eshelman); National Biscuit (M-E); General Mills (DFS); Reader’s Digest (JWT).

J2 O’Clock High: Bristol-Myers and Mennen (Grey); Brown & Williamson and Colgate (Bates); duPont and Plymouth (Ayer); Armour, Menley & James and Sunbeam (FC&B); Noxzema and Block Drug (SSC&B); Miller (Mathieson); Pontiac (MJ&A); Hagar (Tracy-Locke).

The Outer Limits: Norwich and P&G (B&B); Hoffman-LaRoche and Pepsi (BBDO); Block Drug (SSC&B); Sherwin-Williams (G-E); Mennen (Grey); National Biscuit (M-E); General Mills (DFS).

Hollywood Palace: Breck and Simpsons (Y&R); Chemstrand and Polaroid (DDD); Consolidated Cigar and Pharmacia (PKL); Menley & James and Bristol-Myers (PC&B); Motorola (Burnett); Noxzema and Block Drug (SSC&B); Warner-Lambert (JWT); Pontiac (MJ&A); R. J. Reynolds, Chesbrough-Pond’s and Sun Oil (Esty); Beltone (Bronner & Hass).

NBC—90 Bristol Court: Coca-Cola and Helene Curtis (M-E); Gerber Foods (D’Arcy); Norwich (B&B); General Cigar (Y&R); Metrcal (Ogilvy, Benson & Mather); Dow (MJ&A); Lehn & Fink (GBM); Hawaiian Punch (Atherton-Privett); Carnation (Erwin Laskey, Ruthrauff & Ryan); International Latex (Bates); Pillsbury (Campbell-Mithun).

Andy Williams and Jonathan Winters: R. J. Reynolds (Esty); Zenith (FC&B); Polaroid (DDD); Miller (Mathieson); Parker Pens and Nestle (Burnett); Helena Rubenstein and Metrcal (OB&M); Jergens (C&W); Helene Rubenstein (OB&M); Helene Curtis (M-E); Carnation (EWR&R); Hawaiian Punch (A-P); P&G (B&B).

The Man from U.N.C.L.E.: Chevrolet (C-E); Polaroid (DDD); Union Carbide (Esty); Chanel (NC&K); Beecham (K&E); Norwich and P&G (B&B); General Cigar (Y&R); Lehn & Fink (GBM); Carnation (EWR&R); Hawaiian Punch (A-P); Sara Lee (FC&B); Lorillard (Grey).

That Was the Week That Was: Standard Brands (JWT); Hoffman-LaRoche (M-E); Speidel (M-M); Autolite (BBDO); Norwich (B&B); General Cigar (Y&R); Lehn & Fink (GBM); Tectix (Henderson); Hawaiian Punch (A-P); International Latex (Bates).

The Virginian: Miles (Wade); Carnation (EWR&R); Hoffman-LaRoche and National Biscuit (M-E); Union Carbide (Esty); Zenith and Sara Lee (FC&B); Standard Brands (JWT); Plymouth and Cornings (Ayer); Sherwin-Williams (G-E); Parker and Nestle (Burnett); Jergens (C&W); Chanel (NC&K); Helena Rubenstein and Metrcal (OB&M); Pharmacia (PKL); Autolite (BBDO); Norwich and P&G (B&B); Lehn & Fink (GBM); Hawaiian Punch (A-P); International Latex (Bates); Vicks (Morse); Pillsbury (C-M); Lorillard (Grey); General Cigar (Y&R).

Wednesday Night at the Movies: Gillette (Maxon); American Tobacco (SSC&B); Dodge (BBDO); Vicks (Morse); Polaroid and Oldsmobile (DDD); Zenith, Menley & James and Sara Lee (FC&B); Miller (Mathieson); Plymouth (Ayer); Hoffman-LaRoche and Helene Curtis (M-E); Pontiac, Minnesota Mining and Dow (MJ&A); Jergens (C&W); Maybelline (PK&G); Pepsi (PKL); Helena Rubenstein (OB&M); Lehn & Fink (GBM); General Cigar (Y&R); Lehn & Fink (GBM); Carnation (EWR&R); Glenbrook (DFS); International Latex (Bates); Hawaiian Punch (A-P); Pillsbury (C-M).

Daniel Boone: Pharmacia (PKL); Sherwin-Williams (G-E); Standard Brands and Scott Paper (JWT); Hoffman-LaRoche (M-E); Nestle (Burnett); Union Carbide (Esty); General Cigar (Y&R); Lehn & Fink (GBM); P&G (B&B); Hawaiian Punch (A-P).

International Showtime: National Biscuit and Hoffman LaRoche (M-E); Warner-Lambert and Standard Brands (JWT); Block Drug and Lorillard (Grey); Carnation (EWR&R); Vicks (Morse); Parker and Nestle (Burnett); Helena Rubenstein (OB&M); Norwich and P&G (B&B); General Cigar (Y&R); Dow (MJ&A); Lehn & Fink (GBM); Pillsbury (C-M); Hawaiian Punch (A-P).

Jack Paar: Lorillard (L&N); Speidel (M-M); Hertz (NC&K); Block Drug (Grey); Green Giant (Burnett); Sherwin-Williams (G-E); Zenith and Sara Lee (FC&B); Hoffman-LaRoche (M-E); Polaroid (DDD); Glenbrook (DFS); International Latex (Bates).

Kentucky Jones: Timex (Warwick & Legler); Pepsi (BBDO); General Cigar (Y&R); Helena Rubenstein and Metrcal (OB&M); Lehn & Fink (GBM); Lorillard (Grey); Carnation (EWR&R); International Latex (Bates).

Saturday Night at the Movies: American Tobacco (SSC&B); Dodge (BBDO); Miles (Wade); Vicks (Morse); R. J. Reynolds and Union Carbide (Esty); Bristol-Myers (Y&R); Maybelline (PK&G); Green Giant and Star-Kist (Burnett); Sunbeam and Zenith (FC&B); Carnation (EWR&R); Polaroid (DDD); Helen Curtis (M-E); Sherwin-Williams (G-E); Colgate and International Latex (Bates); Glenbrook (DFS).
YOU MAY NEVER KNOW ALL THE LAW*-

BUT... WKZO-TV Wins The Listeners' Verdict in Greater Western Michigan!

From morning's first gavel 'til the last appeal of the evening, more viewers watch WKZO-TV than any other Michigan station outside Detroit. Here's how ARB (March, '64) polls the jury:

- Sign-on to sign-off, Monday through Sunday, WKZO-TV makes its point with 11% more viewers than Station "B."
- 9 a.m. to noon, weekdays, 47% more viewers rule in favor of WKZO-TV than Station "B."
- 7:30 to 11 p.m., Monday through Sunday, 11% more viewers follow precedent and watch WKZO-TV than Station "B."

Let your barrister from Avery-Knodel plead the entire case for WKZO-TV! And if you want all the rest of up-state Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

*There were 1,156,644 laws on federal and state statute books in 1959.
**DETAILED WRAPUP OF FALL TV SCHEDULES**

Though advertisers have bought most major nighttime programs on the TV networks for the start of the new season, some time remains available. This chart details the full schedule of prime-time programs (7:30-11 p.m. EDT), their cost, the packager, time of night scheduled and starting date. Advertisers and agencies which sponsor the shows, and programs with time still available (unsold) are indicated.

Production costs (9.1 million weekly, up to $800,000 from the previous season) are estimated by Broadcasting on the basis of data from various sources. Costs are computed in most cases to represent the price of a single original in a series and do not include agency commissions or averaging of first-runs against reruns.

Agencies are in parentheses (); production firms in brackets [ ]; starting dates indicate the beginning of the fall cycle; new programs are in boldface; continuing shows are in italics; (C) denotes color, either as a full series or in part.

Wherever possible, advertisers listed in program periods reflect sponsorship in October of this year as now reportable in network sales offices. The duration of the purchase is not indicated.

### WEDNESDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Ozzie and Harriet</td>
<td>CBS Reports</td>
<td>The Virginian</td>
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<tr>
<td></td>
<td>$35,000</td>
<td>$100,000</td>
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<tr>
<td></td>
<td>American Gas Colgate (Bates)</td>
<td>Shell Oil (GBM)</td>
<td>Participating (Revue)</td>
</tr>
<tr>
<td></td>
<td>[Stage Five Prod.]</td>
<td>(GBM)</td>
<td>9/16</td>
</tr>
<tr>
<td>8:00</td>
<td>Patty Duke Show</td>
<td>Dick Van Dyke</td>
<td>Donna Reed Show</td>
</tr>
<tr>
<td></td>
<td>$55,000</td>
<td>$60,000</td>
<td>$50,000</td>
</tr>
<tr>
<td></td>
<td>[Breck (Y&amp;R); Gen. Mills]</td>
<td>P&amp;G (B&amp;B); Lorillard (L&amp;N)</td>
<td>[B&amp;B]; Campbell (BBDO);</td>
</tr>
<tr>
<td></td>
<td>[Sterling (DFS)]; [UA-TV]</td>
<td>[Calvada Prod.; Danny Thom. Ent.]</td>
<td>[Screen Gems]</td>
</tr>
<tr>
<td></td>
<td>9/16</td>
<td>10/23</td>
<td>9/17</td>
</tr>
<tr>
<td>8:30</td>
<td>Shindig</td>
<td>Beverly Hillbillies</td>
<td>My Three Sons</td>
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<tr>
<td></td>
<td>$35,000</td>
<td>$69,000</td>
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<tr>
<td></td>
<td>Participating, [Selma-Circle Seven Prod.]</td>
<td>Kellogg [Burnnett]; R. J. Reynolds (Esty)</td>
<td>Hunt Foods (Y&amp;R);</td>
</tr>
<tr>
<td></td>
<td>9/16</td>
<td>(Filmways)</td>
<td>Quaker Oats (JWT); [Screen Gems; [Don Fedderson]</td>
</tr>
<tr>
<td>9:00</td>
<td>Mickey</td>
<td>Dick Van Dyke</td>
<td>Bewitched</td>
</tr>
<tr>
<td></td>
<td>$60,000</td>
<td>$60,000</td>
<td>$60,000</td>
</tr>
<tr>
<td></td>
<td>Participating, Time available [MGM]</td>
<td>P&amp;G (B&amp;B); Lorillard (L&amp;N)</td>
<td>[Screen Gems]</td>
</tr>
<tr>
<td></td>
<td>9/16</td>
<td>[Calvada Prod.; Danny Thom. Ent.]</td>
<td>9/17</td>
</tr>
<tr>
<td>9:30</td>
<td>Burke's Law</td>
<td>The Danny Kaye Show</td>
<td>Peyton Place II</td>
</tr>
<tr>
<td></td>
<td>$140,000</td>
<td>$135,000</td>
<td>$60,000</td>
</tr>
<tr>
<td></td>
<td>Participating [Four Star]</td>
<td>Armstrong Cork (BBDO); Am. Motors (GM); [Richelleu Prod.]</td>
<td>Participating [20th Century-Fox]</td>
</tr>
<tr>
<td></td>
<td>9/16</td>
<td>[BBDO]; Ralston-Purina (Gardner)</td>
<td>9/17</td>
</tr>
<tr>
<td>10:00</td>
<td>Station time</td>
<td>The Ed Sullivan Show</td>
<td>The Defenders</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$131,000</td>
<td>$124,000</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td>Lorillard (L&amp;N); [BBDO]; [Richelleu Prod.]</td>
<td>Brown &amp; Williamson (Bates); Alberto-Culver (Compton);</td>
</tr>
</tbody>
</table>

### SUNDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Wagon Train</td>
<td>My Favorite</td>
<td>Wait Disney's Wonderful World of Color (C)</td>
</tr>
<tr>
<td></td>
<td>$145,000</td>
<td>Morton [Jack Chertek Tel]</td>
<td>[CBS]; Victor (JWT); Eastman Kodak</td>
</tr>
<tr>
<td></td>
<td>Participating, [Revue]</td>
<td>[CBS]; [Jack Chertek Tel]</td>
<td>[JWT]; [CBS]; [Revue]</td>
</tr>
<tr>
<td>8:00</td>
<td>Broadside</td>
<td>The Ed Sullivan Show</td>
<td>Bill Dana Show</td>
</tr>
<tr>
<td></td>
<td>$60,000</td>
<td>$131,000</td>
<td>[P&amp;G (Burnett)]</td>
</tr>
<tr>
<td></td>
<td>Armour (FCB); Con. Cigar (PKL); DuPont (Ayer); Menley-James (FCB); Plymouth (Ayer)</td>
<td>Lorillard (L&amp;N); Pillsbury (Burnett); Lever Bros. (SSCB); Whitehall (Bates)</td>
<td>[Amigo Prod.]</td>
</tr>
<tr>
<td></td>
<td>[CBS]; [P&amp;G]; [CBS]; [CBS]</td>
<td>[CBS-Sullivan Prod.]</td>
<td>9/20</td>
</tr>
<tr>
<td>9:00</td>
<td>Sunday Night Movie (Some C)</td>
<td>My Living Doll; Am. Tob. (BBDO)</td>
<td>Bonanza (C)</td>
</tr>
<tr>
<td></td>
<td>$200,000</td>
<td>($60,000; [Jack Chertek Tel]</td>
<td>[CBS]; [Ayer]</td>
</tr>
<tr>
<td></td>
<td>Participating, [UA]</td>
<td>[B&amp;B]; [Screen Gems]</td>
<td>[CBS]; [L&amp;N]; Biscuit (M-E); [B&amp;B]; [L&amp;N];</td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td>Playing, Time available [Belmar]</td>
<td>[CBS]; [B&amp;B]; [L&amp;N];</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9/17</td>
<td>[CBS]; [L&amp;N];</td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td>Joey Bishop Shoo</td>
<td>The Regals</td>
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<tr>
<td></td>
<td></td>
<td>$62,000</td>
<td>$134,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[B&amp;W (Bates)]; Participating, Time available</td>
<td>Am. Tob. (SSCB &amp; BBDO); Natl. Biscuit (M-E);</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[Belmar]</td>
<td>[B&amp;B]</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td>What's My Line</td>
</tr>
</tbody>
</table>

### THURSDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>The Flintstones (C)</td>
<td>The Munsters</td>
<td>Daniel Boone</td>
</tr>
<tr>
<td></td>
<td>$35,000</td>
<td>$60,000</td>
<td>$120,000</td>
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<tr>
<td></td>
<td>Best Foods (L&amp;N)</td>
<td>Noxievia (SSCB); Gen. Mills (DFS); Johnson's Wax (Bates)</td>
<td>Participating (20th Century-Fox)</td>
</tr>
<tr>
<td></td>
<td>[Screen Gems]</td>
<td>[BBDO]; [Screen Gems]</td>
<td>9/24</td>
</tr>
<tr>
<td>8:00</td>
<td>Donna Reed Show</td>
<td>Perry Mason</td>
<td>Dr. Kildare</td>
</tr>
<tr>
<td></td>
<td>$58,000</td>
<td>$12,000</td>
<td>$135,000</td>
</tr>
<tr>
<td></td>
<td>Campbell (BBDO); Sing. (JWT); [Screen Gems]</td>
<td>P&amp;G (Compton); [Screen Gems]</td>
<td>[Dentel, DFS;]</td>
</tr>
<tr>
<td></td>
<td>9/17</td>
<td>9/17</td>
<td>9/24</td>
</tr>
<tr>
<td>8:30</td>
<td>My Three Sons</td>
<td>Bewitched</td>
<td>Postcard</td>
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<tr>
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<td>$85,000</td>
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<tr>
<td></td>
<td>Hunt Foods (Y&amp;R); Quaker Oats (JWT)</td>
<td>R. J. Reynolds (Esty)</td>
<td>[R. J. Reynolds]</td>
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<tr>
<td></td>
<td>[Don Fedderson]</td>
<td>[Screen Gems]</td>
<td>[Screen Gems]</td>
</tr>
<tr>
<td>9:00</td>
<td>Peyton Place II</td>
<td>Bewitched</td>
<td>Balley's of Balboa</td>
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<tr>
<td></td>
<td>$60,000</td>
<td>$60,000</td>
<td>$60,000</td>
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<tr>
<td></td>
<td>Participating [20th Century-Fox]</td>
<td>[Screen Gems]</td>
<td>[PC&amp;D;]</td>
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<tr>
<td></td>
<td>9/17</td>
<td>9/17</td>
<td>9/24</td>
</tr>
<tr>
<td>10:00</td>
<td>Jimmy Dean Show</td>
<td>The Defenders</td>
<td>Kraft Suspense Theatre (C)</td>
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<tr>
<td></td>
<td>$134,000</td>
<td>$124,000</td>
<td>$130,000</td>
</tr>
<tr>
<td></td>
<td>Participating [Ban-Dean Prod.]</td>
<td>Brown &amp; Williamson (Bates); Alberto-Culver (Compton);</td>
<td>Kraft (JWT);</td>
</tr>
<tr>
<td></td>
<td>[CBS]</td>
<td>Whitehall (Bates)</td>
<td>10/14</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td>[CBS]; [CBS]</td>
<td>Perry Como</td>
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<tr>
<td></td>
<td></td>
<td>9/24</td>
<td>Specials</td>
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<td></td>
<td>$130,000</td>
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<td></td>
<td></td>
<td></td>
<td>Kraft (JWT)</td>
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<td></td>
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<td>[Revue] 10/29</td>
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<tr>
<td>Time</td>
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<td>NBC-TV</td>
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<tr>
<td>7:30</td>
<td>Voyage to the Bottom of the Sea</td>
<td>To Tell the Truth</td>
<td>90 Bristol Court</td>
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<tr>
<td></td>
<td>[20th Century-Fox]</td>
<td>R. J. Reynolds Tobacco (Bates)</td>
<td>[Universal-Kaypro]</td>
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<tr>
<td>8:00</td>
<td>I've Got a Secret</td>
<td>Andy Griffith Show</td>
<td>Andy Williams Hour (C)</td>
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<tr>
<td></td>
<td>[Compton]</td>
<td>(Mayberry Prod.)</td>
<td>[Barnaby Prod.]</td>
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<tr>
<td>8:30</td>
<td>No Time for Sergeants</td>
<td>The Lucy Show</td>
<td>Many Happy Returns</td>
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<tr>
<td></td>
<td>$60,000</td>
<td><a href="Y&amp;R">Clair</a></td>
<td>[Gen. Foods (Y&amp;R)]</td>
</tr>
<tr>
<td>9:00</td>
<td>Wendy and Me</td>
<td>Andy Williams Hour (C)</td>
<td>Jonathan Winters Specials</td>
</tr>
<tr>
<td></td>
<td>$70,000</td>
<td>[Compton]</td>
<td>[Wintertog Prop.]</td>
</tr>
<tr>
<td>9:30</td>
<td>Bing Crosby Show</td>
<td>Slatter's People</td>
<td>Alfred Hitchcock Hour</td>
</tr>
<tr>
<td></td>
<td>$55,000</td>
<td>[Philip Morris (B&amp;B)]</td>
<td>[Morse]</td>
</tr>
<tr>
<td>10:00</td>
<td>Ben Casey</td>
<td>$146,000</td>
<td>$127,500</td>
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<tr>
<td></td>
<td>[Bing Crosby Prod.]</td>
<td>alfred Hitchcock</td>
<td>[Morse, Time available (Revue)]</td>
</tr>
<tr>
<td>10:30</td>
<td>Station time</td>
<td>To the Truth</td>
<td>9/15</td>
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**MONDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
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</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Jonny Quest-File</td>
<td>Rawhide</td>
<td>International Showtime</td>
</tr>
<tr>
<td></td>
<td>527 (C)</td>
<td>[Brown &amp; Williamson] (Bates)</td>
<td>[Chrysler] (Y&amp;R)</td>
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<tr>
<td>8:00</td>
<td>Farmer's Daughter</td>
<td>[Brown &amp; Williamson] (Bates)</td>
<td>[Chrysler (Y&amp;R)]</td>
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<td></td>
<td>$80,000</td>
<td>[Brown &amp; Williamson] (Bates)</td>
<td>[Chrysler (Y&amp;R)]</td>
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<tr>
<td>8:30</td>
<td>The Addams Family</td>
<td>The Entertainers</td>
<td>Bob Hope (C)</td>
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<tr>
<td></td>
<td>$55,000</td>
<td>[Alberto-Culver] (Compton)</td>
<td>[Chrysler (Y&amp;R)]</td>
</tr>
<tr>
<td>9:00</td>
<td>Valentine's Day</td>
<td>12 O'clock High</td>
<td>Hollywood Palace</td>
</tr>
<tr>
<td></td>
<td>$55,000</td>
<td>[Brown &amp; Williamson] (Bates)</td>
<td>$137,000</td>
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<tr>
<td></td>
<td>[Bing &amp; Myers] (Y&amp;R)</td>
<td>[Gen. Foods (B&amp;B)]</td>
<td>[Morse, Time available (Zodiak Prod.)]</td>
</tr>
<tr>
<td>9:30</td>
<td>12 O'clock High</td>
<td>Gen. Foods (B&amp;B)</td>
<td>[Jack Benny Show]</td>
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<tr>
<td></td>
<td>$135,000</td>
<td>[Mayberry Prod.]</td>
<td>[Miles (Wade)]</td>
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<tr>
<td>10:00</td>
<td>Station time</td>
<td>[Gen. Foods (B&amp;B)]</td>
<td>[State Farm Mutual (NLAB)]</td>
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**FRIDAY**

<table>
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<tr>
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<tbody>
<tr>
<td>7:30</td>
<td>The Outer Limits</td>
<td>The Outer Limits</td>
<td>[Jackie Gleason's American Scene Magazine]</td>
</tr>
<tr>
<td></td>
<td>$115,000</td>
<td>Participating.</td>
<td>[Philip Morris (B&amp;B)]</td>
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<tr>
<td>8:00</td>
<td>The Addams Family</td>
<td>Lawrence Welk</td>
<td>Mr. Broadway</td>
</tr>
<tr>
<td></td>
<td>$60,000</td>
<td>Show</td>
<td>$130,000</td>
</tr>
<tr>
<td></td>
<td>Participating.</td>
<td>$55,000</td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td>[Bing &amp; Myers] (Y&amp;R)</td>
<td>[Am. Chote (Bates)]</td>
<td>[Time available (NBA)]</td>
</tr>
<tr>
<td>9:00</td>
<td>Valentine's Day</td>
<td>[Bob Hope (C)]</td>
<td>[Mr. Broadway]</td>
</tr>
<tr>
<td></td>
<td>$55,000</td>
<td>Chrysler (Y&amp;R)</td>
<td>$130,000</td>
</tr>
<tr>
<td>9:30</td>
<td>12 O'clock High</td>
<td>[Lawrence Welk Show]</td>
<td>[Mr. Broadway]</td>
</tr>
<tr>
<td></td>
<td>$135,000</td>
<td>[Am. Chote (Bates)]</td>
<td>[Mr. Broadway]</td>
</tr>
<tr>
<td>10:00</td>
<td>Station time</td>
<td>[Bob Hope (C)]</td>
<td>[Time available (NBA)]</td>
</tr>
</tbody>
</table>

**SATURDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Flipper</td>
<td>Jackie Gleason's American Scene Magazine</td>
<td>[Flipper]</td>
</tr>
<tr>
<td></td>
<td>$55,000</td>
<td>[Philip Morris (B&amp;B)]</td>
<td>[Flipper]</td>
</tr>
<tr>
<td>8:00</td>
<td>Mr. Magoo</td>
<td>Gilligan's Island</td>
<td>[Gilligan's Island]</td>
</tr>
<tr>
<td></td>
<td>$50,000</td>
<td>[Philip Morris (B&amp;B)]</td>
<td>[Gilligan's Island]</td>
</tr>
<tr>
<td></td>
<td>[Libby (Y&amp;R)]</td>
<td>[Time available (UPA)]</td>
<td>[Gilligan's Island]</td>
</tr>
<tr>
<td>9:00</td>
<td>Mr. Broadway</td>
<td>Kentucky Jones</td>
<td>Kentucky Jones</td>
</tr>
<tr>
<td></td>
<td>$130,000</td>
<td>[Time available (NBA)]</td>
<td>[Time available (NBA)]</td>
</tr>
<tr>
<td></td>
<td>[Mr. Broadway]</td>
<td>[Mr. Broadway]</td>
<td>[Time available (NBA)]</td>
</tr>
<tr>
<td>9:30</td>
<td>Hollywood Palace</td>
<td>Saturday Night at the Movies</td>
<td>Mr. Broadway</td>
</tr>
<tr>
<td></td>
<td>$137,000</td>
<td>[Some C]</td>
<td>[Mr. Broadway]</td>
</tr>
<tr>
<td>10:00</td>
<td>Station time</td>
<td>[Guns &amp; Tobacco (BBD)]</td>
<td>[Mr. Broadway]</td>
</tr>
</tbody>
</table>

**TUESDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Combat</td>
<td>Mr. Novak</td>
<td>Mr. Novak</td>
</tr>
<tr>
<td></td>
<td>$135,000</td>
<td>[Mr. Novak]</td>
<td>[Mr. Novak]</td>
</tr>
<tr>
<td>8:00</td>
<td>World War I</td>
<td>Station time</td>
<td>Station time</td>
</tr>
<tr>
<td></td>
<td>$55,000</td>
<td>[Time available (MGW)]</td>
<td>[Time available (MGW)]</td>
</tr>
<tr>
<td>8:30</td>
<td>The Red Skelton Show</td>
<td>The Man From U.N.C.L.E.</td>
<td>The Man From U.N.C.L.E.</td>
</tr>
<tr>
<td></td>
<td>$58,000</td>
<td>[Time available (MGW)]</td>
<td>[Time available (MGW)]</td>
</tr>
<tr>
<td>9:00</td>
<td>The Tycoon</td>
<td>Peyton Place I</td>
<td>Pettington Junction</td>
</tr>
<tr>
<td></td>
<td>$61,000</td>
<td>[Petticoat Junction]</td>
<td>[Petticoat Junction]</td>
</tr>
<tr>
<td>10:00</td>
<td>The Fugitive</td>
<td>The Nurses</td>
<td>That Was The Week That Was (C)</td>
</tr>
<tr>
<td></td>
<td>$140,000</td>
<td>$121,000</td>
<td>[Time available (MGW)]</td>
</tr>
<tr>
<td>10:30</td>
<td>Station time</td>
<td>Station time</td>
<td>[Time available (MGW)]</td>
</tr>
</tbody>
</table>
The most costly race in political history

New zenith in campaign expenses due to accent on radio-TV spots and programs

President Johnson and Senator Goldwater may already have begun their presidential election campaigns—the President at a Labor Day rally in Detroit and the senator at Prescott, Ariz., last week—but for broadcasters the official start will be tonight (Monday) between 10:50 and 11 p.m. EDT.

That's when the first paid national campaign spot is scheduled to be aired. It's 60 seconds for the Democratic National Committee during "David and Bathsheba" on NBC-TV's Monday Night at the Movies—cost: $30,000.

The GOP won't start "officially" until 2 p.m. EDT next Monday (Sept. 14) when it has scheduled a five-minute program segment at the conclusion of CBS-TV's Password—cost: about $7,-

The national committees of the two major parties already have committed $1,475,000 for network TV alone. Several millions more will be spent on the networks—radio, too—and state committees will spend large sums for local time in state and local races.

The Most Yet • It's expected to be the most expensive presidential campaign in history and the main reason is the extensive use of radio and television. The parties' advertising strategies—what they'll buy, where and what they'll say—are carefully guarded secrets. But the Republicans have admitted plans so far to spend $4.5 million on network radio and television.

The Democrats aren't talking at all. They just say it'll be more than last time.

While various sources say the parties have reserved almost $1.5 million in network time, media strategists in both parties stress the need to be "flexible," and they indicate strong interest in cancellation provisions of their purchases.

As of last week, however, here's how they lined up:

   ABC had sold an estimated $575,000 worth of prime time, all during nighttime shows, to the national committees. The Democrats purchased four segments—each 5 minutes long—on Oct. 24, 25, 29 and 31; and participating minutes in nine nighttime shows. The Republicans bought 5-minute segments on Oct. 10 and Oct. 24.

   NBC will carry $500,000 worth of political announcements. The Democrats will pre-empt the Alfred Hitchcock Hour (10-11 p.m. EDT), on Nov. 2, election eve. Starting today (Monday) the Democrats will also have participating minutes in six nighttime shows. The Republicans have purchased 16 five-minute portions in the NBC daytime schedule. The Republican time periods will start Sept. 24.

   CBS has achieved an exact political balance, having sold $400,000 in time, $200,000 to each party. The nighttime schedule is: 10 segments five-minutes long—purchased by each committee during the period from Oct. 11 to Nov. 1. Each party will spend about $150,000. In daytime television, each party has purchased 10 five-minute segments. The total cost comes to $100,000, divided equally between the two major parties.

   No network radio purchases have been reported.

This is what the parties spent, in 1960, before commissions and after discount, according to FCC data (the national committees didn't necessarily spend this alone; these are combined figures for Republican and Democratic spending) (Broadcasting, April 17, 1961):

   • Network TV: Democrats, $1,106,875; Republicans, $1,820,360.
   • TV stations: Democrats, $3,307,987; Republicans, $3,610,933.
   • 4 radio networks: Democrats, $34,321; Republicans, $44,546.
   • Radio stations: Democrats, $1,755,803; Republicans, $2,082,970.
   • Total Democrats: $6,204,986.
   • Total Republicans: $7,558,309.

Dean Burch, chairman of the Republican National Committee, has said that his party's campaign will include "at least a half-dozen" 30-minute and some 15-minute programs, in addition to the five-minute segments and spots.

The Democrats will use program segments, too, and a variety of spots.

The networks adopt at least two special policies for this political time selling. It's understood that to avoid equal
Reach Pittsburgh with a spot of TAE

Find out why most media people won’t go without TAE in Pittsburgh—plain or “with.”

Our homes-reached record tells part of the tale. Our products-sold record tells the rest.

And our Katz man has the facts to prove it!

WTAE CHANNEL 4

take TAE and see
TV network billings up 8% in first half

The television networks took in an estimated $568.5 million in net time and program billings in the first half of 1964, a gain of 8% over the same period last year when they were reported to be $526.3 million.

According to information compiled by Leading National Advertisers-Broadcast Advertisers Reports and being released today (Sept. 7) by the Television Bureau of Advertising, program billings and net time costs during June reached $74.2 million, an increase of 6.3% over their June 1963 level. TVB’s analysis of the data found the biggest dollar-and-percent increase in nighttime billings—$422.1 million or 9.5%.

<table>
<thead>
<tr>
<th>Network TV net time and program billings by day parts</th>
<th>1963</th>
<th>1964</th>
<th>% Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$22,732.3</td>
<td>$22,662.0</td>
<td>- .3</td>
</tr>
<tr>
<td>Mon-Fri</td>
<td>18,334.7</td>
<td>17,159.6</td>
<td>- 6.4</td>
</tr>
<tr>
<td>Sat-Sun</td>
<td>4,397.6</td>
<td>5,002.4</td>
<td>+ 15.1</td>
</tr>
<tr>
<td>Nighttime</td>
<td>62,478.6</td>
<td>65,756.3</td>
<td>+ 5.2</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$85,210.9</td>
<td>$88,418.3</td>
<td>+ 3.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Network TV gross time billings by month, by-network, 1964</th>
<th>($000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>$18,474.6</td>
</tr>
<tr>
<td>February</td>
<td>18,330.4</td>
</tr>
<tr>
<td>March</td>
<td>18,908.2</td>
</tr>
<tr>
<td>April</td>
<td>18,161.3</td>
</tr>
<tr>
<td>May</td>
<td>17,889.4</td>
</tr>
<tr>
<td>June</td>
<td>18,153.4</td>
</tr>
</tbody>
</table>

| CBS                                                       |       |
| January                                                   | $29,134.7 |
| February                                                  | 27,716.2 |
| March                                                     | 30,051.9 |
| April                                                     | 28,852.3 |
| May                                                       | 27,920.4 |
| June                                                      | 28,199.3 |

| NBC                                                      |       |
| January                                                   | $26,801.0 |
| February                                                  | 25,822.4 |
| March                                                     | 28,966.4 |
| April                                                     | 27,467.4 |
| May                                                       | 27,290.4 |
| June                                                      | 25,820.4 |

| TOTAL                                                    |       |
| January                                                   | $74,410.3 |
| February                                                  | 71,766.0 |
| March                                                     | 77,998.5 |
| April                                                     | 74,408.0 |
| May                                                       | 75,349.7 |
| June                                                      | 72,173.1 |

Business briefly . . .

The Shoe Products Division of Good- year Tire & Rubber Co., Akron, Ohio, is introducing six new auto models today—Renault. New York, is agency for Renault.

Meadow Gold Dairies Division of Beatrice Foods Co., Chicago, is using heavy radio and TV spots this month and next in major markets for introduction of new ice cream, Royal Dutch Chocolate. Agency: Don Kemper Co., Chicago.

General Mills, Minneapolis, plans heavy saturation spot TV schedules for eight weeks in top markets starting Oct. 5 to introduce new cranberry and honey bran flavors of Betty Crocker muffin mixes. Agency: Needham, Louis & Brorby, Chicago.

International Rectifier Corp., Elk Segundo, Calif., has allocated $70,000 for its first television advertising campaign, designed to promote the Toy and Hobby Department’s Lighthorne II model sports cars. Communications Associates, Los Angeles, is the agency.


R. J. Reynolds Tobacco Co., Winston-Salem, N. C., has increased its participation in The Andy Williams Show and Jonathan Winters Specials also in that time period on NBC-TV, Mondays, 9-11 P.M. EDT, to alternate half-hours this season. Reynolds will also participate in NBC-TV’s Saturday Night at the Movies, 9-11 P.M. EDT. Agency is William Esty Co., New York.

Rep. appointments . . .

- KIXZ Amarillo, Tex.; KELI Tulsa, Okla., and KTRN Wichita Falls, Tex.
- KBLF Red Bluff, Calif.; J. A. Lucas Co., Los Angeles, for San Francisco and Los Angeles, and Broadcast Time Sales, New York, for the East.
YEAR AFTER YEAR

A LEADER

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

- Population of 2,508,700
- Buying Power—$5,134,183,000
- Total Homes—740,870
- TV Homes—699,800
- Retail Sales—$3,273,465,000
- Food Sales—$789,346,000
- Drug Sales—$94,327,000

WSYR-TV DOMINATES...

because of SEVEN YEARS of UNBROKEN LEADERSHIP in the market, in ARB REPORTS. NUMBER ONE in HOMES DELIVERED...

*20 PER CENT over Station No. 2...
*65 PER CENT over Station No. 3.

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

Get the Full Story from
HARRINGTON, RIGHTER & PARSONS

WSYR - TV

Channel 3 - NBC Affiliate 100 KW
SYRACUSE, N.Y.

Plus WSYE-TV channel 18 ELMIRA, N.Y.
If it's on the supermarket shelf, it's on TV

The 50 largest advertisers of items sold in supermarkets invest 79.8% of their advertising budgets in television, the Television Bureau of Advertising reported last week.

The top 10 advertisers of supermarket products spend an average of 85.9% of their ad budgets in TV.

<table>
<thead>
<tr>
<th>Company</th>
<th>1963 TV Investments</th>
<th>% in TV</th>
<th>Company</th>
<th>1963 TV Investments</th>
<th>% in TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$140,837,460</td>
<td>93.2</td>
<td>1. Procter &amp; Gamble</td>
<td>$15,468,080</td>
<td>86.3</td>
</tr>
<tr>
<td>2. General Foods</td>
<td>59,234,180</td>
<td>82.7</td>
<td>2. General Foods</td>
<td>8,638,740</td>
<td>51.4</td>
</tr>
<tr>
<td>3. Bristol-Myers</td>
<td>58,261,590</td>
<td>81.9</td>
<td>3. Bristol-Myers</td>
<td>11,164,710</td>
<td>69.2</td>
</tr>
<tr>
<td>5. Colgate-Palmolive</td>
<td>55,982,170</td>
<td>89.2</td>
<td>5. Colgate-Palmolive</td>
<td>14,712,970</td>
<td>93.5</td>
</tr>
<tr>
<td>7. R. J. Reynolds</td>
<td>37,064,990</td>
<td>76.0</td>
<td>7. R. J. Reynolds</td>
<td>6,749,180</td>
<td>43.4</td>
</tr>
<tr>
<td>8. General Mills</td>
<td>31,080,350</td>
<td>80.0</td>
<td>8. General Mills</td>
<td>5,299,170</td>
<td>36.1</td>
</tr>
<tr>
<td>10. Alberto-Culver</td>
<td>34,847,180</td>
<td>73.0</td>
<td>10. Alberto-Culver</td>
<td>9,911,580</td>
<td>56.1</td>
</tr>
<tr>
<td>11. P. Lorillard</td>
<td>23,940,690</td>
<td>73.0</td>
<td>11. P. Lorillard</td>
<td>11,121,810</td>
<td>82.2</td>
</tr>
<tr>
<td>12. Campbell Soup</td>
<td>19,223,640</td>
<td>59.8</td>
<td>12. Campbell Soup</td>
<td>8,933,300</td>
<td>82.3</td>
</tr>
<tr>
<td>13. Gillette</td>
<td>30,885,990</td>
<td>96.1</td>
<td>13. Gillette</td>
<td>5,849,990</td>
<td>55.3</td>
</tr>
<tr>
<td>14. Liggett &amp; Myers</td>
<td>22,988,350</td>
<td>73.0</td>
<td>14. Liggett &amp; Myers</td>
<td>7,293,060</td>
<td>66.3</td>
</tr>
<tr>
<td>15. Philip Morris</td>
<td>26,527,070</td>
<td>84.5</td>
<td>15. Philip Morris</td>
<td>8,749,970</td>
<td>81.7</td>
</tr>
<tr>
<td>17. American Tobacco</td>
<td>22,032,880</td>
<td>75.6</td>
<td>17. American Tobacco</td>
<td>5,849,990</td>
<td>55.3</td>
</tr>
<tr>
<td>18. National Dairy Products</td>
<td>14,973,130</td>
<td>73.0</td>
<td>18. National Dairy Products</td>
<td>4,045,240</td>
<td>70.8</td>
</tr>
<tr>
<td>20. Sterling Drug</td>
<td>18,840,940</td>
<td>76.5</td>
<td>20. Sterling Drug</td>
<td>20,049,960</td>
<td>77.5</td>
</tr>
<tr>
<td>22. Miles Labs</td>
<td>21,343,660</td>
<td>89.2</td>
<td>22. Miles Labs</td>
<td>14,438,590</td>
<td>70.4</td>
</tr>
<tr>
<td>23. Corn Products</td>
<td>18,352,500</td>
<td>79.9</td>
<td>23. Corn Products</td>
<td>5,933,300</td>
<td>95.9</td>
</tr>
<tr>
<td>24. Standard Brands</td>
<td>9,694,740</td>
<td>47.7</td>
<td>24. Standard Brands</td>
<td>8,820,490</td>
<td>90.3</td>
</tr>
</tbody>
</table>

Individual percentage expenditures among the top 10 advertisers ranged from 66.1% for American Tobacco Co. to 99.1% for Alberto-Culver.

Car dealer's jackpot makes station a loser

The broadcast of commercial spots mentioning an alleged lottery, last week made WXTN, Lexington, Miss., the first station in FCC history to be fined under the federal ban on lottery advertising. The fine is $350.

WXTN, a 500-watt daytime station to the Holmes County Broadcasting Co., explained to the commission that the salesman who sold the commercial time was not aware that the text of the spot promoted a lottery. The commission was not swayed, however, stating that "adequate control" of the station's programming by the licensee should have prevented the lottery broadcasts. The FCC said that all the elements of a lottery were presented, "prize, chance and consideration."

The commercial quoted by the commission:

"The spring fever has hit at Presley Chevrolet Co. in Pickens, Miss., and the cars are really rolling this month during the big spring sale . . . remember if you buy one of these sale-priced cars this month during the big spring sale you will get a chance at the $100

jackpot drawing on March 31st. . . . Don't wait, come today and get a real trade at Presley Chevrolet Co. in Pickens, Miss."

The station has 30 days in which to pay or contest the $350 fine.

Homes County Broadcasting is owned 90% by Ralph and Marvin Mathis. Messrs. Mathis also own 90% of WSAO Sentobia, 75% of WCJC Magee, and 62.5% of WCPJ Houston, all Mississippi.

Solvima accepts order

A Federal Trade Commission consent order, signed by Solvima of St. Louis Inc., forbids the firm from making allegedly false advertising claims that the FTC cited in television commercials and other advertising.

The FTC charged that home owners who qualified for promised gifts according to Solvima's promotions never got the awards. Solvima also falsely claimed that its aluminum siding was four or five times thicker than competing products and that its Solvima Stone is genuine stone, according to the FTC. The complaint also said the St. Louis firm misrepresented its guarantees.

Cadillac dips into FM on 25-station network

In its first use of network FM radio, the Cadillac Motor Division of the General Motors Corp., Detroit, will sponsor a weekly one-hour program on all facets of the arts, Montage, on a lineup of 25 stations for 39 weeks, starting Sept. 27.

Details of the purchase were announced last week by James Sonderheim, president of Market 1 Network (successor to the QXR Network), who described the program as an "exploration of the living arts," featuring the theater, symphony, ballet, pictorial art, musical comedy, opera and motion pictures. Famous personalities will participate as guests and John Daly will serve as host.

Mr. Sonderheim noted that 23 of the 25 stations will present the program each week on Sunday, 7-8 p.m. He voiced the hope that additional FM stations would be added to the lineup.

Cadillac's agency, MacManus, John & Adams, Bloomfield Hills, Mich., indicated that its purchase of Montage reflected the agency's belief in the use of FM on a continuing basis to reach the quality broadcast audience effectively.
just in time for the new Fall Season
WAPI-TV IS NOW ON THE AIR WITH A NEW TRAVELING WAVE ANTENNA!!

INCORPORATING PICTURE POWER IN EVERY DIRECTION
Especially designed WAPI-TV's new Traveling Wave Antenna assures excellent circularity of signal pattern increasing picture power in every direction. This means much greater signal strength in the major metro areas of Anniston, Gadsden, and Tuscaloosa with a total of 71,800 TV homes.

SUPERIOR METRO COVERAGE
A special feature of the Traveling Wave Antenna is null free vertical radiation patterns for superior close-in reception.

WAPI-TV BIRMINGHAM
Represented nationally by Harrington, Righter, and Parsons, Inc.

BROADCASTING, September 7, 1964
Commercials in production...

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

DePatie-Freleng Enterprises Inc., 481 South California Street, Burbank, Calif.

Star-Kist Foods, Terminal Island Calif., (tuna); five 60’s for TV, animation. David H. DePatie and Friz Freleng producers. Agency: Leo Burnett, Los Angeles. Phil Monroe, account executive; George Boile, production manager.


Honda Motors (motorcycles); two 90’s for TV, live. David DePatie and Friz Freleng, producers. Agency: Grey Advertising, Los Angeles. Courtenay Moon, account executive; Charles Powers, production manager.


Granny Goose Foods, Oakland, Calif. (potato chips); two 60’s for TV, live. David DePatie and Friz Freleng, producers. Agency: Grey Advertising, Los Angeles. Earl Kennedy, account executive; Courtenay Moon, production manager.


Aluminum Co. of America, Pittsburgh (building materials); one 60 for TV, live. Coca-Cola (fifth top can); one 30 for TV, live. David DePatie, Friz Freleng, producers. Agency: Fuller & Smith & Ross, Pittsburgh. Hoyt Allen, production manager.

Mid-American Videotape Productions, Division of WGN Inc., 2501 West Bradley Place, Chicago 17.


Oscar Mayer, Chicago (luncheon meats); one 60, one 20 for TV on tape. Dale Juhlin, director. Agency: J. Walter Thompson, Chicago. Budd Blume, agency producer.

Hamm Brewing Co., Minneapolis (beer); two 60’s for TV on tape. Dale Juhlin, director. Agency: Campbell-Mithun, Minneapolis. Bill Bandy, agency producer.

Shaler Co., Green Bay, Wis. (Olson); two 60’s for TV on tape. Dale Juhlin, director. Agency: Stern Watters & Simmons, Chicago. Ken Witte, agency producer.


To count down for Olds

Oldsmobile’s radio-TV advertising this fall will feature Colonel John (Shorty) Powers who has recently retired from the U. S. Air force and was best known as the “voice” of the astronauts at Cape Kennedy launchings. Commercials, to be placed through D. P. Brother & Co., Detroit, will include ABC-TV, CBS Radio and an expanded spot schedule in radio with the initial break coming Sept. 12 in Oldsmobile’s sponsorship of the Miss America Pageant at Atlantic City on CBS-TV.

Agency appointments...

- Quality Chedk Dairy Products Association, Hinsdale, Ill., appoints John W. Shaw Advertising, Chicago, to handle advertising for the association, which will bill more than $400,000 annually.
- Kenron Waving and Window Corp., Chicago, names M. M. Fisher Associates, Chicago, as agency for national advertising to include TV.
- Holland House Brands Inc., New York, has appointed Jacobs Gibson Vogel Inc., that city, as its agency for Holland House cooking wines. Holland House cooking wines is not on radio or TV presently but tentative plans call for a spot radio-TV campaign next year.
- Mercedes-Benz Sales Inc., South Bend, Ind., names Chicago office of Campbell-Mithun as agency, terminating six-year relationship with D’Arcy Advertising, Chicago. Media plans include radio-TV. Auto firm becomes second Studebaker Corp. division at C-M. Agency already handles Onan Division, maker of industrial engines and generators.
- Servissoft Inc., Rockford, Ill., water conditioning firm, names Clinton E. Frank Inc., Chicago, as agency. Account formerly was handled by E. R. Hollingsworth & Associates, Rockford. Some local dealer radio-TV may be used on co-op basis.

Corinthian, Triangle will bypass waiver

Another group station owner, Corinthian Broadcasting Corp., has announced its TV stations would not waive political spots in counting commercial time.

C. Wrede Petersmeyer, president of Corinthian, in its announcement Aug. 27, said that while he saw “ample justification” for an NAB adoption of the waiver, “we believe that in our markets, audiences and advertisers will be best served by adhering to our normal practice.”

He said that “in a limited number of instances” it might be necessary to preempt regular scheduled commercial announcements to make adequate time available for political candidates but care would be taken that “no single advertiser bears the brunt of the pre-emption, and, of course, make-goods will be available wherever possible.”

Corinthian stations a KOTV(TV) Tulsa; Khou-TV Houston; KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis.

Triangle stations also have decided not to use the waiver, it was learned last week, although they have not formally announced this policy. Triangle stations are WPIL-AM-FM-TV Philadelphia, WPBG-AM-FM-TV Altoona and WLYH-TV Lebanon, all in Pennsylvania; WNB-FM-AM-FM-TV Binghamton, N. Y.; WNHAC-AM-FM-TV New Haven, Conn., and KFRE-AM-FM-TV Fresno, Calif.

Corinthian and Triangle join Crosley Broadcasting Corp., CBS and NBC-owned and-operated stations and Storer Broadcasting Co.’s stations in ignoring the waiver (Broadcasting, Aug. 17).
Yvette, a goldfish, is a full-time employe at Humble's Baton Rouge Refinery. Her job is to swim around in the waste water from the refinery, before it goes into the Mississippi River, to make sure it won't harm the fish that live in the river.

For more than 35 years, Humble has been developing new and more efficient methods to solve one of industry's most critical problems — preserving the purity of our air and water. Yvette is one of the least sophisticated and least expensive parts of our six-million-dollars-a-year program to prevent pollution.

To Humble, this investment in clear air and water is another opportunity to fulfill the responsibility of leadership.
A banner week in station sales

Cox buys WIIC(TV) Pittsburgh for $20.5 million; WFMY-TV Greensboro sold to Norfolk newspaper group; Reeves gets WITH-AM-FM Baltimore

Two TV stations and an AM-FM station were sold last week in multi-million dollar transactions, all subject to the approval of the FCC.

The three transactions:
- Cox Broadcasting Corp. is buying WIIC(TV) Pittsburgh for $20.5 million.
- Norfolk-Portsmouth Newspapers is buying the Greensboro News Co., owner of two newspapers, and WFMY-TV Greensboro.
- Reeves Broadcasting is buying WITH-AM-FM Baltimore for more than $1 million.

The Pittsburgh channel 11 sale is the largest amount paid for a single TV station in the U.S.—although two years ago the Hearst Corp. paid $10.6 million for the remaining 50% interest in WTEA(TV) Pittsburgh (giving a total value to the station of $21.2 million).

Owned jointly by the P-G Publishing Co. (Pittsburgh Post-Gazette and Sun-Telegram and the Toledo [Ohio] Blade) and the H. Kenneth Brennen family, WIIC went on the air in 1957, is affiliated with NBC, is represented by Blair and has a base hourly prime time rate of $2,000.

In its balance sheet, filed with renewal application last year WIIC Inc. showed total assets of almost $3.79 million, of which $1.8 million was in current assets. Total current liabilities were listed at $706,500, and surplus and net profit at $2.58 million.

Stock Deal. The Pittsburgh purchase is for all of the stock of WIIC Inc., licensee of the station. The final price will be adjusted up or down depending on the change in net quick assets, which at the time of the contract signing stood at $1.5 million.

The Pittsburgh purchase is the first for the newly formed Cox Broadcasting Corp. Cox Broadcasting was organized as a corporation last February encompassing all the radio and TV properties formerly held by James M. Cox and his family. It sold over 630,000 shares to the public last April, and was listed on the New York Stock Exchange in June. Cox sold at 24½ Thursday.

In the fall of 1963, the Cox group acquired KTVU(TV) Oakland-San Francisco for $12.36 million. Other Cox stations: WSOC-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C. and WIOD-AM-FM Miami. The company also owns community antenna systems in Washington and Oregon and in Pennsylvania (Lewistown, Lock Haven and Tyrone), and is 50% owner of franchises for CATV in Lima and Findlay, Ohio.

J. Leonard Reinsch, president of Cox Broadcasting, who served as executive director of the Democratic National Convention in Atlantic City two weeks ago, said:

"Cox Broadcasting looks forward to the opportunity of serving the Pittsburgh area in the highest tradition of television broadcasting." He also said that no changes in executive personnel will be made at the Pittsburgh station.

Not affected by the Pittsburgh sale is WWWW-AM-FM in that city, owned by the newspaper company.

Virginia-North Carolina Axis. The purchase of the Greensboro News Co. (with its two newspapers and TV station) by the Norfolk-Portsmouth Newspapers Inc. (which owns two newspapers and radio-TV in that city) was worked out swiftly.

Although the price for the stock of the Greensboro newspaper firm was not announced, estimates run from $15 to $20 million for the two newspapers, the channel 2 CBS-affiliated TV station and an engraving plant.

Competent authorities estimate the value of the TV property as about half of the gross amount paid. This would put it in the neighborhood of $7.5-$10 million.

WFMY-TV, which covers the triple market of Greensboro-Winston-Salem and High Point, began operating in 1949, is represented by Harrington, Righter & Parsons and has a prime hourly rate of $1,000. Gaines Kelly is general manager.

The Greensboro News Co. publishes the morning Daily News, with 92,000

Three principals in $20.5 million sale of WIIC(TV) Pittsburgh to Cox Broadcasting Corp. are shown at signing (l-r): J. Leonard Reinsch, Cox; H. Kenneth Brennen, WIIC president, and William Block, publisher, 'Pittsburgh Post-Gazette.' Brennen family and Post-Gazette each own 50% of station.
circulation, and the evening Record, with 33,000 circulation. C. O. Jeffress, president of the Greensboro News Co., will remain as publisher of the two dailies, as will Mr. Kelley as operating head of the TV station.

The Greensboro firm is largely owned by the family of the late E. P. Jeffress, with 19% owned by the Jefferson Standard Life Insurance Co. Jefferson Standard owns WBT and WBTW-TV in Charlotte, N. C., and WBTW-TV in Florence, S. C.

Norfolk-Portsmouth Newspapers publishes the morning Virginian-Pilot and the afternoon Star-Ledger, with a combined weekday circulation of about 225,000. The Norfolk company owns WSTAR-AM-FM-TV there, with the TV station on channel 3 and affiliated also with CBS, represented by Petry and charging a prime hourly rate of $1,000. Frank Batten is publisher. Robert M. Lambe is president of WSTAR Radio-TV Corp., licensee of the stations. Mr. Lambe was sales manager of WFMY-TV before joining the Norfolk organization.

Vincent J. Manno acted as financial consultant for Norfolk-Portsmouth Newspapers and assisted in the sale.

Reeves to Baltimore • The Reeves purchase of WTHI-AM-FM Baltimore is for more than $1 million in cash. The stations are being bought from Thomas G. Tinsley, 100% owner of Maryland Broadcasting Co., licensee of the two outlets.

Reeves owns WUSN-TV Charleston, S. C., and WHTN-TV Huntingdon, W. Va. Last spring it sold KBAK-TV Bakersfield, Calif., to Harriscope Inc. for $1.6 million. It also owns CATV systems in Grundy, Richlands and Tazewell, all in Virginia, and in Opelika, Ala., and has franchise applications pending in more than two dozen communities.

WTHI, founded in 1941, operates fulltime on 1230 kc with 1 kw day and 250 w night. WTHI-FM, which began operating in 1947, operates on 104.3 mc with 20 kw. R. C. Embry, executive vice president and general manager of the stations, will remain in that capacity.

Kirk buys Atlanta Muzak

Dixie Melody Inc., Muzak franchise holder for Atlanta, Ga., has been sold to Southern Melody Inc. for $350,000. Southern Melody is headed by James L. Kirk II of Moultrie, Ga., who is president of Kvot Inc., Lafayette, La. Dixie Melody was owned by Edward A. Wing and G. C. Livingston, who have operated the Atlanta background music franchise since 1954. Mr. Wing remains with Southern Melody as executive vice president and general manager. He also has acquired an interest in the corporation. The transaction was handled by Blackburn & Co.
NBC, Philco attack Philadelphia decision

Network: conduct in swap was not improper; Philco: FCC hasn't right to renew-on-condition

NBC and Philco Broadcasting Co. last week joined RKO General in protesting the FCC's decision to force NBC to trade back its Philadelphia stations to Westinghouse. As RKO had done in the preceding week (Broadcasting, Aug. 31), the network and Philco asked the commission to reconsider its decision.

The commission had stunned the proponents by granting renewal of NBC's WRCV-AM-TV Philadelphia, on the condition that the network trade the stations back to Westinghouse Broadcasting Co. for KYW-AM-FM-TV Cleveland. The commission rejected Philco's application for WRCV-TV's channel 3 Philadelphia, and dismissed as moot applications for a swap of NBC's Philadelphia properties for RKO General's stations in Boston, WNNC-AM-TV and WRKO-FM (Broadcasting, Aug. 3).

The commission held that NBC had used its network power to coerce WBC into making the original Cleveland-Philadelphia swap, which was completed in 1956, and said its decision was aimed at stripping the network of the "fruits of its wrongdoing."

RKO had urged the commission to reconsider its decision and approve the Boston-Philadelphia exchange. NBC, seeking the same result, made its request in a petition running to less than 1½ pages. The network said its position had been set forth in previous pleadings. It stressed, however, that its conduct in the Philadelphia-Cleveland trade was "in all respects proper . . . consistent with the commission's policies at the time the exchange was negotiated and approved . . ."

Philco's Position = Philco's petition, as was true of RKO's, constituted an all-out attack on the commission's decision. The company also asked for an oral argument before the commission "in view of the importance of the issues . . . and the novelty of the solution proposed by the commission."

Philco agreed with the commission's decision to deny renewal of NBC's license for channel 3 for the purpose of transferring it to RKO. But Philco said the commission has no authority to renew the Philadelphia licenses on the condition that the stations are traded for WBC's Cleveland properties.

"It is submitted that the commission should have granted Philco's application rather than . . . offering the license to Westinghouse, which has shown no interest in the station and has made no application for it," Philco said.

Like RKO in its petition, Philco made a major point of the fact that WBC is not an applicant for the Philadelphia properties. The commission, Philco said, "may not go outside the record and dispossess of the case on the basis of applications not yet on file. . . ."

Philco added that the Communications Act prohibits the commission from considering the merits of a third party in reviewing a pending transfer application "even when strong public interest considerations have been urged."

Philco also attacked the commission's decision to waive its overlap rule—which prohibits common ownership in an area—in order to restore the original status in Philadelphia. The Grade B contours of the Philadelphia channel 3 station and WBC's WJZ-TV Baltimore overlap. Philco said the commission ignored the fact that WBC didn't own a Baltimore station at the time it held the license for Philadelphia channel 3.

No Facts = Philco also said the commission waived the rule without any facts to support such an action, solely on the assumption that WBC's return to Philadelphia is "sufficiently meritorious to subject a sizeable portion of the public of Philadelphia and Baltimore to the undesirable consequences which the overlap rule is intended to prevent."

The commission rejected Philco's application for channel 3 primarily on the ground that the parent concern, Philco Corp., "switched its commitments" to the public interest in operating that facility "whenever it appeared its interest in manufacturing would be served."

But, Philco said in its petition, "of all the parties to this proceeding, Philco alone has demonstrated any real concern with the public interest of Philadelphia."

The company noted its interest dates from 1957, when it filed a protest against the renewal of the network's Philadelphia licenses.

That protest was based on an antitrust suit the Justice Department brought against NBC and its parent, RCA, as a result of the Westinghouse trade. The suit led to a consent decree under which the network agreed to dispose of its Philadelphia properties—the action that resulted in the proposed swap with RKO. The deadline for meeting the requirement of the decree is Sept. 30.

"It is Philco, not Westinghouse, which has been endeavoring since 1957, at great expense, to place before the commission the full facts as to RCA-NBC's conduct in acquiring the channel 3 licenses," Philco said, adding that it, and not Westinghouse, has applied for the channel.

Time, Money, Effort = "When the

Who should take up the cudgel?

Westinghouse Broadcasting Co., the bystander that appears likely to walk off with the prize in the Philadelphia channel 3 proceeding, was finally heard from in connection with that case last week. But the connection was indirect.

WBC has asked the commission to stay proceedings in a case involving application of KREX Grand Junction, Colo., to move from 920 kc to the 1100 kc clear channel on which KYW Cleveland is the I-A station.

WBC is the licensee of KYW and its sister FM and TV stations. But under the commission's decision in the Philadelphia case, WBC would trade its Cleveland properties for NBC's more lucrative stations in Philadelphia. Deadline for filing assignment applications is Sept. 28.

As a result, WBC suggested, there was uncertainty as to who would be the licensee of KYW in the next few months.

The commission has set KREX's application for hearing, and the station has asked the FCC to reconsider that order. It has also petitioned for permission to amend its application.

Noting these pleadings and the decision in the Philadelphia case, WBC asked the commission to delay until Nov. 2 "the time within which the parties to the proceedings may respond to KREX's pleadings."

56 (The Media)
Ray Manystrokes changed to Wings & Wheels jetfreight service, but we didn’t help his game much.

(He’s playing more though.)

Before changing to Wings & Wheels, poor Ray couldn’t get away from shipping problems, much less think about golf.

Worry, worry, worry.

Then Wings & Wheels’ automated advance notification—an industry exclusive—helped Ray with his important shipments.

Now he’s certain of scheduled deliveries. He always knows where his shipments are.

Wings & Wheels doesn’t have to trace when he calls. Wings & Wheels knows what is arriving.

This is automated advance notification, available in 44 cities.

The next time you have an important shipment, don’t handicap yourself.

Let Wings & Wheels handle your shipment like pros. 18 years of airfreight forwarding experience is your assurance.

Wings & Wheels
The automated jetfreight service

Terminals throughout the nation. Consult your local telephone directory for the one nearest you.
The song is ended but the Minow melody lingers on

Former FCC Chairman Newton N. Minow has been out of government for more than a year. But time hasn't softened the views and ideas about television which made him one of the most controversial chairmen ever to preside over the FCC.

This is evident from the Sept. 5 issue of TV Guide, which has reprinted key passages from the introduction to a forthcoming book, Equal Time: The Private Broadcaster and the Public Interest, written by Mr. Minow with Laurence Laurent, radio-TV editor of the Washington Post, as editor.

A sampling from the article:
- "On freeing creative forces from commercial bonds": Mr. Minow, who rocketed to national attention early in his tenure as FCC chairman in 1961 when he described TV as "a vast wasteland," still feels, as he did as chairman, that advertiser control of program content stifles creativity on television.
- "On providing time for political candidates": stations and networks, he said, should be required to make time available to political candidates. The public, he said, has given broadcasters the use of "a scarce public resource." Candidates are entitled to use of the resource "without paying heavy tribute to the trustees of their own property," he said.
- "On government regulation of broadcasting: Mr. Minow, who still feels a strong FCC is needed to protect the public interest, recalled that he once proposed a fundamental reorganization of the agency to the late President Kennedy. He had suggested abolishing the seven-member commission and dividing its functions between a single administrator and an administrative court (Broadcasting, June 10, 1963).
- Changes Essential "Without these changes, I doubt that the FCC can fully measure up to its massive responsibilities—and I doubt that it can carry out its assignments to protect the public interest in the never-ending debate with the private interest," he said. The debate itself, he added, serves the public by providing evidence that the people's interests are being protected.
- "Broadcasters are irrevocably committed to do battle whenever profit is threatened and they have the resources and the manpower and the talent to keep on fighting indefinitely," he said. "If debate and controversy ever cease, it will be because the government has departed from the field of battle and the public interest has knuckled under to the private interest."

Mr. Minow sees the friction between government and broadcasters as growing out of the fact that the two approach the question of regulation with different premises. A broadcaster, he said, "is a creature of privilege" granted by the people. But a broadcaster, he added, often "deludes himself into believing" that the privilege can be transformed into a right, which cannot be regulated.

In the U. S., where private individuals have been entrusted with "the staggering power" that goes with the operation of a radio or television station, he said, "an uneasy alliance of private ownership and public regulation" has been created. "We built contradictions and contradictions into the system and we set off an eternal war between those who must regulate and those who must be regulated," he said.

Mr. Minow said his aim while chairman of the FCC was "to encourage the people to participate in broadcasting more directly. There are dangers, he said, of having government agencies developing vested, bureaucratic interests of their own. "I tried to extend the debate beyond the words exchanged at broadcaster conventions." Broadcasting, he said, "is too important to be left to the broadcaster—or to the FCC."

Mr. Minow, who left the FCC on June 1, 1963, after 27 months as chairman, is now executive vice president of the Encyclopaedia Britannica. His book is to be issued in November by Antheneum Publishers.

Nebraskans schedule meet

The Nebraska Broadcasters Association will meet Sept. 20-22 at the Holiday Inn, Grand Island.

Governor Morrison, Senator Roman L. Hruska (R-Neb.), John Couric of the National Association of Broadcasters and FCC Commissioner Frederick Ford will address the group. Earl Stanley, a partner in the Washington law firm of Dow, Lohnes and Albertson, will tell them "How to Stay Out of Trouble With the FCC," and Bob Considine will give a presentation to the broadcasters' "Nebraskan of the Year."
In total performance, the VANGUARD I rivals FM fidelity—with 1% distortion and a transistorized design that provides capacity to exceed 100% modulation. This new 1000 watt AM transmitter has only one tube—a single 4CX3000A used as the final amplifier and operating well below rated capacity to assure longer life. VANGUARD I has wider frequency response, lower distortion, lower internal heat, requires less floor space, and will provide reliability never before attained in broadcast transmitters. Built-in power reduction for 250 watts is standard equipment.

The new, modern styling concept of VANGUARD I—incorporating the new space saving shape in AM transmitters—gives you centralized operating controls with complete front accessibility.

The full story of VANGUARD I is told in Brochure 140. Write for your copy today.

One Tube, One Kilowatt, One Percent Distortion...

Yours Today Only with VANGUARD I

Gates' All-New Transistorized 1000 Watt AM Broadcast Transmitter
A basic redesign of local Nielsens

Company offers its solution to criticisms first aired during congressional hearing on ratings

A constantly changing sample, drawn entirely by computer, is being introduced by the A. C. Nielsen Co.'s Nielsen Station Index as part of far-reaching changes in the NSI local television audience measurement service (Broadcasting, Aug. 24).

The changes, which Nielsen officials said amount to "a completely new NSI service," also include discontinuance of the use of Recordimeters in favor of complete reliance on the Audilog diaries for recording family viewing.

The Recordimeter, a set-installed device that shows when the set is on but does not indicate the channel being tuned, has been used in combination with the Audilog in NSI measurements in the top 50 markets. Below the top 50, the Audilog has been used alone. For the "new" NSI, the Audilog has been revised substantially, Nielsen officials reported.

They also disclosed that the company is testing, for use later in Los Angeles and possibly other markets, a new type of Audimeter that, installed in sets, will keep a channel-tuning record on magnetic tape that can be fed into computers for quick compilation of data.

Testing • The new device, called "magnetic tape Audimeter," or "MTA," has been undergoing tests in approximately 50 homes in Chicago for about 12 weeks and has produced encouraging results, officials reported. They hope MTA units can be installed in Los Angeles by next spring, and said they would like to see them used in perhaps 10 top markets eventually.

Use of the MTA units is more expensive than Audilog but permits more frequent reports with additional detail, Nielsen authorities said.

The changes were announced by George E. Blechta, vice president and manager of NSI, who said they are keyed to "reality in research" and designed "to provide more sound information and maximum usefulness for each dollar our clients spend."

Officials said no changes are planned for the Nielsen Television Index (NTI), which measures national network audiences.

The Audilog diary technique was reported to show slightly smaller audiences than the Audimeter system except in the morning hours before 11 a.m. and in early evenings, when the diary figures are somewhat higher. A national Audilog test last April put homes using television (HUT) from 6 a.m. to 6 p.m. at 17.5, as against the NTI's Audimeter showing of 18.2:

They stressed, however, that the NSI service starts with the "new" NSI, the Audilog has been revised substantially, Nielsen officials reported.

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Recent Changes • The NSI changes have been in evolution over the past year or 18 months but with the chief developments concentrated in the past six months, according to a Nielsen spokesman. He said they were not related directly to the congressional hearings in which Nielsen, and most other ratings firms, were roundly criticized in 1963. At that time Nielsen said it would make some changes but these, the spokesman said last week, were primarily "housekeeping" changes that have already been put into effect.

The "new" NSI service starts with the October report cycle and will be accompanied by rate increases ranging from 20-25% in some markets to around 65% in others but averaging about 50%, according to NSI officials. They stressed, however, that the rate increase is not "new." It is the same one, they said, that was scheduled to go into effect last fall but was postponed when Nielsen delayed changes it had expected to make in the NSI service at that time.

Those changes were not made, the spokesman said, because it was decided to make the more complete overhaul that goes into effect with the October report.

In developing the new changes, officials said, Nielsen conducted tests indicating that the rate of viewer cooperation in diary-keeping is considerably higher than has been generally believed. In one test, the rate totaled 50.8% of the entire sample and 61.2% of all those who had actually agreed to cooperate. Comparable figures commonly reported, they said, are about 35% and 48-52%, respectively.

Sample is Bigger • The NSI changes include larger samples than have been
used in the past. In each of the top 50 markets, the base of homes furnishing usable data is slated to increase from 168 to 435 in the metro area (a 159% gain), and from 380 to 830 in the NSI area (118%). In the medium size markets (51 through 147) the metro area sample is to go from 166 homes to 242 (46%) and NSI area base from 315 to 540 (71%). In markets below 147 the sample goes from 111 homes to 204, a gain of 84%.

A new sample is to be drawn for each survey—all by computers. Nielsen officials said, will provide sample-size specifications for each market. These will be fed into the computerized files of more than 40 million telephone households maintained by O. E. McIntyre Inc., New York, one of the largest direct-mail specialists in the country.

These files, which are said to contain a current and unduplicated listing compiled from all available telephone directories in the country, the McIntyre computer will randomly select households in each area, producing for each sample home an individual IBM card containing the name, address and telephone number of the designated family.

These cards, imprinted with a questionnaire, go directly from McIntyre to one of eight central telephone offices where telephone operators—employed by an independent company but trained and supervised by Nielsen—call the designated households to obtain family information and enlist cooperation in keeping the NSI diary.

Use Phone Service • The operators use the telephone company's wide area telephone service (WATS), permitting equal access to all parts of the country without distinction between local and toll calls. The operators make three attempts—at different times across two days—to contact each home.

The telephone set-up is such, Nielsen officials said, that company field supervisors—or interested clients—can monitor the telephone interviewing at any time to make sure that proper procedures are being followed.

After diaries are distributed, participating families will be given a follow-up reminder call during the measurement week. Nielsen said its tests showed that the follow-up call increased return of the diaries by 17%. Without the follow-up call, 54.2% of the families that had agreed to cooperate did return their diaries; with one follow-up call, the cooperation rate was 63.2%.

In a test involving a 2,613-home survey last spring, 1,651 homes agreed to keep the Audilog, 390 refused, 289 were not contacted, 72 said they would be on vacation during the measurement period and 211 said they had no television set or gave other disqualifying reasons.

Diaries were sent, however, to those who refused to cooperate and those not contacted by telephone, as well as to those who had agreed to cooperate. Of those who had agreed, 61.2% did cooperate; of those who had not been contacted, 22.8% cooperated, and even among those who had refused on the phone, 18.2% cooperated.

More than Half • With these, plus those who had said they would be away on vacation—which was considered "cooperation" because it showed that their home sets would be dark—Nielsen said it received usable information from 50.8% of the entire original sample.

Nielsen officials also noted that homes which cooperate in diary service "historically" are heavier television viewers than homes that refuse to cooperate, and said they would take special precautions to offset any such "bias."

This involves a "presurvey" of sample homes—actually, a part of the original telephone interview—that lets each home classify itself as "light" or "heavy" in viewing. The telephone interviewer asks them how much they watched television "yesterday." Those that reply less than three hours are rated "light," the others "heavy."

A comparison of their estimates with their actual viewing patterns as shown in subsequent diaries convinced Nielsen that viewers can thus classify themselves with reasonable accuracy.

Based upon this grouping, NSI will survey "light" and "heavy" viewers as two separate units and then combine the data to make sure that the two groups are properly represented in the final audience estimates, according to ACN officials. "Extensive national pilot tests," they said, "have demonstrated the value of this 'cell projection' method of eliminating biases introduced by differential cooperation rates."

Another new feature is what ACN calls the "measurement unit" concept, which divides the continental U. S. into 1,100 separate geographical pieces for survey purposes.

The NSI reports themselves are being expanded in both frequency and content. In addition to current audience breakdowns by age and sex, "man of the house" and "lady of the house" totals will be added for each program. The number of reports is also being increased, so that all top 50 markets will be measured at least three times a year and practically all markets will be measured at least once.

In New York, meanwhile, where the Nielsen instantaneous Audimeters provide overnight rating reports, plans have been made to increase the sample and install instruments that will reflect the usage of different sets within multiple-set homes. The installation process is slated to start this week.

Are messages under control?

Question raised in petition asking FCC rules limiting citizens' band be set aside

Can the FCC regulate the content as well as the category of radio communications?

This question, which may be passed on to the courts, has been raised, not by a broadcaster concerned about commission control over his program content, but by two important firms in the electronics industry.

Lafayette Radio Electronics Corp. and Polytronics Laboratories Inc. asked the question in connection with a petition urging the commission to set aside rules limiting the use of citizens' band radios.

The rules, which were announced July 29 and become effective Nov. 1, reflect the commission's concern about the crowded condition of the citizens' band radio. They prohibit licensees in that service from using their equipment "for hobby or diversion, that is, as an activity in and of itself." Conversation about the performance of citizens' radio equipment would be barred.

Counsel for the petitioners say the issue may be appealed to court if the commission rejects the request for reconsideration. This could set the stage for a court test of the extent of the commission's authority over program content in all radio services, including broadcasting.

The commission has said the rules are intended to preserve the citizens' band for legitimate personal and business use—on farms and ranches, for instance, or by hunters and explorers in communicating with base camps. The band now has 700,000 licensees.

The commission, in adopting the rules, dismissed the argument that they abridged freedom of speech. The commission said that its statutory authority to prescribe the nature of the various services "includes the authority to spell out the communications and uses that are not permitted."

Rule Held Vague • Lafayette and Polytronics, however, say the rule is so vague as to be confusing. If discussions about equipment are barred, they say, can a husband call his wife "to say hello for romantic reasons."

The petition notes that the Federal Trade Commission, in a move to implement the rules, has asked electronics-
equipment manufacturers to include in their advertising of citizens' radio equipment a notice that the "operation of such equipment as a hobby, in and of itself, or for the exchange of aimless small talk is not permitted."

The petition concedes that the commission has authority to establish categories of communications which may be transmitted in the various radio services. But, it adds, the Communications Act prohibits the agency from censoring the content of the communications in any of the radio services or making value judgments regarding the individual communications which may fall within the category.

For instance, it says, "the commission" could not, having authorized communications in furtherance of education, prohibit the transmission of rock and roll music or the reading of comics, even though the commission may feel that this use of the frequencies was not truly educational."

The order is reported to have had a heavy impact on the electronics industry, whose sales in citizens radio equipment totals more than $50 million annually. Lafayette is an important supplier and distributor of radio equipment, Polytronics is a large manufacturer of the equipment.

**Springfield petition opposed by NCTA**

The National Community Television Association has urged the FCC to reject a proposed rulemaking that would require community antenna television systems, in relaying off-the-air pick-ups, to maintain a quality of transmission equal to that of the original signal.

The NCTA is opposing the proposal by Springfield Television Broadcasting Corp., which also would require CATV's to file reports on how they are adhering to the commission's standards.

Springfield, owner of four UHF stations, said signals of some of its stations have been degraded in relaying and some viewers, "including prospective advertisers," have complained. Springfield said that "positive responsibility" should be imposed on CATV operators.

NCTA called the petition "vague, conclusionary and unsupported by substantial allegations" to such a degree as to provide no base for rulemaking.

The association noted that an earlier, FCC-proposed rulemaking would require CATV's to protect local television service by carrying the station's programs without "material degradation" and by refraining from duplicating the programming for 15 days before and after it is aired. The NCTA added that the National Association of Broadcasters is completing a study on the impact of CATV on television broadcasting to be published later this month, possibly warranting further remarks.

NCTA said that until the findings of the commission and the NAB are evaluated the FCC "will not be in a realistic position to undertake [Springfield's proposed] rulemaking, the supposed objective of which is to supplement rules which have not yet been adopted."

The Springfield petition includes all CATV systems, however, and although the FCC's authority on microwave fed CATV systems has been established, the regulation of off-air CATV's is not yet clear, the NCTA said.

**Palmer properties get new names**

Dr. David D. Palmer, president of Central Broadcasting Co. (WHO-AM-FM-TV Des Moines, Iowa) has announced a change in corporate name to Palmer Broadcasting Co. In addition, Tri-City Broadcasting Co. (WOC-AM-FM-TV Davenport, Iowa) has become Woc Broadcasting Co.

Robert H. Harter, formerly sales manager of the WHO stations and a veteran of 25 years with the Palmer group, has been appointed general manager of the Des Moines properties. Paul A. Loyet, vice president, who has been general manager of the WHO stations, now will devote his full time to the engineering and technical affairs of the company's present developments and the expanded operations of the various Palmer divisions.

At Woc Broadcasting Co. William D. Wagner will retain his present executive duties of vice president and secretary in the Davenport office which maintains executive control of the group.

The CATV system at Naples, Calif., owned by Palmer Broadcasting Co., becomes Gulf Coast Television and will be under the management of Richard Cox. Managing the Palm Desert, Calif., CATV system will be Keith Burcham. This operation will be known as Coachella Valley Television, according to Dr. Palmer.

**Hunt for NAB president intensified**

The search for a new president for the National Association of Broadcasters got underway in earnest last Thursday when the 10-man selection committee met for the first time.

The meeting, in Chicago, agreed on the desirable characteristics of a new leader, summarized in a statement issued by Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman of the executive committee:

"The committee believes such a person should possess a basic belief that commercial broadcasting as a superior form of communications exerts a potent, constructive force in America today and that the position, accordingly, desires the highest human talents and capabilities."

Mr. Schroeder also said another meeting of the committee will take place in about a month at which time possible candidates will be considered. No candidates were discussed at last week's six-hour meeting.

All members of the selection committee were present. They are, in addition to Mr. Schroeder: Mike Shapiro, WFAA-AM-FM-TV Dallas, chairman, and John F. Dilke, Jr., Communicana Stations, vice chairman, television board; Rex Howell, KREX Grand Junction, Colo., chairman, television board; Jack W. Lee, WPRO Providence, R. I., vice chairman, radio board, and F. Van Konyenburgh, WCCO-AM-TV Minneapolis-St. Paul; Otto P. Brandt, King stations, Carleton D. Brown, WTIL Water ville, Me.; Harold Estee, WTS-AM-FM-TV Winston-Salem, N. C., and A. Louis Read, WDSU-AM-FM-TV New Orleans.

**McLendon keeps after Yarborough**

Broadcaster Gordon McLendon of Dallas and Senator Ralph Yarborough (D-Tex.), bitter contestants for the Democratic senatorial nomination in their native state this spring, are still far apart although a showdown is possible before the impending Texas Democratic convention.

Mr. McLendon, who lost a May 2 primary to the senator, said Wednesday (Sept. 2) that he didn't intend to let an FBI "attempt to whitewash the senator" go by without a fight.

He referred to a Justice Department announcement Monday (Aug. 31) that it had investigated and found to be "without any foundation in fact" an allegation that the senator accepted...
$50,000 from Billie Sol Estes in 1960. The books are closed, the department said.

That announcement, followed by Mr. McLendon’s charge of “whitewash,” was the latest development in a feud between the broadcaster and the senator that led to an equal-time dispute in which the FCC ruled mostly in the senator’s favor during the primary campaign this spring (Broadcasting, April 27, et seq.). In addition Mr. McLendon had presented witnesses on campaign broadcasts who said they had seen the senator accept money from Mr. Estes.

“The Justice Department used the FBI to rescue Yarborough only 15 hours before voting started in an absolutely unprecedented political use of the FBI,” Mr. McLendon said last week.

He has called on Texas Governor John B. Connally Jr. to release “facts I understand they [the intelligence arm of the state department of public safety] have that contravene completely this terse announcement from the Justice Department.” The facts should be made available to the state convention (Sept. 15), Mr. McLendon said.

Mr. McLendon is president of McLendon stations: WNUS Chicago, KLIF-AM-FM Dallas, KILT and KOST(FM) Houston, Klsa San Antonio, all Texas; KABL Oakland, Calif., and WYSL-AM-FM Buffalo.

FCC does turnabout in Pekin FM grant

The McNaughton stations had reason to be thankful that all seven commissioners were present and voting at the FCC meeting last week. For by a 4-3 vote, the commission reversed an earlier decision and granted without hearing the company’s application for an FM station in Pekin, Ill.

Three months ago, with only five members present, the commission set the application for hearing to determine whether the grant would result in a concentration of control of mass media. The McNaughton principals control four AM and two FM stations, as well as two newspapers in Illinois.

The vote then was 3-2, with Chairman E. William Henry and Commissioners Kenneth A. Cox and Lee Loevinger in the majority. Commissioners Rosel H. Hyde and Robert E. Lee were in the minority. (Broadcasting, June 15). Last week, Commissioners Robert T. Bartley and Frederick W. Ford turned the minority into a majority.

McNaughton, in seeking reconsideration of the earlier decision, said the commission had not followed its own precedents. McNaughton also said its

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The Mark 10 Visual Zoom Camera is the first truly new camera design since the beginning of commercial TV.

**Picture Superiority**

- New 3” I.O. with best resolution
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- Better results without critical lighting
- Sharp edge transitions produce crisp, snappy pictures that “carry well”. Preferred by audiences and sponsors alike.

Write for descriptive bulletin No. 310.
Visual Electronics Corporation provides the broadcast industry with the first completely solid-state television studio product line.

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application shouldn't be the victim of chance, its fate depending on how many commissioners are sitting at the time it is considered.

A week before the commission set the McNaughton application for hearing, the commission had approved the grant of a construction permit for an FM station in Lewistown, Pa., in another case in which concentration of control of mass media was an issue. The applicant had other broadcasting and publishing interests in that community.

The vote then was 3-2, with Commissioners Ford, Hyde and Lee in the majority, and Chairman Henry and Commissioner Cox in the minority. Commissioners Bartley and Loevinger were absent.

In an earlier decision involving the same issue, the commission granted without hearing the sale of WCRY (now WLTH) Gary, Ind., to the only newspaper in that city. With all seven commissioners present, the vote was 5-2, with Chairman Henry and Commissioner Cox in the minority.

The new McNaughton FM station will be licensed to a subsidiary, WSV Inc. The other McNaughton broadcast properties are WRMN-AM-FM Elgin, WCRA-AM-FM Effingham and WKEI Kewanee, all Illinois. The company's principals also control the Pekin Daily Times and the Effingham Daily News.

Another go round in NAB, NCTA talks

Representatives of broadcasters and community antenna operators sat down together last week in Washington, and everyone agreed each is beginning to better understand the other's problems.

But no final decisions were reached in the joint meeting striving to arrive at agreement on the form legislation should be drafted to bring CATV under control of the FCC.

One sticky point, apparently, is the broadcasters' desire to prohibit CATV systems from originating programs or selling advertising.

Few CATV systems handle advertising, Bruce Merrill, president of the National Community Television Association, noted, but NCTA might agree "generally not to oppose" such language.

Asked about barring program origination, Mr. Merrill said the study group was not yet ready to cross this bridge, although willing to talk about it.

Dwight Martin, WDSU-TV New Orleans, who is chairman of the Future of TV in America Committee of the National Association of Broadcasters, declined to indicate any specific areas discussed, but declared he was "extremely encouraged by the air of cooperation and the genuine attempt to recognize and to try to work out problems on both sides."

The meeting, last Wednesday (Sept. 2) in Washington, recessed until later this month. In the interim it was agreed counsel for each side should meet to try at a settlement of some of the issues.

Douglas A. Anello is general counsel for NAB; E. Stratford Smith, Washington attorney for the NCTA group.

Representing the broadcasters, in addition to Messrs. Martin and Anello, were Willard E. Walbridge, KTRK-TV Houston and C. Howard Lane, KOIN-TV Portland, Ore.

Besides Messrs. Merrill and Smith, representing the CATV side at the meeting were Fred J. Stevenson, Arkansas CATV operator and immediate past president of the NCTA, and Al Stern, chairman of Television Communications Corp., Denver, a group CATV owner and a former NBC vice president.

Changing hands

ANNOUNCED • The following sales of station interests were reported last week subject to FCC approval (For commission activities, see For The Record, page 88).

• WISC-TV Pittsburgh: Sold by P-G Publishing Co. and H. Kenneth Brennen family to Cox Broadcasting Corp. for $20.5 million (see page 54).

• WFMJ-TV Greensboro, N. C.: Acquired by Norfolk-Portsmouth Newspapare Inc. (WTRA-AM-FM-TV Norfolk, Va.) in purchase of Greensboro News Co. in estimated $15-$20 million transaction (see page 54).

• WTHM-FM Baltimore: Sold by Thomas G. Tinsley to Reeves Broadcasting Corp. for $1 million (see page 54).

• KJR Seattle, KNEW Spokane, both Washington, and KXL Portland, Ore.: 50% interest sold by Sinatra Radio Inc. (Frank Sinatra and associates) to Deena Pictures Inc. (Danny Kaye and associates), stock boosting holdings from 50% to 80%, and Alexander Broadcasting Co. (Lester M. Smith and family), from nothing to 20%, for $700,000. Mr. Smith is president of licensee, Seattle, Spokane & Portland Radio Stations. All fulltime stations, KJR operates on 950 kc with 5 kw; KNEW on 790 kc with 5 kw and KXL on 750 kc with 50 kw.

• WSC State College Pa.: Sold by Howard S. Frazier Inc. and group to Edorea Corp. for $125,000. Edorea Corp. is 100% owned by Michael M. Rea, son of Henry O. Rea (Oliver...
Tyrone Corp., investments and real estate and minority owner of now dark channel 22 in Pittsburgh. Wxsc is a 1 kw daytimer on 1390 kc. Howard S. Frazier Inc., negotiated transaction.

- WYND Sarasota, Fla.: Sold by Carl Brenner and associates to John T. Rutledge, Richard W. Bates and others for $95,000. Mr. Rutledge is general manager of wnfo Orlando, Fla.; Mr. Bates is an Orlando attorney. WYND is fulltime on 1280 kc with 500 w. Broker: Hamilton-Landis & Associates.

- KOKL Okmulgee, Okla.: Sold by Don Reynolds to J. William Brauer for $85,000. Mr. Brauer is former manager of the J. Walter Thompson office in Dallas. Mr. Reynolds is a group owner of radio-TV stations and newspapers, mainly in the Southwest. KOKL is fulltime on 1240 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

CBS session to hear Stanton, Crichton

CBS President Frank Stanton and John Crichton, president of the American Association of Advertising Agencies, will speak at the 11th annual CBS Radio Affiliates Association convention in New York Sept. 23-24. Dr. Stanton will speak at the Sept. 23 luncheon, and Mr. Crichton at a similar session on the next day.

The convention this year will be at the Hilton hotel. Arthur Hull Hayes, CBS Radio's president announced last week that a record number of affiliates, based on current advanced registrations, is expected. The convention comes to order Sept. 23 at 10 a.m. at the call of Michael R. Hanna, general manager of wnsc Ithaca, N. Y., who is chairman of the association. Mr. Hayes will report to the delegates during the opening session Wednesday. Other reports are scheduled by Fred W. Friendly, president of CBS News; George J. Arkedi, CBS Radio vice president, network sales; Leon Brooks, vice president and general counsel for CBS and others.

Alabama CATV purchases make 16 for Teleprompter

Teleprompter Corp., New York, last week brought its total CATV holdings to 16 systems throughout the United States with its acquisition of community antenna system now serving Tuscaloosa, and a franchise to operate another CATV property in Northport, both in Alabama.

The Tuscaloosa system with about 2,000 subscribers advances Teleprompter's total CATV subscription to over 50,000.

Teleprompter plans to rewire the Tuscaloosa property, which now carries five channels, to increase the system's potential to 12 channels. It also intends to offer a 24-hour music and weather service over the system.

Control of Television Broadcasting Circuits, which operated the system, was bought from local stockholders. The price was not disclosed.

Teleprompter acquired the Northport, Ala., franchise from Southern Video.

New station claims tower sabotage

Two 150-foot towers of wayk Valpariso, Ind., fell to the ground early Aug. 30 after guy wires had been cut. Mrs. Bernice A. Ellis, part owner, reported last week. She said federal and local authorities are investigating what was described as "professional vandalism."

WAYK, a 250-watt daytimer on 1500 kc, had planned to begin broadcast operations Oct. 1. Mrs. Ellis said, having been granted permit by FCC June 26 after four years of litigation. Opening will be delayed perhaps two weeks. Erection of the towers was completed by Tower Builders, Angola, Ind., just two days before the incident.

WIXI gets temporary operating authority

The Birmingham Broadcasting Co. last week was given temporary authority by the FCC to operate wixi Irondale, Ala., during the processing of its application for a regular license.

In granting the temporary permit, effective Sept. 8, the commission said that if wixi were to go off the air it would leave Irondale without a local broadcast service. The commission noted that if competing applications are filed for the 1480 kc facility it may be necessary to approve an interim operation by the applicants since Birmingham Broadcasting will have only 180 days to operate without a regular license.

Temporary operating authority, under commission rules, runs 90 days and may be renewed for 90 additional days.

Wixi was owned by W. D. Frink. Mr. Frink was refused a license to cover his construction permit. He was charged with an unauthorized transfer of control, misrepresentations to the commission and failure to file required information. The commission's decision was recently upheld by the U. S. Court of

EXCLUSIVE BROADCAST PROPERTIES!

NORTHWEST — High power daytimer with trading area of 80,000. Grossing $4,000 monthly and capable of doing much better. Total price of $60,000 cash. Contact — John F. Hardesty in our San Francisco office.

MIDWEST — Fulltimer serving single station market of over 12,000 population. This fully automated facility will gross approximately $55,000 this fiscal year and is priced at a total of $70,000 with $15,000 down and the balance over ten years. Contact — Richard A. Shaheen in our Chicago office.

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Executive 3-3456 Delaware 7-2754 Riverside 8-1175 EXbrook 2-5671

Broadcasting, September 7, 1964
Appeals, Washington, (BROADCASTING, Aug. 10).

Birmingham Broadcasting is owned by Oscar Hyde (34%) and James G. Lang and Ellis J. Parker III (both 33%). Mr. Lang is majority owner of wnop Newport, Ky.

Chicago archdiocese drops UHF-TV plans

Chicago's Roman Catholic Archdiocese has ruled out possible plans to file a competitive application for channel 38 there, according to Rev. John Banahan, archdiocese radio-TV director. He explained it was found there is not sufficient time to organize the appropriate nonprofit corporate entity for the venture.

Instead, he said, the archdiocese may contact Field Communications Inc. or Kaiser Industries Corp., two of four applicants for channel 38 (BROADCASTING, Aug. 17, July 6), and offer to program an hour or more of the morning schedule with educational material. Another alternative under consideration involves coaxial links between the parochial schools for a closed circuit system.

Father Banahan's radio-TV office is producing nearly 250 half-hour programs this year to exposure on Chicago's four commercial VHF stations. Newest series under his supervision is a 13-week cycle slated on WMAQ-TV there using a Today type format and including film visits to world cities to show influence of Catholicism.

Media reports...

Names Baker * CKLW-AM-FM-TV Windsor-Detroit, RKO General Stations, have named E. W. Baker Inc., Detroit, as advertising, promotion and public relations counsel. S. Campbell Ritchie, president-general manager of CKLW-AM-FM-TV, said "the most extensive and aggressive trade and audience production program in our history has been planned."

In MBS Fold * WWOL Buffalo, N. Y., has joined Mutual as affiliate. Daytimer, 1 kw on 1120 kc, is owned by Rust Craft Broadcasting Co.

FINANCIAL REPORTS

Rollins completes purchase of Orkin

Rollins Broadcasting last week announced completion of its $62.4 million acquisition of the Orkin Exterminating Co. and at the same time reported that earnings, revenues and cash flow reached all-time highs in the first quarter.

Earnings for Rollins gained 16%, revenues were up 53% and cash flow increased by 53%.

Rollins first announced its plan to purchase the Orkin pest control company in June (BROADCASTING, June 29).

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

A report to stockholders mailed last week listed a pro forma combined statement of earnings for Rollins and Orkin in Rollins' first quarter ended July 31 showing net earnings of $1.39 per share on revenues of $15.5 million.

Financing arrangements entered by Rollins include a loan of $15.5 million from Chase Manhattan Bank and the Equitable Life Assurance Society for 15 years at 5 1/4-5 3/4%.

Prudential Life Insurance Co., which received warrants to buy 115,000 shares of Rollins Broadcasting at $22 per share for 10 years, has made a 20-year loan to Orkin of $40 million at 5 3/4%, $2.5 million of that sum convertible into Orkin stock. Rollins stock, traded on the American Stock Exchange, closed at $11 1/4% on Sept. 1. Its "low" price

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Diversification pays, Bartell tells analysts

Lee B. Bartell, president of Macfadden-Bartell Corp., last week told a gathering of security analysts that the diversification pattern followed by his company had given it an advantageous position for further acquisition of profitable properties at minimum cost.

Macfadden-Bartell operates three radio stations, WADO New York, Woky Milwaukee and KCBQ San Diego, publishes 15 monthly consumer magazines and two monthly trade magazines in addition to publishing paperback books and distributing a number of other books and magazines. It also operates two TV stations under a profit sharing agreement with the government of the Netherlands Antilles.

M-B's first half revenues for 1964 were reported at $15.1 million, of which $1.4 million came from its broadcasting operations.

Mr. Bartell, speaking to the New York Society of Security Analysts, pointed to increasing amounts of discretionary income being spent by the American public and stated "new markets and opportunities are constantly available for the creative publisher or broadcaster."

He said the company's broadcasting properties, which have a book value about $1 million, have an actual market value in excess of $8 million.

Financial Notes...

* Trans-Lux Corp., New York, has announced a regular quarterly dividend of 15 cents per share on its common stock, payable Sept. 25.

* Plough Inc., Memphis-based pharmaceuticals manufacturer with broadcast holdings, has voted to increase its quarterly dividend from 16 to 17 cents, jumping its indicated annual dividend rate to 68 cents. The dividend will be payable Oct. 1 to shareholders of record Sept. 11. The dividend hike marks the 10th consecutive annual increase.

* Decca Records Inc., New York, announced last week a regular quarterly dividend of 30 cents per share on its capital stock, payable Sept. 30.

* Universal Pictures Co., New York, announced last week a quarterly dividend of 25 cents per share on common stock, payable on Sept. 28.

PKL to seek support for 3-2 stock split

The Paper, Koenig, Lois agency, New York, will ask stockholders to support a proposed three for two stock split of all class A and B shares at a special meeting in New York Sept. 17.

To pave the way for the split, stockholders will vote on a measure to increase the number of class A shares by 200,000 and class B shares by 41,818.
We keep commercials alive!

Our video tape makes its living that way. Preserves the live look and sound of tv commercials—something film just can’t do! Only video tape (SCOTCH® BRAND, of course) records the “presence,” sharpness and believability of the live tv camera—yet eliminates the danger of an on-the-air goof. And let’s face it—a better looking picture makes for better sales!

Convenient, too. Special effects on tape are push-button-fast. Instant playback shows you results immediately. Never a time-out for lab processing. You may save weeks over film, with lower cost usually part of the bargain. Fact is, very few commercials today can’t be done better on tape than on film or live. Surprised? Then at least call your nearby tv station or tape studio for costing and counsel on your next commercials.

Already, over 200 tv stations have signed up for 3M’s comprehensive new assistance program—with the number growing every day. These stations now offer valuable reference materials, as well as production service to help you take full advantage of video tape for commercials. Call your local stations. (If we haven’t scheduled them yet, write 3M Magnetic Products, Dept. MBX-94, St. Paul, Minn. 55119.)

Magnetic Products Division 3M COMPANY

“SCOTCH” AND THE PLAID DESIGN ARE REG. TMs OF 3M CO. @ 1964 3M CO.
Baseball plan faces final hurdles

Bids due by Sept. 15 on revolutionary plan for Monday night 'spectacular'; sponsors interested, networks noncommittal

Baseball is playing a waiting game and at the moment it has no choice. It has offered its plan for nationally televised no-blackout Monday night games to networks and advertisers and a decision will probably be known on Sept. 15.

The teams that do not presently appear as home teams on CBS's or NBC's televised weekend games and therefore miss out on the revenue from TV network rights, are hoping the new plan goes through. To those teams, the major league proposal means an equal share no matter what teams turn up on Monday nights or how often.

The plan, calling for 52 games, two each Monday night, was formally presented last week by the Major League Joint Television Committee. Among the networks, the response has not been enthusiastic. However, among advertisers, particularly blue-chip accounts, there are reports of sharp interest.

The committee has asked for sealed bids to be submitted by Sept. 15 to the office of the Commissioner of Baseball in New York.

Pick a Pair * Under the plan for the Monday Night Baseball Spectacular, two primary games would be scheduled each week for 26 weeks (April 12-Oct. 4, 1965).

One game would be fed to eastern daylight and standard and central daylight stations. Another game would be fed to stations in central and mountain standard and Pacific daylight areas.

The games would start at a uniform time: 8 p.m. EDT and PDT (or 7 p.m. CST for Houston and Kansas City games only). Teams in the other zones which ordinarily start their games at 8 p.m. local time would switch their times for televised games.

The eastern games will be scheduled and played in Bloomington, Minn.; Milwaukee; Chicago; St. Louis; Cincinnati; Detroit; Cleveland; Pittsburgh; Philadelphia; Boston; New York or Washington.

The western games will be scheduled and played in Kansas City, Mo.; Houston; Los Angeles and San Francisco.

All eastern games will have a backup game being played in case of bad weather, and western zone games being played in Kansas City will have a backup game scheduled.

Yelled Words * Networks and sports packagers spoke cautiously last week about their interest in the terms offered. Some advertisers, already in major league baseball on a local basis, noted concern that their identification with teams be impaired by the addition of a competitive sponsor.

But John Fetzer, owner and president of the Detroit Tigers and a veteran broadcaster, and the guiding force behind the Monday night plan, is more optimistic of its success.

In view of the need for local sponsor protection, the prospectus stipulates the right of baseball to require the buyer of the games to give options on two one-minute announcements during each Monday night game to local team sponsors to be telecast in the club's home city and its adjacent trade area.

However, this is not mandatory and the rights will be in the hands of the local club. Thus, according to the architects of the plan, the baseball team may waive this provision if a local sponsor conflicts with one of the national accounts.

There is no argument that this is one of the trickiest provisions in the prospectus. However, Mr. Fetzer noted that sponsor conflict is something broadcasters have had to learn to live with and this problem will be no different.

Too Much Pessimism * The joint committee, which Mr. Fetzer heads, has indicated that there may be less of a conflict than expected. There is a feeling by people close to sports and television that the perennial baseball, football, basketball sponsors would be most interested in the package. But there is growing opinion that these people may be too close to the subject to see other alternatives.

Although there has been no formal mention of sponsors for the national telecasts, some close observers are beginning to discount many beer and tobacco firms as national sponsors. These accounts could wind up as possible regional buyers and as such would be able to back their local teams without conflict.

Other sponsorship provisions in the package are: approval of all advertisers by baseball and the right of baseball to limit the number of national advertisers to no fewer than four. Local commercials during station breaks in major league cities would not be allowed to advertise products that compete with products of regular-season game local sponsors.

Not in Running * CBS is the only network definitely out of the bidding publicly. It advised the joint committee that its "previous program commitments" would not permit bidding. But the network said it was "enthusiastic" about the plan and "hopes it can be brought to reality."

At ABC and NBC there has been reported interest in the games, but both networks are believed to be cool toward
"I can get it there in hours

...that's why I ship by Greyhound Package Express!"

You can depend on Greyhound Package Express to get your shipment where it's going, FAST! Packages you ship hundreds of miles, often arrive the very same day.

Your shipment travels aboard regular Greyhound buses on fast, frequent schedules. Greyhound buses travel over a million miles a day, providing package express service to thousands of communities not reached by any other form of public transportation.

Ship anytime, twenty-four hours a day, seven days a week, week-ends and holidays. Improve your customer service. Save time and money too! Ship by Greyhound Package Express. Convenient C.O.D., Collect, Prepaid or special charge account service.

For information on service, rates and routes, call Greyhound or write today: Greyhound Package Express, Dept. 8-J, 140 S. Dearborn St., Chicago 3, Ill.

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It's there in hours...and costs you less

For Example:  Buses Daily  Running Time  10 lbs.  20 lbs.  30 lbs.*

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*Other low rates up to 100 lbs.

One of a series of messages depicting another growing service of The Greyhound Corporation.

BROADCASTING, September 7, 1964
putting the games on in 1965.

There have been a few general network objections to the Monday night games:

- Contracts for 1964-65 regular season programs run well into the 1965 baseball season. To drop these shows and still pay for them after April would be too costly. (The network schedules for next season show that production costs for the two hours on Monday nights run more than $200,000 per network [see page 44]).
- Research into audiences that baseball has been attracting in the local TV broadcasts suggests that the Monday night games might rate lower than conventional programming.
- What happens to network programming when games run into extra innings? Just where the games would wind up if they were not shown on one of the regular networks is still speculation. But there seems to be only one other operation with the organization such an undertaking would require: Richard E. Bailey Sr.'s Sports Network Inc.

SNI said last week it had been invited to take part in the bidding, but did not definitely say it would. The network, which that telecasts away games of major league teams back to the various clubs' home territories, said its first responsibility would be to its present clients. However, there does not appear to be any conflict with SNI's current arrangements and the proposed Monday night games.

Road Is Clear — According to Mr. Setzer, the major league clubs were warned a year ago to "bring their local contracts into line and to clear Monday night." This, he said, has now been accomplished.

Although SNI generally acquires rights to an event and then sells them to sponsors (BROADCASTING, Aug. 24), it is not unlikely that it would produce the telecasts if the joint baseball committee goes to SNI with sponsors already signed.

However, there is another bridge to cross if ABC or NBC don't take the games: prime-time clearance on network stations for 26 consecutive Mondays.

There are only 22 markets in the U.S. with four or more commercial TV stations. This would necessitate having a network affiliate, in markets of three or less stations, preempt the network to show the games.

But another possibility has been raised: Let the affiliated stations in these markets get the games on a rotating basis. Thus none would have to lose the network for the whole season. How helpful or detrimental to station images this plan would be, however, is unknown. And station reception to such an idea is still pure conjecture.

"It has taken baseball three years to get this far," Mr. Setzer said, "and if the plan is dropped and left to die now, it would probably never be done again."

Directors, producers still far apart

The Directors Guild of America and the Association of Motion Picture and Television Producers locked horns again last week over a matter that could disrupt TV film production.

At issue is the directors' "creative bill of rights," which would give them a contractual right to cut and arrange segments of their own films. They now do this with motion picture film.

The directors feel that editing and cutting their own material would improve its artistic quality. They argue that they are, in effect, willing to take a pay cut to do it, since the extra work would be performed at no increase in salary. Producers foresee director-caused complications delaying production schedules and, perhaps the airing of programs.

Talks have been going on since April. 22. Double agents abound, with producer-directors like George Sidney, president of the Directors Guild (and also head of George Sidney Productions), occasionally arguing with their own lawyers on the other side of the table.

Last week, Mr. Sidney threatened to take the matter "directly to the studio presidents." He declined to predict a strike, but hinted that there are other ways for a frustrated director to demonstrate his disappointment.

NET, AFTRA sign 1st 3-year contract

The first national contract covering educational television and the American Federation of Television and Radio Artists was signed in early August, it was reported last week.

Both AFTRA and National Educational Television confirmed that a three-year contract had been signed, but withheld details of the pact pending the completion of negotiations for an agreement with WNET (TV), the educational station for metropolitan New York.

Spokesmen for the union and NET acknowledged that one ticklish issue had been resolved. When educators appear on programs in their roles as teachers, they will not be required to join the union.

A contract with WNET is expected to be signed within three weeks.
Living color with only black-and-white studio lighting

With this 3-tube set in the TV camera, the studio lighting you now use for B&W pickup is all you need to transmit superior color pictures. At the same time, you air high resolution pictures having normal tone rendition for B&W receivers. You avoid many of the lighting costs normally associated with high-quality studio color pickup...as well as the high scene-lighting temperatures and need for extra air-conditioning.

Precision construction, field mesh, and closely matched tube characteristics assure excellent registration and color uniformity over the entire scanned area.

High signal-to-noise ratio and signal output, and excellent life expectancy are additional features of the RCA-4415 and -4416.

This factory-matched set consists of two RCA-4415's and one RCA-4416 with a high blue sensitivity which increases over-all camera sensitivity by as much as a factor of two. For quick identification, each image orthicon is marked for its particular color channel.

Write or call your local distributor of RCA broadcast tubes for information on these orthicons that enable you to air living color with only B&W studio lighting.
Life Line tax status queried

IRS witnesses testify before Patman subcommittee on Capitol Hill

A Texas congressman told the Internal Revenue Service last week that it ought to revoke the tax-free status of the Life Line Foundation Inc. of Dallas, producer of Life Line, a daily, 15-minute radio program on 354 stations in the U.S.

Representative Wright Patman (D-Tex.) said Life Line commentaries on nuclear testing, medical care, the U.S. Supreme Court, urban renewal, among others, seem to violate IRS code restrictions against any substantial foundation activity that propagandizes or seeks to influence legislation.

Besides, Representative Patman added, the Washington headquarters of IRS has been "considering" for 18 months a revocation recommendation urged by its Baltimore district office (the foundation operates from Washington).

H. L. Hunt, Dallas oilman and near-billionaire whose $3 million in contributions have kept the foundation going since 1951, defended Life Line as a religious and educational service.

To attack them, he said, is to attack "the right of free speech and fair comment."

Part of Detailed House Study - A subcommittee of the House Select Committee on Small Business, of which Mr. Patman is chairman, questioned IRS witnesses about the Life Line Foundation Monday (Aug. 31) and scheduled another hearing for Sept. 4.

The panel has been studying 524 tax-free foundations in detail (it believes more than 45,000 exist) (Broadcasting, Oct. 28, 1963) and last week turned its attention for the first time to one operating in the mass media-Life Line.

Mr. Patman suggested that foundation-produced programs that had run afoul of the FCC's fairness doctrine might automatically be evidence that their sponsoring foundations also were exceeding IRS restrictions on propagandizing. Mitchell Rogovin, who heads an IRS staff presently examining foundations, said, "Our conclusion is we couldn't gain too much from using the test [fairness] the FCC uses."

Discussing this point later, Mr. Rogovin said it's not whether a foundation is for or against on an issue, it's "the manner in which they present things. . . . These are extremely difficult issues for our people to grapple with."

Mr. Hunt said in Dallas that "... The [IRS] position as applied to Life Line seems to say that, if Life Line will say what the Life Line critics want it to say, then Life Line should retain its tax-exempt status."

The FCC ruled last year after fairness complaints had been filed against stations carrying Life Line broadcasts opposing the nuclear test ban treaty that licensees have an obligation to provide time for other views. The public cannot be left uninformed on the ground that the licensee cannot obtain paid sponsorship, the FCC said (Broadcasting, Sept. 23, 1963, et seq.).

Foundations Linked to Stations - Mr. Patman showed broad interest in what the IRS knows or, as testimony revealed, doesn't know about foundations that own or provide programs for radio and TV stations. Bertrand M. Harding, acting IRS commissioner, said it would take a review of "thousands upon thousands of files" for his agency to tell Mr. Patman what AM, FM and TV stations, if any, are owned or controlled by foundations. Mr. Patman also wants to know what programs are produced by foundations and what stations carry them.

All this, it seemed to IRS, was something the FCC might be better prepared to handle, but Mr. Patman suggested it was the IRS's job.

Mr. Rogovin has talked with FCC Chairman E. William Henry. He said he has given the chairman a list of 24 foundations that operate mass media programs. These are all being studied by the IRS to determine whether their informational activities would be grounds for revoking their tax-exempt status.

Mr. Rogovin said he expects "one or two cases" to be concluded shortly. The IRS hasn't, however, asked the FCC to keep it advised of fairness doctrine complaints, he said.

Life Line Balance Sheet - Since it qualifies as a tax-exempt foundation, the Life Line organization pays no federal income taxes. Information placed in the hearing record last week reveals this financial profile:

- Total receipts, 1951-63: $5.1 million; administrative and operating expenses, $4.9 million; charitable contributions paid out, $1,000.

- In fiscal 1963, the foundation reported receipts of $280,835 from talent fees charged for Life Line (20% of a station's time charges and a minimum of $5 per program). Total 1963 receipts from sale of Life Line transcripts, other publications and including $57,000 from a now defunct TV program: $506,828.

- Norman Larsen, Life Line manager, said last week that the foundation has been self-sustaining for several years and doesn't accept contributions. Formally, however, it did, and under its tax-exempt status the organization pays not only exempt from taxes but donors could write them off as charitable donations.

Hunt Money Major Supporter - The subcommittee said the foundation reported that of $3,049,703 in donations received from 1951-1960, $2,928,500 was from Mr. Hunt. Between 1954-1956 114 individuals and organizations

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72 (PROGRAMING)

WSTV TV WHEELING STEUBENVILLE
The Dominant One in the Ohio Valley Market

BROADCASTING, September 7, 1964
Anello offers updated advice on Sec. 315

If someone personally attacks someone else while appearing on the air, the broadcaster should try in every way to afford reasonable time for the person attacked—but where issues are involved, the obligation is much more general.

This is the advice given broadcasters by the National Association of Broadcasters legal department in a discussion of FCC's fairness doctrine in the revised fourth edition of "Political Broadcast Catechism." The Catechism was first issued in 1960 and covers Section 315 questions on the appearance of candidates.

In his discussion of the commission's fairness doctrine, Douglas A. Anello, NAB general counsel, remarks that "at the risk of oversimplification, the relatively few cases that have been decided by the commission... may be broken down into two basic categories: those involving personal attack and those that concern matters of general interest."

If there is a personal attack, Mr. Anello notes, the commission has stated that the licensee has an affirmative duty to take all appropriate steps to see to it that the person attacked is afforded the fullest opportunity to respond. But he cautions, the personal attack principle is applicable only when the integrity, character or honesty of an individual or group is questioned. It does not, he notes, apply when an individual or group is merely named or referred to in the course of a broadcast.

He also warns that when a political candidate is attacked, the opportunity to respond should be offered to a spokesman and not the candidate himself "lest the chain reaction provisions of Section 315 come into play."

Controversial Issues — Where a station broadcasts a program dealing with the issues, Mr. Anello writes, the licensee is under obligation to determine whether opposing points of view have been presented over the station. The licensee is not, he adds, obligated to send copies to any particular person or to afford time to any particular group.

Whether a broadcaster is required to offer free time is difficult and complex, Mr. Anello says. Except for cases of personal attack, he notes, the licensee has wide latitude on how to discharge this obligation. And, he adds, "where no particular person or group is entitled to answer as a matter of right, the question is often academic."

The newly revised catechism, mailed last week to all members by the NAB, contains all amendments and changes in Section 315 made since 1960 plus additional interpretations issued by the FCC.

The plans, announced last week by William K. McDaniel, executive vice president in charge of the radio network, call for one Emphasis feature each hour from 9:30 a.m.-4:30 p.m. NYT Monday through Friday, a total of 40 a week. Each is to be carried at or about the half-hour, with the exact time of presentation in any market determined by the local NBC affiliate. Mr. McDaniel said that, subject to such variations in local timing, the daily schedule would be as follows:

At 9:30 a.m., Frank McGee with Emphasis — Second Thoughts; 10:30 a.m., Chet Huntley, Emphasis — Plain Talk; 11:30 a.m., Arlene Francis, Emphasis — Women; 12:30 p.m., Nancy Dickerson, Emphasis — Woman's Washington; 1:30 p.m., Howard Whitman, Emphasis — News of Your Life; 2:30 p.m., Frank Blair, Emphasis — Let's Be Frank; 3:30 p.m., NBC overseas news correspondents, Emphasis — Life Abroad.
Pep pills are his for the asking

The acquisition by a CBS News producer of the equivalent of 1,750,000 "pep pills" and "goof balls" worth $250,000 to $500,000 on the black market for $600.28 was described in a special report last Wednesday (Sept. 2) on the CBS evening news with Walter Cronkite (CBS-TV, Mon.-Fri., 7-7:30 p.m.).

Four months ago producer Jay McMullen was named to head a new CBS News Fact Finding Unit whose purpose was to chart areas in TV journalism. His first assignment: how difficult is it to secure from legal channels mass quantities of barbiturates and amphetamine drugs?

Sets Up Front. Mr. McMullen set up an "import-export" firm in mid-Manhattan, had letterheads printed and over the next four months received at a cost of $600.28 what was believed to be 1,750,000 barbiturate and amphetamine pills with an estimated retail value of more than $50,000 and of between $250,000 and $500,000 on the black market.

Mr. McMullen placed orders with a total of 19 manufacturers throughout the United States during the four months, and nine of these, named in the report, shipped in response. Ten others wrote "McMullen Services," asking for proof of license or Food and Drug Administration registration. One of these ten notified New York state inspectors of "McMullen services," order.

Last Thursday (Sept. 3) Mr. McMullen conducted an interview in Washington with Food and Drug Administration officials, to whom the drugs were turned over the previous day. They confirmed the drugs were barbiturates and amphetamines and that their value on the Black market ran from $250,000 to $500,000. This report was carried on the "Cronkite" program on Thursday.

Rep. Florence Dwyer (R-N.J.) placed the transcript of Wednesday night's program into the "Congressional Record."

and 4:30 p.m., Lindsey Nelson, Emphasis—Sports.

NBC Radio indicated that Emphasis is approximately two-thirds sold out. It estimated that a typical Emphasis schedule of five 60-second commercials and five 30-second spots would cost $8,750 per week if bought on a 13-week basis.

Armstrong, NEA in new radio service

Enterprise Broadcast Features, a radio feature service that emphasizes "target programming" directed at special areas of interest, will be introduced to advertisers and stations this month.

The company is an operation of Armstrong Associates Inc., Basking Ridge, N. J.

Armstrong will provide the active management of the service while the Newspaper Enterprise Association will furnish source material and commentary for the broadcasts. The NEA special products division will work with Armstrong.

Enterprise Broadcast offers tape features in different fields. Programs now available include: By-Line, a series of news reports, analyses, and commentary from people in the arts, industry, and entertainment; Sportscene, interviews and tips on various sports; This Is Living, tips on family and child care, cooking, etc.; Gardener's Notebook, daily instruction in all types of gardening; Agri-Business, farm news and reports; Bridge By Jacoby, daily hints by a champion bridge player, and Let's Exercise, a daily guide of keeping fit.

The programs are from one to four and one-half minutes long. Each separate series includes 10 or more programs a week. Shows may be combined into longer programs.

The service's programs will be sold exclusively to one station in a particular market area, with prices based on the station's rate card. Advertisers may also buy the programs for exclusive use in markets of their choice. Promotion aids will be available.

Boyd Lewis, president of NEA, and Allan Swenson, president of Armstrong Associates, co-operated in organizing the staff of Enterprise Broadcast Features. They will serve as advisors to the new company.

Other key figures include Joseph Mosbrook, executive producer; Paige Palmer, women's area producer, and Jack Herbert, sales.

The service's main office is at 7 East 43d Street, New York.

Dudelson outlines AI-TV expansion

American International Television Inc., which has been in the TV distribution business only since May, last week announced an expansion program, including the production of a series for syndication; an increase in the number of features for sale to stations, and a step-up in the TV international distribution of its motion pictures.

Stanley E. Dudelson, vice president in charge of distribution for AI-TV, said he was visiting Munich, West Germany; Rome; Madrid; Paris, and London to study the "foreign distribution market in those areas." Upon his return, he said, he would announce AI-TV's first wholly produced TV series for international syndication. He indicated that TV required series with "a different concept" that would run one-hour or more in length.

He reported that by the end of AI-TV's first fiscal year, April 30, 1965, the company expected to have 101 features in TV distribution in the U. S. and 172 abroad.

AI-TV has already placed in distribution the Epicolor '64 package of 40 color features, which has been sold in 30 markets, and the Amazing '65 and Epicolor '65 packages, consisting of 20 features apiece, each of which has been sold in 20 markets.

AI-TV's features largely fall in the epic, action-adventure class. Titles include "Hercules Against Rome," "Saracens," "Attack on the Moors," "Musketeers of the Sea" and "Colossus and the Amazon Queen." Some of the performers who appear in the features are Anita Ekberg, Aldo Ray, Pier Angeli, Guy Madison, Fernando Lamas, Susan Page, Steve Reeves, Anthony Steele, Robert Alda and Richard Harrison.
The new General Electric TT-59-A UHF-TV transmitter sets new standards for stability, economy and performance. The TT-59-A provides 50 kw peak synchronizing-video signal and a 28 kW aural signal. A major factor in the excellence of these new GE transmitters is the use of Eimac four-cavity klystrons in both visual and aural power amplifiers. The Eimac 4KM150 series of tubes features low random AM noise—more than 60 db below black level. Linearity is excellent. Large cathode with loading less than 150 mA per cm² means long life. If your transmitter requirements include easy cooling, low rf drive power, simple tuning, and operating economy, contact Eimac. We have, or can design, the tube for you.

EITEL-McCULLOUGH, INC., San Carlos, Calif.
In Europe, contact Eitel-McCullough, S.A., Geneva, Switz.

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Finishing touches put on programing clinics

NAB's radio sessions will start Sept. 18; reactions to determine permanence of project

Where do you turn when an advertiser wants a moose-mating call to be used in his 30-second radio commercial? How can a radio broadcaster use calendar events in programing and sell them? Are all talk radio stations successful?

These and other ideas on radio programing will be discussed at four radio program clinics starting Sept. 18 under the auspices of the National Association of Broadcasters. The first one will be held in Palo Alto, Calif. Three days later the clinic will be repeated in Memphis, then Omaha and finally Tarrytown, N. Y.

The results of the one-day meetings, authorized as a pilot project by the NAB radio board last winter, will be studied to determine whether the NAB should establish program clinics as a regular part of its activities. For several years after World War II, the NAB had its own program department, with Harold C. Fair, formerly of WHO Des Moines and now with Bozell & Jacobs Advertising, as its first director. Until 1958 Broadcast Music Inc. conducted program meetings around the country for broadcasters.

Five Elements * The clinics to be open next week will be composed of five main topics: program ideas, patterns in music, news and editorials, commercial production and talk and drama. The hope of NAB's program study committee, according to Sherrill W. Taylor, radio vice president of NAB, is that broadcasters in attendance at the meetings will participate fully. The committee plans to pass out a questionnaire at each meeting to determine whether the meeting is worthwhile or not.

The Palo Alto meeting, at Rickey's Hyatt House Sept. 18, will hear an NAB staff presentation of new trends in radio programing in capsule form. The ideas will be discussed by Alfred E. Smith, vice president of Honig-Cooper & Harrington Advertising.

At other meetings the program segment will be discussed by George Painter, president of Colonial Coffee Co. (in Memphis); Sam Zais, marketing director, Tidy House Products (in Omaha), and Chet Harman, advertising director, Post Shopping Center, Milford, Conn. (in Tarrytown)

A "Patterns in Music" panel at all clinics will consist of Grover C. Cobb, KVGB Great Bend, Kan., moderator; Grahame Richards, Storz Broadcasting; William J. Kaland, Westinghouse Broadcasting, and David S. MacNeil, WCRB Boston.

Speaking on "Radio News and Editorials" at each meeting will be Elmo Ellis, WSB Atlanta and Richard D. Dudley, WSAU Wausau, Wis. Donald Zim-
WQAI-TV San Antonio, Tex.; WNDU-TV South Bend, Ind.; WDAY-TV Fargo, N. D.; WDAF-TV Kansas City, Mo.; KCRG-TV Cedar Rapids, Iowa; KSL-TV Salt Lake City, and WDBJ-TV Roanoke, Va.

Leave It to Beaver (MCA-TV): WGAN-TV Portland, Me.; WCP0-TV Cincinnati; WTVF(TV) Decatur, Ill.; WICT-TV Hartford, Conn., and WTMK-TV Meridian, Miss.

Bachelor Father (MCA-TV): WTVH-TV Peoria, Ill., and KRON-TV San Francisco.

Thriller (MCA-TV): KRTV(TV) Great Falls, Mont.

Frontier Circus (MCA-TV): WBNS-TV Columbus, Ohio.

Loyal affiliates rally to ABC-TV News

Although ABC-TV’s coverage of the national political conventions played to smaller viewing audiences than those of the other networks, ABC officials said last week that affiliate response was highly enthusiastic.

The network released copies of wires from affiliated stations throughout the country praising the network’s newscast department for its reporrtorial showing against the other networks and repeatedly commending the performance of anchormen Howard K. Smith and Edward P. Morgan. ABC newsman Bill Lawrence was also singled out for praise.

Floor interviews, camera work and commentary all elicited affiliate recognition.

Among those sending congratulatory messages made public by the network were Joseph A. Paretii, wvue-TV New Orleans; Fred Houwink, WMAL-TV Washington; William Hubbach, KAUT (TV) Portland, Ore.; Hudley Crockett, WIX-TV Nashville; George A. Koehler, WPIL-TV Philadelphia; Donald L. Perris, WESV(TV) Cleveland; Joseph Higgins, WAWI-TV Atlanta; Kenneth H. James, KRTV(TV) Omaha; Bob King, WKBW-TV Buffalo; Tom Atkins, WLW(TV) Indianapolis and William B. Freeland, Jr., WLBW-TV Miami.

CBS-TV’s ‘Quest’ to be freed of clock

A weekly television dramatic series, Quest, which will attempt to escape the “tyranny of the clock” by presenting programs ranging in length from 60 minutes to four hours, will be carried on CBS-TV during the 1965-66 season.

Details of the project were revealed at a joint news conference in New York held by Plautus Productions, a subsidiary of Paramount Pictures Corp., and CBS-TV. The program is described as a contemporary anthology series dealing with “different aspects of man’s search for the seemingly unobtainable—the real truth behind a court sentence, the pursuit of treasure, the solution of a moral dilemma.” It will feature a continuing main character.

Herbert Brodkin, president of Plautus, which is producing the series, hopes to put together a quality show with freedom in length and content.

As now envisioned, Quest will run for one hour but certain episodes, when the needs of the story require it, will run for 90 minutes or longer. Some of the stories will continue through two, three or even four weekly telecasts of one hour each, while others will end midway through the second or third telecast periods, to be followed by a completely new story.

Michael H. Dann, vice president of programs for CBS-TV, indicated that on occasion the network would preempt other regularly scheduled shows to permit Quest to run more than its allotted hour. He noted that the usual production cost for a one-hour dramatic program is $145,000 but said that the Quest average would be higher.

Filming on the series will probably begin in January 1965. The executive producer of Quest is Mr. Brodkin.

Radio spectaculars offered for holidays

Charles M. Conner Productions, Houston, is offering a series of taped holiday radio spectaculars to stations in the U. S. and Canada on an exclusive market basis, the firm announced last week.

First of the shows, The Sound of Christmas Around the World, runs seven hours and may be broadcast continuously or in 25-minute segments. It is designed for adult tastes, according to the producer, featuring choral groups from around the world, short Christmas readings by famous performers, and vocal and instrumental music by pop artists.

Mr. Conner, the firm’s director, plans more holiday spectaculars and also “documentary specials using big-name talent,” to “make it possible for radio stations to offer major advertisers something more than weather and newscasts...” His company has just occupied new headquarters at 3511 Link Valley in Houston.

Networks, FCC tangle over 315

Charity can’t begin at President’s home if show isn’t on a newscast

The FCC ruled last week that if the networks carry a special program featuring President Johnson in behalf of the United Fund and Community Chest campaigns, they will lay themselves open to demands for equal-time from other presidential candidates. The commission said the obligations of the equal time law could be avoided only if the broadcast meets the criteria for the various news-type programs that are exempt.

But the ruling was more interesting for what it didn’t contain than for what it did. This was the annoyance some commissioners felt at the networks for causing the question to be asked. They felt the networks were putting the commission on the spot in their campaign to repeal the equal-time law Section 315 of the Communications Act. The Senate three weeks ago killed a proposal to suspend the law for this year’s presidential and vice presidential campaigns.

The commission had been asked by the United Community Campaigns of America to rule that a taped five-minute appearance by President Johnson kicking off a fund-raising drive for the United Fund and Community Chest campaigns would be nonpolitical and therefore outside the scope of the equal-time law (Broadcasting, Aug. 31).

Since 1930’s - The networks have been broadcasting presidential appeals for the drive every fall since the 1930’s. But they have balked this year, contending that they didn’t want to be subjected to equal-time demands from President Johnson’s opponents in the presidential election. The special broadcast is scheduled for Sept. 11, at 10 p.m., EDT.

In its reply to the United Community Campaigns, the commission said that the equal-time law makes no distinction between political and nonpolitical appearances by candidates. The commission noted that the only broadcast appearances by candidates that are exempt are those on bona fide newscasts, interview and news documentary programs, and on-the-spot coverage of bona fide news events.

The commission said it would not pass on whether the “presentation of the special message in connection with a particular news-type program would
Meet the criteria" for any of the exceptions to the law. "That question is, of course, one initially for the exercise of the good faith judgement of the broadcast licensee," the commission added.

The commissioners who felt the networks raised the issue solely because of their opposition to Section 315 noted that the networks had never before—in all the years they had carried the President's special message—been faced with a demand for equal time from an opposition candidate.

Some also said that no opposition candidate would dare risk the ridicule they felt would attach to a demand for five minutes of free time to offset the time given the President in behalf of the United Fund and Community Chest.

Networks Know the Law • Furthermore, one commissioner said, the networks "know the law as well as we do. They could put the presentation in a regularly scheduled newscast and avoid any problems. But we're not going to tell them what to do."

What particularly annoyed Commissioners Lee Loevinger and Robert T. Bartley was language in the United Community Campaigns' letter to the effect that the networks had said they wouldn't be able to broadcast the message because of Section 315.

Commissioner Loevinger dissented to the commission letter and Commissioner Bartley abstained from voting on it because they felt the commission should determine the networks' precise view.

An official of the United Community Funds Councils of America, parent organization of the fund-raising group, indicated that the letter might have contained an unfortunate choice of words. Henry Weber, associate executive director, told Broadcasting the language used was a shorthand version of what the network representatives had said in discussing the matter over the telephone with the group. He said there were no written refusals from the networks.

Meanwhile another request for a declaratory ruling on Section 315 was awaiting commission action. This was from CBS and asked whether coverage of presidential news conferences would subject broadcasters to demands for equal time from the President's opponents in the fall campaign.

It is believed that filmed or taped segments of a news conference carried in a regularly scheduled newscast would be exempt. But FCC officials have been pondering for some time the question of whether live pick-ups and rebroadcasts in special programs would fall within any of the exempt categories.

Mark Century adds new sales unit, personnel

An expansion in production facilities and sales services of the Mark Century Corp., New York radio and program production company, was announced last week by Milton Herson, president.

The company has created a new sales organization, Mark Century Sales Corp., which is headed by Marvin A. Kempner. The sales force has been increased to nine, exclusive of representation in Canada and Australia. On the production side, Mark Century has opened a new center at 3 East 57th Street, New York, and has added Robert Oakes and Phil Nolan, formerly with the Mars organization, Stamford, Conn., as executive producers.

Program notes...

NCAA Football • Lindsey Nelson and Terry Brennan will handle play-by-play commentary for the NCAA national football telecasts Saturdays on NBC-TV.

Teen Tips • Ingenuity magazine, 750 Third Avenue, New York, is offering a teen-age news service to radio and TV stations and the print media. The news items are available free and can be supplied on an exclusive basis locally.

KFMB-TV's twist: share-the-screen

Double features on a TV station aren't new gimmick. But KFMB-TV has come up with a simultaneous double feature that should satisfy even the most avid film fan.

KFMB-TV San Diego planned to put this idea to test Sunday night (Sept. 6) by simultaneously presenting two feature pictures (see photo). The soundtrack of one movie was to be carried over KFMB radio with the audio of the other on KFMB-TV's regular channel.

The San Diego channel 8 station said that the program will be noncommercial.

How was it done? Here is KFMB-TV's formula:

"Video: Film #1 is projected onto a rear screen with the image then being picked up by a vidicon camera which frames it in the upper left-hand quadrant and records for first run on video tape. The process is then repeated with film #2, except that video placement is in the lower right-hand quadrant. The two resulting blank spaces are utilized to title the picture opposite and to announce its audio source.

"Audio: The major technical problem was solved when it was decided to utilize KFMB-TV's sister station, KFMB, to broadcast the second sound track. To accomplish this, the sound track of film #1 is recorded on the primary video tape audio channel and the sound track of film #2 is recorded on the video tape cue track. To obtain broadcast quality, it was necessary to refine the cue track to audio channel standards."
WSM-TV captures Nimbus signals

Nashville "sat in" with U. S. Weather Bureau meteorologists on Aug. 29 when WSM-TV in that city recorded telemeter signals from the Nimbus weather satellite 575 miles above the earth and broadcast the cloud cover pictures to home receivers.

The first Nimbus weather satellite, successor to the Tiros series, was launched Aug. 28. WSM-TV, under the technical direction of John DeWitt Jr., president of WSM Inc., established a helical antenna on the roof of its hilltop station. The antenna was hooked to a coaxial filter and to a shortwave FM radio receiver and amplifier.

The audio signals from Nimbus were received on the antenna, and fed into the receiver. They were then amplified and recorded onto audio tape. The tape was played back through a cathode ray tube and the resulting television-type picture on the scope was filmed with a Polaroid camera. The still picture was broadcast by WSM-TV.

Preparations to accomplish the same result by WLAC-TV, also in Nashville failed to produce satisfactory pictures because of trouble at the receiving antenna, according to Ralph L. Hucaby, chief engineer. Mr. Hucaby said he had been in communication with the National Aeronautics & Space Administration for almost a year preparing for a pickup of the Nimbus cloud pictures. He and his technical men modified a regular FM antenna and a shortwave receiver for the event. Their plan was to feed the received signals on to tape and then feed them into a facsimile device which would produce a picture for showing over the air.

Legislators asked to hold 50-kw limit

The Maryland-District of Columbia-Delaware Broadcasters' Association has written to all Maryland and Delaware members of Congress urging that they oppose possible FCC authorization of clear-channel stations with powers in excess of 50 kw.

Thomas S. Carr, president of the association and vice president and manager of WBAL-AM-FM Baltimore, also sent copies of the letter to association members, suggesting they write to their senators and individual congressmen.

Mr. Carr told the legislators that higher-power authorization "will cause severe economic injury to untold numbers of local as well as regional stations and equally important, contrary to public interest, will place in the hands of only a few 'special' individuals, a concentration of control in the vital broadcast communications industry."

He noted that national spot business is necessary to a local station and that, if the business was lost to the greater and easier coverage of a higher-power outlet, the local station would be crippled in its local programming. He also claimed there would be technical interference to many stations.

Eight clear-channel stations have applied for permission to experimentally operate with more than 50 kw, the present limit. The commission staff is now preparing a proposal for criteria that the outlets would have to meet. Six want 750-kw, the other two are asking for 500 kw.
Too many tall towers, owners and pilots argue

The Aircraft Owners and Pilots Association sent a letter to President Johnson last week requesting a study of the danger to aviation posed by increasing numbers of high radio and television transmitting towers.

Association President J. B. Hartranft Jr. said that neither the FCC nor the Federal Aviation Agency has authority to solve this problem. He requested the President to appoint a joint industry-government group to investigate and make recommendations for meeting both aviation and broadcast needs.

"We think the problem of proper allocation and use of the lower airspace of the United States is of such magnitude and import to the entire nation that it is time to seek an orderly solution to the conflicting needs of the public for air travel and radio and television service that depends on the use of this airspace," Mr. Hartranft said.

The AOPA Pilot, an association magazine, stated that in the last 10 years the number of transmitting antennas more than 1,000 feet high has increased from 29 to 157; the FCC has applications pending for the construction of 23 more towers, ranging in height from 1,000 to more than 1,600 feet; private planes have collided with the "thin, weblike and difficult to see towers" on at least 18 occasions.

FATES & FORTUNES

BROADCAST ADVERTISING

Arthur L. Caplin, director of marketing for beauty salon division of Helene Curtis Industries, Chicago, elected president and chief executive of company's international division. Harold Judelson continues as VP and chief administrative officer of international division. Mr. Caplin joined Curtis in 1943. Charles G. Cooper named marketing director of beauty salon division succeeding Mr. Caplin. Mr. Cooper joined Curtis in 1953, has served as division's marketing coordinator since 1961.


Thomas C. Marks, for past three years general manager of KBRC San Francisco, joins Robert E. Eastman & Co. as manager of office in that city. John Finley and Ralph Boger join Eastman's Chicago sales staff.

Bernard J. Pilchen, advertising and merchandising manager of Radiant Manufacturing Corp. (producer of movie projection screens), Chicago, joins Sealy Inc. (bedding manufacturer), that city, as assistant advertising manager.

Donald L. Bryant, who fortnight ago was elected president of Miles Products division of Miles Laboratories, Elkhart, Ind. (Broadcasting, Aug. 24), elected to additional posts of corporate VP and member of board of directors of parent Miles Labs.

M. Belmont Ver Standig, president of his own Washington advertising agency for 20 years, announced his retirement from agency Sept. 30. He will devote full time to supervision and development of corporate acquisition program involving purchase of business and real estate equities.

Arthur W. Ingalls, president of Ingalls Associates, Boston advertising agency, elected to new post of board chairman. Other new appointments: Joseph A. Maynard, president; S. Joseph Hoffman, executive VP; E. Mauricia Nugent, assistant treasurer; Milton E. Wullemier, VP in charge of art; Robert Corriveau, general manager; Gordon Chase, senior art director; Raymond Welch, copy director; Corso Donati, associate copy chief, and Avner Rakov, radio-TV director.

Jack L. Matthews, formerly account supervisor at Clinton E. Frank Inc., Chicago, elected VP and account supervisor at John W. Shaw Advertising, that city.

Eugene J. Hart Jr., John D. Maiben and Roger J. Probert, all members of merchandising division at Young & Rubicam, New York, promoted to supervisors in marketing services and sales promotion department.

Win Kirby joins Venard, Torbet & McConnell, New York, as account executive. He was formerly drug advertising specialist at Spencer Advertising Co., New York, and before that with ABC-TV Spot Sales, that city.

C. L. (Chuck) Williams, account executive with KTVH (TV) Hutchinson-Wichita, Kan., named local sales manager.

David G. Morse, media supervisor for McCann-Erickson, Chicago, joins Earle Ludgin & Co. there as media director.

William F. Grisham, formerly copy group supervisor at Young & Rubicam, Chicago, joins Campbell Ewald, that city, as director of creative services. He succeeds Robert Blegen, who has returned to C-M's Minneapolis headquarters on special assignment. Stewart L. Sherling, copywriter, promoted to creative group supervisor. Ruth Green joins C-M's Chicago staff as radio-TV writer-producer. Earlier she was radio-TV writer on Chevrolet at Campbell-Ewald, Detroit.

Richard V. Wallace joins Roger O'Connor Inc., New York station representative, as marketing specialist and account executive. He was formerly
with Farley Co., New York publishers representative.

J. Warren Tomassene, formerly with WGN-TV Chicago, joins WBKB(TV) there as account executive.

Seymour Parker, media planner at J. Walter Thompson, New York, joins Foote, Cone & Belding, that city, as media supervisor. He will handle Clair-oil, Equitable Life Assurance Society of the United States and Health Insurance Institute accounts.

John E. Kelly, since 1959 director of advertising for all consumer products of Philco Corp., Philadelphia, joins C. J. LaRoche & Co., New York, as account supervisor.

John Winnaman, formerly account executive at KFAY Anaheim, Calif., joins KABC Los Angeles in similar capacity.

Wallace T. Drew elected president and chief executive officer of Landen Co., new cosmetics and toiletries subsidiary of Beech-Nut Life Savers Inc., New York, which was purchased from Oestreich interests. He also continues as VP of parent company. Mr. Drew formerly served as VP-marketing and director of Coty Inc. and as senior VP of Lenen & Newell, New York. Charles H. Oestreich remains as chairman of Landen Co. and David Oestreich as VP.

Thomas J. Ellis, formerly media director of Allston, Smith & Sopmel, Greenwich, Conn., joins Scope Advertising, New York, in same capacity.

Dave Shocklee, member of sales staff of KWK St. Louis, joins KSD-TV, that city, as account executive.

Fred Ward, senior spot buyer on Brown & Williamson account at Ted Bates & Co., New York, joins TV sales staff of George P. Hollingbery, that city.

John J. McSweeney, for past two years sales manager of WABC-AM-FM New York, joins sales staff of WINS, that city, today (Sept. 7).

Norbert J. Kocab, media director for 5½ years at Marcus Advertising, Cleveland, joins Ohio Stations Representatives as northern regional manager serving company clients in Ohio, Michigan and Indiana.

Nancy Meeker, formerly associate media director for J. Walter Thompson Co., Los Angeles, joins Eisaman, Johns & Laws, that city, in same capacity with primary responsibility for media on Great Western Savings & Loan Account.

Sherwood (Skip) Hinman, account executive, moves from Chicago office of Blair Television to New York headquarters. Bob Carney, member of Blair TV's sales service staff in New York, moves to Chicago as account executive.

Peter Falcon joins J. M. Mathes Inc., New York, as account executive. He was formerly on advertising staff at General Electric, Schenectady, N. Y.

Monty Mann, formerly VP of Lowe Runkle Co., Oklahoma City, and Tracy-Locke Co., Dallas, appointed director of newly established motion picture and audio-visual production division of Humphrey, Williamson & Gibson, Oklahoma City agency.


Ralph Falter appointed national sales service representative, and John Chambers named to local sales staff of WIBC (TV) Pittsburgh.

George W. Diefenderfer Jr., formerly general manager of KPNF Shendandoah, Iowa, joins sales department of WLWD (TV) Dayton, Ohio.

Louis H. Bennit, formerly associate media director at J. Walter Thompson Co., Chicago, joins MacManus, John & Adams there as media director. He had been with JWT since 1948.

Hal Fredericks, account executive at WBBM Chicago, promoted to national sales manager, reporting to Jack Bivans, WBBM's general sales manager. Mr. Fredericks earlier had been with National Telefilm Associates as well as Balaban Stations, headquartering at 6110 W. St. Louis.

Charles F. Seefeldt, formerly research director and assistant marketing director of MacManus, John & Adams, Chicago, joins Bruce B. Brewer & Co., Kansas City, Mo., as research and media director.

Lawrence C. Corey, creative research supervisor at Needham, Louis & Brorby, Chicago, promoted to new assignment of director of new product research.

Waldo L. Gundlach, formerly of Erwin Wasey, Ruthrauff & Ryan, Chicago, joins Waldie & Briggs there as copywriter.

Jane Mack, Richard A. Delia and Thomas F. Papadak join Needham, Louis & Brorby, Chicago, as creative
Nielsen adds three to its NSI staff

William S. Hamill, VP of A.C. Nielsen Co. with Nielsen TV Index, named eastern regional manager of Nielsen Station Index. He assumes post vacated by George Blechta, who has been appointed VP and overall NSI manager. Bernard (Ben) Wilson, account executive for Nielsen since 1956, appointed VP and NSI central regional manager, succeeding Bill Wyatt, who was promoted to NSI national sales manager.

David A. Traylor, advertiser sales/service sales manager since 1962, named to newly created post of VP and NSI advertiser sales manager. All sales managers report to Mr. Wyatt in New York office (see page 60).

Joyce Donovan and Helene Fleming join TV department of Carson/Roberts, Los Angeles, as assistants to Elaine Hudson, broadcast media supervisor. Miss Donovan had been with Television Advertising Representatives; Mrs. Fleming was with Los Angeles office of Erwin Wasey, Ruthrauff & Ryan.

Fred Goldstein, formerly of Morse International, New York, joins Cunningham & Walsh, that city, as creative manager. Walter Smith joins C & W's creative services division.

Tom Livezey, formerly of WVCH Chester, Pa., joins WHOL Allentown, Pa., as account executive-announcer.

Roger H. Strawbridge appointed account executive at WEER Boston.


Richard Woodies appointed account executive at WNAC Boston.

Mary Klein, media director of Bruce B. Brewer & Co. and its predecessor organization, Ferry-Hanly Co., Kansas City, Mo., has announced her plans to retire later this year.

Richard Kurtz, research project director at Grey Advertising, New York, joins Fuller & Smith & Ross as research director for Pittsburgh office.

THE MEDIA


Ron Hickman, president of New Jersey Broadcasters Association and former general manager of WNNJ Newton, N. J., appointed general manager of WAKR Pompont Lakes, N. J.

Robert S. Wheeler Jr., KSHO Harrison, elected president of Arkansas Broadcasters Association, replacing Don Whitney, KOSO Osceola. Other new officers: Lee Bryant, KARK-AM-FM-TV Little Rock, first VP; DeWitt Waites, KPCA Marked Tree, second VP; Chester Pierce, KADD Pine Bluff, secretary-treasurer.

Alvin E. Brizzard, former assistant VP of Security First National Bank's entertainment industry division and controller of Hal Roach Studios, joins Golden West Broadcasters, Los Angeles, as VP in charge of finance.

A. Dale Smith, floor merchandise manager of E. J. Korvette Co., Chicago, named manager of WLTW Gary, Ind., successor to WGRY, that city, effective today (Sept. 7) under new ownership of Northwestern Indiana Broadcasting Corp.

Tom Johnson, currently radio station consultant and manager of KTKO Oklahoma City in mid-1930s, appointed business relations manager of Better Business Bureau of Oklahoma City. He replaces Hal Cramer, former VP of General Mills, who resigned.

Buddy Deane, radio-TV air personality in Baltimore for 13 years, has announced his retirement from that role to enter active management of his own station, KTEN Pine Bluff, Ark. Mr. Deane is presently awaiting FCC approval of purchase of second station, KVEL Midland, Tex.

Jerry Jacob, sales manager of WMMM Flint, Mich., named station manager.

Elton Rule, ABC VP and general manager of KABC-TV Los Angeles, appointed television chairman of fifth ann...
Goldenson—JFK trustee


Among 43-man board is Frank H. Ricketson Jr., 17% stockholder of Frontier Broadcasting (KFBC-TV Cheyenne, Wyo., and KSTF-TV Scottsbluff, Neb.).

nual International Broadcasting Awards competition sponsored by Hollywood Advertising Club. James G. Riddell, ABC VP and chief executive officer of its western division, is 1964 general chairman of IBA.

R. H. (Rick) Armstrong, sales manager at KASK-AM-FM Ontario, Calif., promoted to station manager.

PROGRAMING


N. Donald Ringsred resigns at VP-sales of Alexander Film Co., Colorado Springs, Colo., and as director of Motion Picture Alexander Corp., New Orleans. No explanation for resignation was given.

Louis Lichtenfield, president of Signet Productions, Hollywood, has been signed by Universal City Studios, Universal City, Calif., to design, staff and supervise new optical and title department to be housed in multi-million dollar laboratory building now under construction on Universal lot. Frank Brandt, executive producer at Signet, will continue with that company in his over-all creative capacity.

John H. Barwick named manager of association instructional materials division of Association Films, New York. He joined firm in 1963 as consultant on educational film techniques.

John N. Calley, VP of Filmways Inc., Hollywood, for past four years, elected to newly created post of executive VP. Before joining Filmways, Mr. Calley was VP in charge of radio-TV at Ted Bates & Co., production executive at Henry Jaffe Enterprises and held several program production and sales posts at NBC-TV.


George Hankoff joins MGM-TV syndicated sales, New York, as general sales representative. He was formerly salesman at Westinghouse Broadcasting Co., that city.

John Clement, announcer at KHOM Bismarck-Mandan, N. D., since 1961, promoted to program director.

Terrell L. Metheny Jr., former air personality, production and music director at WSKY Milwaukee, joins WKLO Louisville, Ky., as program director.

F. William Erb, since January 1962 senior account executive at WLV Cincinnati, promoted to program director.

Don Kirshner, executive VP of music division of Screen Gems-Columbia Pictures, New York, since May 1963, elected president of division. In new post, Mr. Kirshner will be in charge of all television and motion picture music for SG and Columbia Pictures. He was previously president of Alden Music-Dimension Records, assets of which were acquired by Screen Gems and Columbia Pictures last year.

Lawrence C. Johnson joins WNBC-TV New York as executive producer for public affairs programs. He had been assistant program director and producer of documentary and public affairs programs at WABC-TV, that city, since 1960.
Roger Lefkon, WNBC-TV unit manager, named to staff of producer-directors on general assignment.

Jim (Dandy) Reese, announcer at WBBE Harvey, Ill. (Chicago), promoted to program director.

Paul Gionfriddo, formerly writer-producer at WTIC-AM-FM-TV Hartford, Conn., joins WBBM-TV Chicago documentary department as writer-producer.

Linda Bennett, actress-singer-dancer, has been placed under exclusive five-year contract to NBC-TV. Miss Bennett’s first appearance will be on The Bell Telephone Hour, Sept. 8, 10-11 p.m. EDT.

Forrest Tucker, star of “The Music Man,” joins WCFL Chicago as disc jockey in 6:30-9:30 a.m. period, effective Nov. 2, replacing Josh Brady, who moves to new time period.

Bob Weesner, formerly of WANE-TV Fort Wayne, Ind., joins WLWC-TV Columbus, Ohio, as producer-director. Dave Sanford and Ray McIver appointed staff director and set-up supervisor, respectively, at WLWC-TV. Ed Kennedy named sports director of WLW and WLWT-TV Cincinnati.

Harry Francis appointed program director of KCMO-TV Kansas City, Mo. Gene Cless, KCMO-TV staff director, promoted to production director succeeding Mr. Francis. Mr. Cless, former program and production director of KSWS-TV Roswell, N. M., joined KCMO-TV in 1961. Mr. Francis joined KCMO-TV in 1953, was named production manager in 1959.

Jack Philbin named executive producer and Ronald Wayne appointed producer of The Jackie Gleason Show: The American Scene Magazine, which starts its third season on CBS-TV Saturday, Sept. 26, 7:30-8:30 p.m. EDT.

Carl N. Kramer appointed art director of KYW-TV Cleveland.

Charles (Hank) Pointel, formerly news and program director of WSJS Winston-Salem, N. C., joins WBBG Greensboro, N. C., as program director. He succeeds Lloyd Gordon, who becomes director of WBBG’s enlarged news department. Mr. Pointel will also serve as on-air sportscaster.

Mel Stuart, currently producer and director of 90-minute documentary, The Making of the President, 1964, for Wolper Productions, will also serve as producer-director of The Way Out Men, first of series of hour-long documentaries which Wolper is producing for Minnesota Mining & Manufacturing Co. sponsorship on ABC-TV. Jeff Myrow named staff assistant to Mr. Stuart.

INTERNATIONAL

Leon Britton, Far East general manager of United Artists Television, joins Seven Arts Productions International as Far East supervisor and Japan representative for all theatrical, non-theatrical and TV distribution. He will report to Norman B. Katz, VP in charge of foreign operations, and make headquarters in Tokyo. Previously, Mr. Britton was Far East supervisor for RKO and Associated Artists Productions.

R. B. Baker named general manager of CBS Television Network Sales of Canada Ltd., Toronto. He will direct sales of non-syndicated CBS programs in Canada.


Andrew R. Newcorn, formerly marketing manager for European division of Pepsi-Cola Co., joins J. M. Mathes Inc., New York, as international account executive.

NEWS

Dave Crane, formerly of WIP-AM-FM Philadelphia, appointed news director of KLAC-AM-FM Los Angeles. He succeeds Charles Arlington, who was named KLAC’s special assignment editor.

Jack Underwood appointed public affairs director and assistant program manager of wowo Fort Wayne, Ind.

Byron W. Kolbert joins news staff of WVOX-AM-FM New Rochelle, N. Y. He had been in Army as broadcast instructor at Department of Defense Information School at Fort Slocum, N. Y.

Julius Frandsen appointed general Washington manager of United Press International. He succeeds Lyle Wilson, VP-general manager, who has retired. George Marder is manager of broadcast news department; John M. Vogt is manager of Washington Capi-
tal News Service, and Grant Dillman is Mr. Frandsen's chief deputy.

Dick Richmond, director of news and public affairs at WOAD-TV Moline, Ill., resigns to become VP of Financial Public Relations, St. Louis. He will also serve as editor of firm's Missouri Insurance Journal.

Merritt Hadley joins news department of wqas Miami. He is former news director of KFMB San Diego, Calif.

Peter Jennings joins staff of ABC News, New York. Mr. Jennings was formerly news commentator and anchor man for national news over Canadian Television Network, Ottawa.

David Monsees and Ruth Anson join air staff of The News Hour at KABC-TV Los Angeles.

Dave McGee, newsmen at koda Houston, resigns to join night news staff of KILT, that city.

Chris Norton, formerly news director of ksoz Point Lookout, Mo., joins sales and news staff of wawa West Allis, Wis.

**EQUIPMENT & ENGINEERING**

![Mr. Wanner](image)

![Mr. McGee](image)

Louis R. Wanner appointed to newly created position of chief engineer of electronic tube division of Sylvania Electric Products. Mr. Wanner, who joined Sylvania in 1948 as senior engineer, will make his headquarters in Seneca Falls, N. Y. Since last year he has served as chief engineer of Sylvania's receiving tube operations at Emporium, Pa. Charles C. McGregor, manager of industrial relations for Sylvania's picture tube operations, named to new post of manager of industrial relations for electronic tube division.

Ted Leitzell, PR director of Zenith Radio Corp., Chicago, since 1945, has resigned for reasons of health. Mr. Leitzell joined Zenith in 1942, served as director of National Association of FM Broadcasters from 1962 to 1964. He plans to reside at his Evanston, Ill., home and do freelance writing and foreign languages and mathematics study.

Ansel Kleiman, general manager of Viking of Minneapolis Inc., joins acoustic division (headsets, microphones, precision switches, and related electronic and acoustic products) of The Telex Corp., Minneapolis, as general mana-

**SRA selects 3 committee chairmen, and staff**

Arthur H. McCoy, president of John Blair & Co., named chairman for 1963 of awards program of Station Representatives Association, New York. Edward P. Shureck, VP of H-R Television, will serve as chairman of association's TV trade practices committee, and Thomas Harrison, president of Blair Radio, will be chairman of radio trade practices committee.

Serving with Mr. Shurick will be Walter Nilson, The Katz Agency; Jack Fritz, Blair TV; Lon King, Peters, Griffin, Woodward; Charles Standard, The Meeker Co.; Robert Kizer, Avery-Knodel, Inc., and James O'Grady, Young Television.

Serving with Mr. Harrison will be Thomas Taylor, Peters, Griffin, Woodward; Wilmot H. Losee, AM Radio Sales Co.; Martin Beck, The Katz Agency; James Alsop M, H-R Representatives; Frank Boyle, Robert E. Eastman Co., and Robert A. Burke, Adam Young Inc.

**RCA's parts and accessories division in Camden, N. J.**

Andrew Friedenthal, chief engineer of WJR Detroit, will retire Dec. 31 after 38 years with station. Mr. Friedenthal, on leaving post at WJR Nov. 15, will become general broadcast consultant. He joined engineering staff of WJR in October 1926, was promoted to engineer in charge of station's studios in 1927, became assistant chief engineer in charge of studio operations in 1938 and WJR chief engineer in 1945.

Frank A. Emmet joins Phaestron Instrument & Electronic Co. (manufacturer of precision measuring meters), South Pasadena, Calif., as marketing director. For 30 years Mr. Emmet has headed his own firm representing national manufacturers supplying radio, electronic and TV industries.

Donald W. Kilbrith, formerly communications marketing specialist with RCA International, Clark, N. J., appointed to newly created position of systems sales representative for Entron

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**BROADCASTING, September 7, 1964**
Inc., Silver Spring, Md., manufacturer of community, master and educational TV systems.

Les Maskowitz, formerly with Westinghouse Electric Co., Blairsville, Pa., appointed product development manager for Indiana General Corp.'s magnetic equipment division in Milwaukee.

Robert J. Gilson, formerly general manager of military products division and director of systems management of General Dynamics, Rochester, N. Y., elected VP in charge of engineering of Subscription Television Inc., Santa Monica, Calif.

FANFARE

William R. Cox, former press relations director of IIT Research Institute, Chicago, joins Frito-Lay Inc., Dallas, in newly created post of PR director.

John Hofmann, account executive at KGO San Francisco, joins KKHI-AM-FM, that city, as director of promotion and sales development.

Robert D. Chase, sports director of wowo Fort Wayne, Ind., assumes added duties as promotion director.

ALLIED FIELDS

Representative John Dingell (D-Mich.), member of House Commerce Committee, won party nomination for new term in primary election last Tuesday (Sept. 1) in which he and Representative John Lesinski (D-Mich.) had been forced to oppose each other because their congressional districts were merged by Michigan reapportionment.

Allen E. Koenig, formerly of KFAC Los Angeles and KPIX(TV) San Francisco, appointed assistant professor of speech and dramatic arts at Eastern Michigan University, Ypsilanti. Mr. Koenig will serve as director of broadcasting instruction and head teaching team lecturing over closed-circuit TV.

Thomas B. Petry, for past year assistant director of educational TV program of U. S. Office of Education, Washington, appointed executive director of Educational Television Council for Central New York. Item published Aug. 24 in these pages erroneously identified Mr. Petry as VP of Syracuse University and director of its Radio-TV Center. University post is actually held by Kenneth G. Bartlett, council president, who made announcement.

DEATHS

Dupuy G. Warrick, 67, former VP and general counsel of KMBC Kansas City, Mo., died Sept. 2 at Pebble Beach, Calif., after long illness. He was prominently identified with steel and banking operations in Kansas City after his association with Arthur B. Church, president and principal owner of KMBC-AM-TV, who retired from broadcasting several years ago.

George W. Steffy, 54, president and general manager of WNEB Worcester, Mass., died Aug. 31 at Massachusetts General hospital after short illness. Veteran broadcaster and former president of Massachusetts Broadcasters Association, Mr. Steffy began his career at WEAQ Providence, R.I. He later moved to WNAC Boston, where he subsequently served as program director, VP, and executive VP of WNAC stations and Yankee Network. Mr. Steffy left WNAC in July 1960 with purchase of 75% interest of WNEB.

Virginia Henry Blum, 43, aide to her father, NBC newsman Bill Henry, died Aug. 27 of cancer at Georgetown University hospital in Washington.

Irving M. Lesser, 68, head of Major Television Products Inc. and Motion Picture Distributors Inc., both New York, died Aug. 27 at his home in that city. Mr. Lesser had been associated with his brother, Sol, in production of Tarzan motion picture series and in motion picture distribution field.

Engineers lauded

Dr. Burton J. McMurtry, manager of Sylvania Electric Products' optics department on West Coast, named recipient of 1964 Alfred Noble Prize awarded annually at Western Electronic Show and Convention in Los Angeles. Dr. McMurtry has worked on new laser device. Dr. Eugene W. Greenfield of Washington State University, Pullman, was winner of Sixth Region Achievement Award of Institute of Electrical & Electronics Engineers for "outstanding contributions to engineering education, research and inventions, and to literature." William J. Moreland, VP-general manager of Conrac division of Giannini Controls Corp., Glendora, Calif., elected to four-year term on Wescon board of directors.
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Consulting Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-7061
Member APOOB

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan
Phone: Broadway 8-6733

E. E. BENHAM & ASSOCIATES
Consulting Engineers
6725 Sunset Blvd., Suite 408
Hollywood, California
HO 6-3227

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lafayette, Ind.
Phone: Kantz City, Laclede 4-3777

OSCAR LEON CUELLAR
CONSULTING RADIO ENGINEER
AM-FM-TV
250 W. Santa Maria, P.O. Box 11276
Phone (Area Code 602) 294-7000
Tucson, Arizona
Member AEBB

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV
465 Concord Ave.,
Cambridge 38, Mass.
Phone Trumbull 6-2810

PAUL DEAN FORD
Broadcast Engineering Consultant
R. R. 2, Box 27 47885
West Terra Haute, Indiana
Drexel 7597

BROADCASTING, September 7, 1964

Service Directory

COMMERCIAL RADIO
ENGINEERING
CONSULTANT
BROADCAST ENGINEERING
CONSULTANT
R. R. 2, Box 27 47885
West Terra Haute, Indiana
Drexel 7597
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 27 through Sept. 2, and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.


New AM station

APPLICATION


New FM stations

APPLICATIONS

Sioux City, Iowa.—Donald A. Swanson. Granted CP for new FM on 103.3 mc channel 277. 100 kw. Ant. height above average terrain 200 feet. P.O. address c/o Donald A. Swanson, Everyly, Iowa. Estimated construction cost $37,000; first year operating cost $26,000. Revenue $28,000. Principal: Donald A. Swanson.

Opeia, La.—KSLO Broadcasting Co. Granted CP for new FM on 107.1 mc. channel 396A, 3 kw. Ant. height above average terrain 207 feet. P.O. address c/o William E. Jones, KSLO Building, North Court Street, Opeia. Estimated construction cost $18,500; first year operating cost $18,125; revenue $18,000. Principal: William E. Jones. KSLO Broadcasting is licensee of KSOLO, Opeia.

APPLICATIONS

Hattiesburg, Miss.—Hub City Broadcasting Co. Granted CP for new FM on 107.3 mc. channel 379G, 50 kw. Ant. height above average terrain 130 feet. P.O. address Box 1008, Hattiesburg. Estimated construction cost $29,351; first year operating cost $18,000; revenue $24,000. Principals: Charles W. Holt (50%), Connie A. Holt (34.5%), and Robert N. Robinson (15%). Mr. Holt has 70% interest in VHHY Broadcast Service of Montgomery, Ala. 60% interest in Broadcast Service Inc., licensee of WHHY Montgomery; Alia. Connie Holt has 10% interest in WHHY and 15% interest in WSIM, Mr. Robinson has 20% interest in WHHY, 30% interest in WSIM.

Toms River, N. J.—Beach Broadcasting Corp. Granted CP for new FM on 106.7 mc. channel 355G, 50 kw. Ant. height above average terrain 301 feet. P.O. address 305 Lexington Avenue, Toms River. Estimated construction cost $20,755; first year operating cost $46,500. Principals: John E. Poole, Thomas D. Olsen, and William Joseph Beesley (3%). Mr. Poole is school treasurer and manager of car wash.

Ownership changes

APPLICATIONS


KGEN Tulare, Calif.—Granted assignment of license of Meadean Upp to Pappas Elec- tronics, Inc. owned by J. C. Pappas (45%), John J. Pappas (45%) and Harold Pappas (10%). $85,000. E. J. Pappas is general manager of KCVR Stockton, of which he is also manager of KVEG Las Vegas and H. J. Pappas is D. J. and salesman at KVEG. Action Aug. 27.

WSEB Sebring, Fla.—Granted assignment of license of Fran Williams to Milton J. Hinlein (each 30%) and others, d/b/a Highlands Broadcasting Corp., to H. Philip Nesbitt (62.69%) and others, d/a/f Dixson Industries Inc. Consideration $25,000 and covenant not to compete in broadcasting, in Sebring, for five years. Mr. Nesbitt is president of LKBE (FM) Bethesda, Md. Action Aug. 31.

KART Jerome, Idaho.—Granted assignment of license from K. and Marion Clark to Allen D. Lee (100%). Consideration no less assumption of accounts payable at time of transfer. Mr. Lee is employee of KBAR Boise, Idaho. Action Aug. 26.

WROZ Evansville, Ind.—Granted assignment of license of J. B. Fuqua to Rexalan Overseas (each 50%) for 100% of interest. No financial consideration; transaction of asset between persons. Mr. Fuqua has interest in WZPB TV Augusta, Ga., and KTVE (TV) El Dorado, Ark. Action Aug. 27.

KANS Larned, Kan.—Granted assignment of license of Howard and Denee by Howard and Winnie (each 50%) before to Don H. Hoagland (100%) after. Consideration $12,000. Action Aug. 31.

KMUD Wichita, Kan.—Granted assignment of license of Municipal University of Wichita to WTCH; half interest, half to Mr. Pappas. No financial consideration. Action Aug. 27.


WCBQ Whitehall, Mich.—Granted assignment of license of Paul A. Brandt (100%) to Lake Rose, Raymond, by Clarence Steidler (38%), Raymond Pank (25%), by William H. Schork (25%) and Leonard Schoenherr (12%). Consideration $37,500. Mr. Steidler and Mr. Pank are partners in KCWA, Schork is manager of KM, Mr. Pank owns WKLA Ludington, Michigan, Pank is owner of WMUS, Schork is general manager of WMTS Muskegon, Michigan, and Schoenherr is owner of WMTE Manistee, Michigan. Action Aug. 27.

KEVE-AM-FM Golden Valley, Minn.—Granted assignment of license for Western Broadcasting Corp., owned by Stephen J. McKenna and John Pools Radio Properties Inc. owned by John Pool and family (100%) d/b/a Minneapolis-St. Paul Radio Broadcasters, to Western Broadcasting, John Pool and Hudson Land Corp., owned by James A. McKenna Jr. (100%) all d/b/a Minneapolis-St. Paul Radio Broadcasters. Consideration $100,000 for right to undivided one-half interest in West- ern Broadcasting share of assets in joint venture. Mr. McKenna has 90% interest in WCMB Harrisburg, Pa.; 81% in WNAM Navigator, Shabbona, Ill.; 75% in WAWA West Allis, Wis. Mr. McKenna is partner of law firm of McKenna and Wil- kinson, Washington, Action Aug. 31.

WNJH Hamontoon, N. J.—Granted assignment of license from Hamontoon Broad- casting Co., owned by William S. Halpern (49.3%), Louis N. Seltzer (43.9%), Sylvia C. Halpern (6.7%) and Marian H. Seltzer (0.7%) to New Jersey Broadcasting Co., owned by J. C. Pappas (100%), Robert N. Robinson (90.2%) and Robert Halpern (9.8%). Consideration $60,000 not to compete for five years within 50 mile radius of stations, except for wireless in Burlington, N. J., Mr. Welker is Baltimore radio manager; Mr. Cobert is attorney. Action Aug. 26.

KEBZ Miami, Okla.—Granted assignment of license from Miami Broadcasting Co., owned by Ruth E. Brown, executrix of estate of Kenneth Brown, will and William A. Searle (0.005%) to Miami Radio Inc., owned by Carroll J. Jackson (19.50%), W. N.
CATV BOXSCORE

Permits granted 25th
Pending 195th

Cablevision applications pending 225th

Total CATV subscribers 1,600,006

New permits: Stephen Vaughan, Vineyard, Alcoa, EMP Electric, Teahachi, both California; James Thrall of Atlanta; Westmore Co., SC; Kaying Cable, VP (O. R. Roberts); Myrtle Bollinger, owner of Wagonwheel Broadcasting Inc., of Mich.; Myrtle Bollinger (11.85%) to Albert S. Tescadero, Consideration $22,500, 3,500 shares of stock, Oak Park, MI, and owns, jointly with his wife, KFZJ, 50%.

KDBC Mansfield, La.—Seeks assignment of license from 31.

Jackson (15.50%), Louis Mirjanich (10%) and Miami Investment Co. (5%), owned by William P. Renkin, of Miami, Fla., Gilbert, Ray E., Green, Leonard L. Bedell, Charles R. Ammerman, Jr. Walter D. Jackson, owners, of the company, stockholders $14,000,000. Action Aug. 29.

KDOV—Granted transfer of control of licensee corporation. KOME Inc. (until June 30) through purchase of stock from William H. Vassar (12.5% after consideration) for $250,000. Action Aug. 25.

WHIL—Holly Hill, S. C.—Granted acquisition of control of licensee corporation, Palmetto Communications Corp., by Patricia J. Wiliams (100%), through purchase of stock from Patricia J. Williams (25%), after consideration $250,000. Action Aug. 30.

KBT Big Spring, Tex.—Granted acquisition of control of licensee corporation, Snider Corporation, by R. W. Winkle (107.7%) through purchase of stock from William H. Vassar (8.70%) after consideration $500,000. Action Aug. 28.


KLUR(FM) Wichita Falls, Tex.—Granted transfer of control of licensee corporation, The Texas Cable Corp., from Don A. Wade (100%) and W. W. Harpole (43.25%) to Fred S. Marks (100%). Consideration: $1,000,000 and assumption of approximately $500,000 of outstanding marks is local business. Action Aug. 31.


WAXA—Wichita, Kans.—Seeks assignment of license from Roy Marsh, owned by Royal Street Corp. (50%) which is owned by Edgar B. Stimm (79.9%), and Philip M. Stern (20.1%), to Fred S. Marks (100%). Action Aug. 29.

KCKV—Coolidge, Ariz.—Seeks assignment of license from WCKV Corp., owned by Marlin R. Vickers, Thomas E. Twitty Jr. and Thomas H. Wall as trustees for William O. Cowden, and Co., owned by Royal Street Corp. (51.02%), and Philip M. Stern (28.98%), to Fred S. Marks (100%), to Fred S. Marks (100%). Consideration: $1,000,000 and assumption of approximately $500,000 of outstanding marks is local business. Action Aug. 31.

KCKV—Fairbanks, Alaska.—Seeks assignment of license from WCKV Corp., owned by Marlin R. Vickers, Thomas E. Twitty Jr. and Thomas H. Wall as trustees for William O. Cowden, and Co., owned by Royal Street Corp. (51.02%), and Philip M. Stern (28.98%), to Fred S. Marks (100%), to Fred S. Marks (100%). Consideration: $1,000,000 and assumption of approximately $500,000 of outstanding marks is local business. Action Aug. 31.

KKEZ—San Antonio, Tex.—Seeks assignment of license from WAWZAM, to KTFJ, through purchase of stock from William H. Vassar (12.24%) after consideration $250,000. Action Aug. 28.

KMMO—Minneapolis, Minn.—Seeks assignment of license from J. A. Windham as a result of a joint memorandum opinion by J. A. and Fay F. Windham (each 50%). No financial consideration; transfer of the corporation. Action Aug. 28.


KBPW—Pewo, Wyo.—Seeks relinquishment of license from WBDX, operated by the Penobscot Broadcasting Co., through purchase of stock from William H. Vassar (12.24%) after consideration $250,000. Action Aug. 28.

KUYW—Westwood, N. J.—Seeks assignment of license from Radio Corporation of America, through purchase of stock from William H. Vassar (12.24%) after consideration $250,000. Action Aug. 28.

KZFM—Corpus Christi, Tex.—Seeks assignment of license from KFBB Broadcasting Co., owned by John A. and Elaine E. White (80%), to CRK-Co., Inc., and others to Gulf Music Inc., owned by Charles W. Baltrepe (30%), and others. Action Aug. 29.

KZFO—Tucson, Ariz.—Seeks assignment of license from KCFB Broadcasting Co., owned by John A. and Elaine E. White (80%), to CRK-Co., Inc., and others to Gulf Music Inc., owned by Charles W. Baltrepe (30%), and others. Action Aug. 29.
Huntington, Indiana.

Immediate opening. Salesman -Announcer Clark, other salesman needed. SEND TAPES AND PHOTOS TO: Box J-34, BROADCASTING, 1735 DeSales St., N.W., Washington, D. C., 20036.

Immediate opening. Salesman plus commission plus bonuses, profit sharing, five figures. This is a genuine opportunity, and offers a real future. Must be able to furnish good references, plus proof of past performances. Send complete resume, plus recent photo to Box J-81, BROADCASTING.

Sales—(Cont'd)

Use our service to find "live" leads toward better selling and management positions. Write: Broadcast Placement Service, 4620 Tenth Avenue South, Minneapolis, Minnesota. 55417.

Are you tired of being just a salesman with no opportunity for advancement to the executive level? If you are and if you are aggressive, hard working, with a solid sales record behind you... then you want us. The OK Group is one of the oldest and most successful Negro programed radio properties. We are in the top three cities... New Orleans, Houston, Memphis... for successful radio salesmen. If you've got sales ability, we can promise you realistic earnings between $6,000 and $14,000. If you've got ambition and can promise our station an opportunity within a year of becoming one of our top salesmen and eventually a managerial chance, Write: Stanley Rey, JR., OK Group, 558 Baronne St., New Orleans, La.

Announcers—(Cont'd)

Top Texas country station seeking top djs with first phones. Box J-71, BROADCASTING.

Wanted at once—2 announcers with 1st phone. No maintenance and little experience needed. Beautiful area and can double on sales. Box J-46, BROADCASTING.

Yeung, single Rock Jock—6—10 p.m. slot; lots of teen dances. Send tape immediately or call: KCRG, Cedar Rapids, Iowa.

Have opening for experienced announcer—copywriters-production man. This will be key inside man in number one station in market. Contact Don Heinen, KFLY, Corvalis, Oregon.

Opportunity married staff announcer. Outline experience. KFRO, Fort Worth, Texas.

Hawaii radio station needs announcer, experience on combination work. Minimum license requirement, 3rd class with broadcast endorsement. Send tape, resume and references, which will be checked, by air mail to KMVI, Box 550, Wailuku, Hawaii.

Needed immediately. Experienced announcer with first phone (no maintenance) for 18,000 watt NBC affiliate. Big band sound. Send tape, resume and requirements to KQAM, P. O. Box F, Pittsburg, Kansas. Good starting salary.

Opening for good beginner announcer. Send tape and resume to KWPT, P. O. Box 102, Stephenville, Texas. Beginners only need apply.

Needed immediately. Experienced announcer with first phone (no maintenance). Some selling. Send tape, resume and requirements to KXSX, Rockford, Illinois.


Announcer with first phone, no mainte- nance. WAMD, Aberdeen, Md.

Newsmen: 1st phone required. Chance to work for No. 1 news operation at No. 1 sta- tion. Send tape, photo, resume. Contact: Jack Rieley, WAMS, Wilmington, Delaware.

Immediate opening for experienced newsmen with emphasis on news gathering and reporting. Forward tape and resume. WASA, Havre de Grace, Md.

Wanted experienced announcer. Station WCIL, 771 McPherson St., Mansfield, Ohio.

Immediate opening for morning man, capable of news, sports and announcing. Permanent position. Send tape and resume, WDDY, Gloucester, Virginia.

Conscientious announcer to work with quality radio. Production and writing ability desirable. Send resume, tape and photo to: Mr. George DeForest, WDEA, Eilsworth, Maine.

Announcers—(Cont'd)  

Top forty announcer with a smooth personal- ity. No speaker—3rd phone required. WKIN, Kingsport, Tenn.  

Announcer-experienced C&W and pop, 5-7 a.m., 12-6 night—in the morning and complete evening. Good position with fast growing small chain. Opportunity to work in nice market. Send resume. Hudson Mullar, Jr., WKUL, Cull- man, Ala.  

Need announcer with FCC third-class radio-telephone license with broadcast endorse- ment. Must be able to speak; commercials, continuity, taped, and live. Must be above average air personality. Call WOJ, Key West, Florida.  

Great chance for man on his way up. If you qualify, you will find a well-paying job with a chance for advancement. We need a good announcer who can put together a good program. If you're interested, we will need your resume.  

Technicians—(Cont'd)  

Chief engineer for 5 kw directional. Prefer man who is strong on maintenance but with some announcing ability. Call Monroe Mac- Pherson, WCPX, Providence, R.I., between 8:00 and 9:00 a.m.—EST. Phone 618-527- 4460.  


Wanted engineer with 1st class license. Must be good on production. No announcing. Number 1 rated station in area. Write or phone Checkers, Box 600, Flint, Michigan. Phone W4-4146.  

From Chiefs to "indians," we place 'em all. Radio, radio, and more radio business. Broadcast Employment Service, 452 8th Avenue South, Minneapolis, Minnesota. 55417.  

Production—Programming, Others  

Must have . . . Thoroughly experienced news director. Must have above average air personality. Must be able to gather, write, and above all, dig out local news. Must also be able to produce, direct, and announce. Send complete resume, references, photo, audition tape, and get a chance to work with one of the best stations in the country.  


Production program director needed for all- English AM FM radio network in the West Indies. Should be young but mature man. Thoroughly experienced and with history of proven success. Creative and energetic. Capable of taking full charge of program department. Able to handle all types of commercials and work effectively with commercial copy. Send one tape, picture to: J-19, BROADCASTING.  

Program director for Negro appeal station who knows TV, film, fan-meet format and is a hot idea man on commercials. Must understand equipment operation. Write Box J-51, BROADCASTING.  

Double opening. Sports director for con- siderable play-by-play. News director to gather, write, air local news. Some board duties for both. Send tapes, resumes, snapshot to KFXR, Des Moines, Iowa.  

Conscientious and energetic news director. Send experience and background to George Voigt, WNBC News Director, Radio Station KWPC, Muscatine, Iowa—phone 319-283- 2442.  

Newsmann in experienced in gathering, writing, editing, and announcing and will work also. Contact Rick Rawlings, WFIN, Findlay, Ohio.  


Newsmann, brisk, mature delivery for #1 pop station. Gather, write, edit and broadcast news as part of combined radio-TV news team. Rush tape, newswriting samples, and references to KEXP, Springfield, Mass. 413-785-1911.  

Radio newsman—Detroit. Experienced news- man to write, edit and produce major station newscasts. Mature, authoritative delivery. Send resume, photo and photo to: Mr. Frank Maruca, WKXN, Box 1300, Detroit 13, Mich.  

Georgia daytimer needs experienced news director for local news. Good prospects for the right man. WLBZ, Carrollton, Ga.  

Newsmann for expanding department. Must be thoroughly experienced, com- pletely familiar with broadcast technol- ogy. Radio newsroom, No. 1 location. Resumes and credentials to Mr. John Slope, news director, WPOR, 410 Asylum St., Hart- ford, Conn.  


Situations Wanted—Management  

Desire opportunity. Good management record, can offer thorough knowledge of radio, all phases. Excellent references, completely up to date. Prefer small market. Box J-7, BROADCASTING.  

If your radio station is in the red I guaran- teed you, it will make a profit. Have worked —with no gimmicks—just plain hard work, management, and personal appeal.  

General Manager, with proven abilities in building smaller market stationing stations deserves to manage larger market station. Will only consider case of offers of $125,000 annually, plus commission. Box J-31, BROADCASTING.  

Manager/sales manager. Thorough knowl- edge station operation. Fifteen years selling duty; local, retail, regional. Seeks responsi- ble connection only. Small, medium mar- ket. Highest industry references, Box J-84. BROADCASTING.  

Announcers  

Experienced young Top 40 announcer. Desires position in medium market. Excellent refer- ences. Box H-472, BROADCASTING.  

Experienced, prefer East. Dependable, vet- eran, single, presently employed, twenty- five years experience. Will consider anyone. Box H-395, BROADCASTING.  

Experienced, first phone dj desires advance- ment to good music station in East. . . Box J-346, BROADCASTING.  

Announcer, dj, experienced. Top 40, de- pendable, draft free, third phone. Box H- 347, BROADCASTING.  

Negro dj, bright delivery, specialty R&B, third phone license, some experience. Prefer small market.  

There was once a fast, clever duck. Four years: interviews, news, and rock. Have made a mark in the market. Box J-63, BROADCASTING.  

Newsmann—first phone, currently employed—prefer Washington, D.C., or Conn. area. Box J-11, BROADCASTING.  

Screamer—seeks free-lancing in Cleveland. Telephone 271-7116 or write Box J-15, BROAD- CASTING.  

Experienced gal dj/announcer, copywriter, 3rd phone, tight board, good references. Available Sept. lst. Box J-18, BROADCASTING.  

First phone announcer. Prefer New York, Conn., New Jersey, Florida, or near D.C. in late 50's. 18 months experience. Box J-20, BROADCASTING.  

Format lock with good mature voice seeks temporary slot. 6 months experience, very reasonable. Box J-23, BROADCASTING.  

Top 40 announcer, not floater or drifter, 5½ years experience, not interested in fast turn over stations. Production techniques. Age 26, seeks position in North or Midwest. 3rd class phone. Single. Box J-26, BROADCASTING.  


Pop radio deejay with tight board. Willing to work hard. Box J-35, BROADCASTING.  

Northeast—Experienced announcer with adult appeal, good music stations only. Box J-64, BROADCASTING.  

The swingingest of the swinging 8's. 1st phone too! Now at number 1 Pulse rated station. Whatever gets me. Box J-66, BROADCASTING.  

Young, 23, Virginia 1st phone announcer-dj, 4 months experience, leaving active military duty. On O.C.S. Box J-68, BROADCAST- ING.  

Man, 29, no experience, good voice, excellent command of music. Contact Mr. Jones, first phone .easy going. Hard worker. Ex teacher. J-72, BROADCASTING.  

-50014-
Situations Wanted—Announcers—(Cont'd)

Light experience but intelligent, hard-working, and cheap, 3rd phone. Resume, Box J-74, BROADCASTING.

PD's! Win an announcer/copywriter! 28, BS degree, 3rd phone. Send now for your free resume. Box J-76, BROADCASTING.

School of Broadcasting and Announcing graduate. Negro. Ambitious, hard worker, some experience. Married. Box J-82, BROADCASTING.

Announcer/1st phone ... age 23, some experience. Writing and sales ability included in experience. Available now. Will relocate. Jox J-85, BROADCASTING.

C&W announcer, 1st phone, and copywriter. 11 years experience. Present position for 1 1/2 years. Honorable reasons for leaving. Write or phone WRON Ronceverte, W. Va. Tom Hall.

Young, easy to get along with, first phone with DJ experience seeks employment. H. Caplan, 11360 Evans Trail, Beltzville, Md.


Station sold, 1st phone announcer-salesman. Newsman wants solid opportunity with future. For years man. 10 years experience all phases. Available now. Would consider TV. Norm Decker, R. D. #1, Delaware, Ohio 614-369-5862.

If you can use a personality from a top rated Midwest metropolitan station with 7 years experience who enjoys personal appearances and who also does comedy in nightclubs, then contact Chuck Blakey, Hotel Flatiron, Omaha, Neb.


Attention Midwest: Need an up and coming young married announcer? Will listen for $125. Phone 612-388-2991.


Excellent R-TV announcer ... talented ... Much experience ... 28 ... write, wire Gene Johnson, 890 DeLaVina, Santa Barbara, Calif.

Situations Wanted—Technical

Experienced first phone maintenance and operating engineer. Sober and dependable. Box H-858, BROADCASTING.

1st phone—inexperienced. South preferred. Available immediately. Box J-4, BROADCASTING.

I can offer you seven years of engineering experience. Four in broadcast including two chief engineer positions. Thorough announcing. Box J-33, BROADCASTING.

Experienced Chief Engineer-announcer. $60. Phone 302-Olympia 2-9314, Mornings only. 9-30-11 EDT


Technical—(Cont'd)

Attention: Busy station owners. $250 buys sharp, young first phone. Clear cut, personal, well dressed, type, tall, date. Finest references—3 years last job. Limited technical, but will double your present salary in 6 months. Nice guy with pleasant voice available immediately. Exhibits, Post, YMCA, Washington, D. C.

Engineering proofs—Directional systems—Reasonable. S.O.S., 270 Northcreek Road, Chattanooga, Tennessee. Phone 990-3349.

Chief engineer, 23 years experience in FM multiple Market construc- tion, management. $150 minimum start. If serious, call Don Udey, 211-245-8020 collect.

Production—Programming, Others

Twelve years radio and TV experience now available. All phases of radio—air personality, continuity and production, news, Tele- vision—sales experience only. Currently em- ployed. Married. Age thirty-four. Reference from present employer available. Box H-334, BROADCASTING.

Newman, college graduate with 2 years experience in midwest market. Seeks position with news minded station. Have done play-by-play radio and TV. Military service completed. Salary not as important as growth potential. Will consider offers. Write Box H-306, BROADCASTING.

Radio-TV sportscaster, 11 years experience. News and staff background. Box J-3, BROADCASTING.

Sports announcer—part time. Let me handle your sports programming. Heavy on play-by-play. New York, New Jersey, Conn. area only. Box H-22, BROADCASTING.

Sports director, four years play-by-play, wants opportunity in Midwestern radio-TV. Seven years experience, college trained, ability to write and promote. Married. Box J-11, BROADCASTING.

Sports (play by play) news, music, first phone, West. $100.00. Box J-22, BROADCASTING.

Hey, look me over. Number one announcer wants position in metropolitan area. Young, aggressive, hard-working man. Experienced in programming, production, news and sports. Must have best offers and opportunity. Are you ready for number one? Box J-34, BROADCASTING.

7 years experience, tops in board, news, sports, politics, money. Looking for future. Station builder, third ticket, high each. Box H-32, BROADCASTING.

Sportscaster, newsmans ... seeking play by play excellent references. First phone. Box J-29, BROADCASTING.


Experienced, young newscaster looking for position with strong local news team. Box J-55, BROADCASTING.

Program director—15 years radio & TV experience. Air work optional. Good on news. Now employed, playing good music. Box J-61, BROADCASTING.

Farm director available. Experienced, ma- ture. Member of NATFAD. Excellent references. Box J-65, BROADCASTING.

Small market pd is ready and well prepared to move up. Strong on production. Box J-65, BROADCASTING.

Do you need a professional to do a profes- sional job of announcing? Do you need a dynamic news director? I have the background, experience, etc. How to make either of your operations the talk of your market. Prefer California. Box J-67, BROADCASTING.

Operators director-chief engineer-announcer, seeking position in Northeast. In similar capacity, 7 years experience, now working in Southern metro market. Desire good pay in return for relia- bility, quality work. Box J-78, BROADCASTING.

Production—Programming, Others—Continued

Sports fanatic who has excellent references. Mature play-by-play specialist. Want to loc- ate with station who offers fully sport oriented and will let me call the ball. Box J-83, BROADCASTING.

Journalism graduate wants opportunity in radio. Experience greater than sal- ary, 28, veteran. Box 647, San Marcos, Texas.

28 years experience in all phases. Desire opportunity to handle special events, color on all sports, talk programs, etc. Open for interviews. Call Don Matney, Lexington, N. C. 346-4968 after 6 p.m.

TELEVISION—Help Wanted

Management

Person to become assistant general manager of TV-AM combination in Mid-west city under 100,000. College graduate under 34 years. Send complete info and present in- come. Box J-76, BROADCASTING.

Announcers

$140 weekly plus excellent fringe benefits for experienced sound and radio announcer. Powerful Midwest outlets in under 100,000. Box H-209, BROADCASTING.

Announcer-copwriter wanted for Midwest TV station. Experienced working conditions, good salary and opportunity to learn directing. Send picture, tape, full in- formation, including salary expected to Box H-300, BROADCASTING.

Wanted—Announcer with radio to television experience for Southeastern VHF. Send full details, photo, and audio tape. Salary requirements with first reply. Box H-347, BROADCASTING.

Experienced announcer switcher for major Texas market. Box J-44, BROADCASTING.


Technical

Maintenance chief for Texas station, super- visor, technical qualifications. Box J-41, BROADCASTING.

Engineer technically qualified, reliable, for Texas VHF. Box J-44, BROADCASTING.

Production—Programming, Others

Television production manager needed imme- diately for the key station of a major group located in the Midwest. We want a man with heavy administrative and direct- ing experience, who is looking for the chance to move upward with a growing and progressive group. College degree, ex- perience in creative color programming de- sired. Send complete resume of education, experience and current salary to Box H-343, BROADCASTING.

Wanted—Newman with reporting and photographic background. On camera ex- perience desirable. Southeastern VHF. Full details, photo, audio or video tape, salary requirements in first reply. Box H-346, BROADCASTING.

News director—Midwestern capital city. Radio-TV operation seeks good on-the-air man who can also direct news operation. Must have solid news background. Send resume and letter of introduction to Box J-6, BROADCASTING.

Opportunity for alert, dependable director, resort city. Box J-43, BROADCASTING.

Newman—Top station in major Florida market needs strong newsmans with college journalism background. Must have television training or experience. Box J-51, BROADCASTING.
Production—Programming, Others

Continued

Producer/director—immediate opening for a young man with at least two years experience directing variety of live programming. College training. Send resume and credentials to Personnel Department, WLWT, Cincinnati, Ohio 45202.

Situations Wanted

Management

Station manager/operators manager experienced all facets of daily operation, including sales, production, programing, negotiations, and NAB code affairs. Desires affiliation with aggressive VHF. Presently employed—available within six weeks. Resume and references upon request. Box J-36, BROADCASTING.

TV station manager, wanting to relocate, will consider all offers. 25 years experience, knows all facets of TV, sales, production, P/L, programing, promotion, etc. Age 42. Finest references. Best qualified to manage small or large market or assist in larger market. Complete resume upon request. Box J-36, BROADCASTING.

Television administrator seeks added opportunity and responsibility. Over a decade and a half of broad media broadcast experience have served through the chairs of almost every department. Particular recognition has been in TV's P-Fs producing, programing, PR, promotion, and public service. Looks forward to present role with a major group operation. Write Box J-59, BROADCASTING.

Sales

TV sales executive with invaluable experience in sales, sales service, programming, production and sales promotion, seeks sales position with a major West Coast or Southwest VHF outlet. Box J-37, BROADCASTING.

Technical

Supervisory or CE. Single of multiple station operation. Experienced TV, AM, FM, including alignment. Write for resume. Resume on request. Box J-69, BROADCASTING.

Production—Programming, Others

Says NYC advertising agency executive: "... One of broadcasting's most enthusiastic Referencepersons. Currently # 1 daily duds show, major 3-VHF market. Additional weekly 340,000, plus 100,000, impressing, variety commercials sponsored. $13,000. Box H-323, BROADCASTING.

I know television production VTR ... ATR ... SOF ... live for information. Box J-21, BROADCASTING.

Program manager with fourteen years experience in programing, production, VTR and Local/line, film buying, promotion, news and public affairs, and overall operation of successful medium sized market. Will relocate with major Southwest or Western VHF. Box J-38, BROADCASTING.

Award winning news director. Top-rated on-the-air delivery, extensive major market experience in public affairs and special events programing. Resume and references, VTR available. Box J-48, BROADCASTING.

Ten years big city experience, ETV and commercial. Facilities management. Film production management Cinematographer with own camera. Scenic and lighting design. J-64, BROADCASTING.

Experienced assistant producer local TV programs for network O&O in top three market. Also continuity writer. Sales speaking and production radio/TV. Female; limited office skills. Excellent references. Box J-77, BROADCASTING.

WANTED TO BUY—Equipment

Either 500w or 2 kw low channel VHF Television transmitter. Send price, condition and location to Box 12000, Glenstone Station, Springfield, Missouri.

Would like to buy a DuMont type TA-161 or TA-162, like new, low hours. Will deal with DuMont Acorn series TV transmitters. Contact Chief Engineer, WJBZ-TV, Augusta, Ga.

ETV station interested in used Houston Fearless Panorama. Write Greg Harley, WGIB-TV, Boston, Massachusetts.

Would like to buy a 6 watt UHF transmitter, in good condition. Box J-14, BROADCASTING.

Wanted used equipment channel 7-13-2 5 kw transmitter, antenna line, monitors, videocon Fillux camera, projectors gen aicile, audio and video facilities, etc. Also 5 kw, 1 kw, and 500 w AM transmitters. RCA Radio Station XEAW, Apartado Postal 628, Monterrey, N. L. Mexico.

FOR SALE—Equipment

Television/radio transmitters monitors, tubes, microwave, camera, audio, Electro- nix, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new, solid surface with hardware, dipole, etc. $100.00 each. Write Gregory Wil- low & Twenty-Fourth Streets, Oakland California. 523-2527.

For sale ... Four Machtronics video tape recorders, model MV-511. These units are in excellent operating condition, recently factory reconditioned and include manual tape rotation control—$5,000 each. Box H-197, BROADCASTING.

REL 3 kw FM transmitter, condition good, available immediately, $2000, F.O.B. KAVE, Cariboo, New Zealand.

Jamped JA-8 FM antenna, gain 8.3, tunable with dipole and extra band. For FM band, ready for shipment. 500 Pounds. $2,200. Box H-352, BROADCASTING.

Heliax coaxial cable, HJ-50 type, new, 85f ft, FOB, E.E.E.E., P.O. Box 2055, L. Mesa, Calif.

Don't let lighting stop you. Stay on the air. Transmitters, extra parts, Guaranteed. Write for Brochure: Quad "L", Electronics, P. O. Box 836, Lake City, Florida.

More broadcasters are discovering the fastest way to locate the best buys in used equipment. See our listings, Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Microphone, Altex Lansing 633 A, complete with brackets, arms, etc., and 25 foot cable. Like new. Top condition $175. Steve Blaine Production, 59 Oviedo Court, Pacifica, Calif.

Schafer 1200 automation system. Perfect working condition, used only 2 years, replaced by live programing. Two racks include Ampex 351, Ampex 352, 352 playbacks, three Concertone playbacks with new Ampex motors, two Seeburg changers with deluxe bases, all playing electronics, sequence selector, clock, cue amp, audio sensor with latest QTD photo- cell modifications. Includes remote control for all units, three extra inputs for automa- tic logger, etc., instruction book and all cables. Must move immediately for new FM station. Cost over $13,000, will sell as above for $6,250.00 or less the Concertones and Ampex $1300.00, WNL, Grand Central Engineer- ing Services, 12761 Nutwood, Garden Grove, Calif. Ph. 521-0171.


FOR SALE—Equipment—(Cont'd)


Tappak duplex recorder; instruction manual, P. O. Box 1031, New London, Connecticut.

Antenna—RCA TF6AH adjustable to any channel 7 through 13, 17 ft. high on ground for your inspection. Also 31/2 kw transmission line. Sanford Terry, WRVA TVA, P. O. Box, Richmond, Va.

Raytheon KRT-1000A 1 watt complete micro- wave. Fid switcher TS30D, we want TG2A, etc. J-768, BROADCASTING. Ph. 312- EN-5-5680.

New 4%" 1.0 tubes (English Electric Valve Co.) types F-811 and F-822. Condition perfect except factory inspection showed small blemish; on some, small burn in line (over- all—$1600 new, have been selling as above for $1000. Have six each; sell individually for $750.00 each; will include personal warranty. John Led- better, Broadcast Engineering Services, 12751 Nutwood, Garden Grove, Calif. phone 521-0171.

MISCELLANEOUS

M, 00 Professional Comedy Line! Typical laugh service featuring daily deposit commentaries, First in Open Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scoop, one liners exclusive in your market, let sample. Write Greg Hellax, Box 2025, Parkway Court, Brooklin, N. Y. 11235.

Commercial Crystals and new or replace- ment crystals for Hitachi, Fujita, th- and J-K holders; regripping, repair etc. BC- 604 crystals; also service on AM monitors and T-1355 FM Monitor. Nationally solicited testimonials praise our products and fast service. Edison Electronic Company, Box 96, Temple, Texas.

Unique Interview ideas! Background data on the wonderful world of conversation by tape recordings. Local recording. Worldwide. Tape Tapes for Education, Inc., Dallas, Texas. 7215.

INSTRUCTIONS

FCC first phone license preparation by Kahns or Grantham Schools are located in Les Baer, 1550 S. Western Ave., Hollywood, Calif., or Grantham Schools, 10314 Hampshire Blvd., North Hollywood, Calif., 91605. For free 44-page brochure write Dept. 4-K, Grantham School, 1550 S. Western Ave., Hollywood, Calif. 91605.

First of class FCC license in six weeks. Top quality theory and laboratory training. Elkina Radio License School of Atlanta, 1120 Spring St., N.W., Atlanta, Georgia.

Six nationally known 6 weeks Elkina training, for FCC First Class License. Outstanding theory and laboratory instructions. Elkina Radio License School of Chicago, 1033 Saint Charles, New Orleans, Louisiana.


Elkina Radio License School of Chicago—Six week quality instruction in laboratory methods and theory leading to FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Annnouncing, programming, concert operation Twelve weeks intensive, practical training. Full time instruction. Materials available. C. I. approved. Elkina School of Broadcasting, 2505 Inwood Road, Dallas 53, Texas.
INSTRUCTIONS—(Cont'd)

Minneapolis now has Eikins' famous six week TV course. First Class FCC
license preparation through proven theory and
lab methods. Eikins Radio License School, 4119
East Lake Street, Minneapolis, Minn.

Pittsburgh, FCC first class "success-proven"
accelerated course now in Pittsburgh. Day
or evening. Free placement. For brochure,
write American Electronic School, 415
Smithfield St., Pittsburgh 22, Pa. Phone 261-
4232.

Announcing, programing, first phone, all
chases, electronics, Thorough, intensive
practical training. Methods and results prove
amazing. Free placement serv.

mance, Allied Technical Schools, 207 Madi-
on, Memphis, Tennessee.

Since 1936. Original course for FCC first
day phone operator license in six weeks. Over
480 hours instruction and over 200 hours
guided discussion at school. Reservations
required. Enrolling now for classes starting
September 1. January 6 & March 10. For
information, references and reservation,
write William B. Ordin, Radio Operational
Engineering School, 1100 West Olive Ave.
Burbank, California.

RE! down among the swaying palms beside
the cool green surf in Sarasota, Florida.
FCC first phone in (3) weeks guaranteed.
Tuition $285. Private rooms $18 per week.
Wish to begin classes with Sept. 15,
Oct. 13-Nov. 17. For reservations write or
call Radio Engineering Institute, 1335 Main
St., Sarasota, Florida.

Train now in N.Y.C. for FCC first phone
license. Proven methods, proven results.
Day and evening classes. Placement assis-
tance. Annoucer, Training Studios, 25 W.
43rd, N. Y. OX 9-0465.

America's pioneer, 1st in announcing since
1926. National Academy of Broadcasting
314 H ST NW, Washington I, D. C.

Learn Broadcasting in nation's 23rd market.
Individual instruction, no classes. Broadcast-
ing Institute of America, Box 607, New
Orleans.

Develop network announcing technique.
Authoritative news, Personalized, taped
home study. Also elementary. Consultation
invited. F. H. Fisher, Broadcast-
ing Consultant, 678 Medford Blvd., Patch-
ogue, New York. 11772.

Situations Wanted—Announcers

**AVAILABLE**

CRACK AIR-PERSONALITY
Proven success in medium markets. Want to
move to major market. Voices, etc. A true
funny man, 1st phone. Minimum $160 per
week. Write.

Box H-395, BROADCASTING

**Production—Programing, Others**

**SALES**

PROMOTION MANAGER

For CBS Owned Radio Station in Top
10 Eastern market. Heavy experience in
sales and audience promotion. Also
general experience in research and mar-
ceting. Ability to plan, write and produce
print pieces. Position requires man with ideas
and expertise. Excellent 5 figure salary, benefits and future.

Interested and qualified men send resume w/ XIX photos to:

Box H-395, BROADCASTING

**EMPLOYMENT SERVICE**

* THE ONE SERVICE DEVOTED SOLELY TO
BROADCASTERS • JOB HUNTERS AND THOSE
PRESENTLY WORKING BUT READY TO MOVE
MANAGERS TO TRAFFIC GIRLS • THE INDU-
STRY'S BEST ARE IN OUR FILES

BROADCAST PERSONNEL AGENCY • SHERLEW
SAKISH, DIRECTOR • 527 MADISON AVE.
NEW YORK, N. Y. 10022

**Situations Wanted—Announcers**

**ATTENTION!** High-Power, 24 Hour
EASTERN METROS!

The Trend Today is Toward news. Have
proven news format available for station
who wants to lead the market.

Box J-29, BROADCASTING

**TELEVISION—Help Wanted**

**Production—Programing, Others**

**TELEVISION PROMOTION MANAGER**

We need live wire equipped to develop a
strong department but willing to carry a
heavy load now while we are growing. Es-
sential experience: Producing TV and Radio
promos and basic layout for print and out-
door.

Contact WXBD, Channel 50, Kaiser
Broadcasting, P. O. Box 50, Detroit,
Michigan. 48231

**ASSISTANT PROMOTION MANAGER**

Progressive ABC Radio-TV Operation has
immediate opening. Must be able to
write copy, plan budgets, handle exploitation,
press and public relations, etc. Prefer
woman with secretarial skills, but will con-
sider competent, non-secretarial. Send resume, salary
requirements and examples of your promo-
tion work to:

Dick Braun
Promotion Manager
Kaiser Broadcasting
1069 Holbrook Street
Denver, Colorado

**HELP! HELP! Growing Pains**

Need FM Manager, TV and Radio Ancoun-
ers; TV and Radio Engineers; TV and Radio
Time Salesman; TV Newsman; Producer-
Director.

Openings in Fort Wayne, Indianapolis,
Lafayette, and Bloomington.

Send full details of qualifications to:

BOX 62
BLOOMINGTON, INDIANA
(IF FOR FM & TV SEND TAPES AND
PHOTOGRAPH).
Continued from page 89

Inc. and United Artists Broadcasting Inc. to extend time to Sept. 2 to file reply to Broadcast Bureau's opposition and comments regarding applicants' joint request for approval of agreement relating to withdrawal of application in Houston TV channel 23 proceeding in Doc. 19212-3. Action Sept. 1.

In proceeding on application of Hubbard Broadcasting Inc. for new FM in Minneapolis in Doc. 15540, dismissed as moot Hubbard Broadcasting Inc.'s charge issues as to financial qualifications of Contemporary Radio Inc. (WACO). Contemporary's application was dismissed without prejudice by examiner on July 25, Action Aug. 31.

 Granted Broadcast Bureau petition to extend time to Sept. 3 to file appeal from examiner's memorandum opinion and order in proceeding on AM applications of La Fieda Broadcasting Corp. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex. Action Aug. 27.

**ACTIONS ON MOTIONS**

By Chief Hearing Examiner James D. Cunningham

- Designated Examiner Chester F. Naumowicz, Jr. to preside at hearing in proceeding on applications of Vaughn-Hansen Co. and Cape Converge Broadcasters Inc. for new AM's in Melbourne and Eau Gallie, respectively, both in Fla., Doc. 15584-4, scheduled prehearing conference for Oct. 1 and hearing for Nov. 4, Action Aug. 26.


- By Hearing Examiner Millard F. French

- Granted motion by Bigbee Broadcasting Co. to continue Oct. 1 hearing in proceeding on its application for a new AM station in Demopolis, Ala. Action Aug. 27.

- By Hearing Examiner Isadore A. Heneghan

- In proceeding on applications of Springfield Telecasting Co. and Midwest Telecasting Inc. for new TV's on channel 26 in Springfield, Ill., upon applicants' request, continued Sept. 15 hearing conference to Sept. 18, Action Aug. 29.

**FOR SALE—Stations—(Cont'd)**

**PACIFIC NORTHWEST REGIONAL**

Pettiford station on good frequency with annual average gross of $140,000 trans.; and change in ERP and antenna height, and in-

- Change to Class B; CP 8.

- No local ownership to develop full potential. Good studio and control. Action Aug. 20.

Box C-201, BROADCASTING

**FLORIDA**

1 kw; D; CP for $5,000. Illness forces sale.

Box J-8, BROADCASTING

**WEST GREAT LAKES**

Major Market

Excellent daytime in top 75 market. $600,000 all cash for physical including valuable real estate. Price less than double recent years annual gross. Substantial principal only (no brokers) can apply.

Box J-78, BROADCASTING

By Hearing Examiner Jay A. Kyle

- Granted joint request by Doeyer Broadcasting Inc. and Tucuman Broadcasting Co. to extend time from Aug. 31 to Sept. 15 to exchange any exhibits, and from Sept. 8 to Oct. 8 to file any evidence of public notice Tender for cross-examination in proceeding on applications of WINDM Boulder, Colorado, and KZIE Fort Worth, Texas, for renewal of license of WINDM Boulder, upon request of Dowlen Broad- casters Inc. Set aside further consideration. By examiner's order released June 25, and con- tinued Sept. 2, hearing pending further order. Action Aug. 31.

By Office of Opinions and Review

In proceeding on applications of Harry Wallace, WUXI, receiver, Television Co. of America Inc. et al., for renewal of license, assignation of station to new location, proposed to be located in Los Angeles, Calif., Sept. 8, and proposed to be located in Los Angeles, Calif., Action Aug. 24.


**BROADCAST ACTIONS**

by Broadcast Bureau

- Actions of Sept. 1.

- Granted renewal of licenses for following stations:


- WVRC-TV Hamptom, Va.—Granted license for TV; and CP to reduce ERP to 31.6 kw, and change type to THE Record.

- WAAY-TV Huntsville, Ala.—Granted license for TV; and CP to reduce ERP to 31.6 kw, and change type to THE Record.

- WPKO-TV Providence, R.I.—Granted licenses covering changes for new main trans. and antenna site.

- KMBS-TV Missoula, Mont.—Granted licenses covering changes for new main trans. and auxiliary system.


- KKKI-FM San Francisco.—Granted license covering in- crease in daytime power and changes in antenna.

- KLIR-FM Denver.—Granted license covering increase in daytime power and changes in the new trans. and antenna.

- WLOE-FM, Leesville, N.C.—Granted license covering increase in daytime power and changes in the new trans. and antenna.

- KRAM Camden, Ark.—Granted license covering changes in DA and ground system.

- WPNN Columbus, Ga.—Granted license covering use of old main nighttime and auxiliary daytime trans. for nighttime and auxiliary daytime trans. at new site; transmit permitted, daytime only, using DA-N.

- KPYT Penascola, Fla.—Granted license covering use of old trans. as auxiliary trans. at new main trans.

- WCLM Mansfield, Ohio.—Granted license covering use of old trans. as alternate main trans. at main site.

- WBIX Jacksonville Beach, Fla.—Granted license covering changes in antenna and studio location, increase in power, installation of new daytime trans. and change antenna and ground system; specify type trans.; condition.

- WMIC Inc., Pittsburgh, Pa.—CP and license for new low power auxiliary.

- KRN Roseburg, Ore.—Granted license covering use of old main trans. as alternate main trans. at main site.

- WEDC Chicago.—Granted mod. of license

**FOR THE RECORD**

95

### COMMERCIAL STATION BOXSCORE
Compiled by FCC, July 31

#### Licensed (all on air)
- AM: 3,916
- FM: 1,169
- TV: 529

#### Not on air
- AM: 79
- FM: 49
- TV: 85

#### Applications for new stations
- AM: 1,143
- FM: 65
- TV: 22

#### Licenses deleted
- AM: 0
- FM: 0
- TV: 0

#### AIR TOTAL
- AM: 5,542
- FM: 529
- TV: 671

#### COMMERCIAL STATION BOXSCORE

### AUTHORIZED TELEVISION STATIONS

#### VHF
- Commercial: 509
- Noncommercial: 58

#### UHF
- Commercial: 162
- Noncommercial: 50

#### TV
- Commercial: 671
- Noncommercial: 108

### SUMMARY OF COMMERCIAL BROADCASTING

<table>
<thead>
<tr>
<th>Service</th>
<th>Lic.</th>
<th>CP's</th>
<th>ON AIR</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS for new stations</th>
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<tbody>
<tr>
<td>AM</td>
<td>3,916</td>
<td>67</td>
<td>79</td>
<td>342</td>
<td>4,070</td>
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<tr>
<td>FM</td>
<td>1,169</td>
<td>49</td>
<td>189</td>
<td>279</td>
<td>1,358</td>
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<tr>
<td>TV</td>
<td>529</td>
<td>85</td>
<td>85</td>
<td>170</td>
<td>611</td>
</tr>
</tbody>
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1 Does not include seven licensed stations off air.
2 Includes three noncommercial stations operating on commercial channels.

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To change name to Denemark Enterprises Inc.

WRBC Jacksonville, Fla.—Granted extension of completion date to Oct. 15.

WHER TV Spartanburg, S. C.—Granted CP to reduce ERP to 44.2 kw. and change type antenna.

WEAT-TV West Palm Beach, Fla.—Granted CP to install alternate auxiliary antenna at main trans. site, and main. and auxiliary trans. locations.

KSBZ Twin Falls, Idaho.—Granted mod. of CP to change main studio location.

KBAZ Glendive, Wyo.—Reconsidered and assigned site.

KCBN Fayetteville, Ark.—Granted licenses covering change in daytime power, change in station location, and changes in antenna system in ground system; increase in daytime power of synchronous amplifier; and change in auxiliary trans. location.

KBEH Irondale, Ala.—Granted CP to reduce ERP to 49 kw. and change type antenna.

Following were granted extensions of completion dates:

1 KCSM-TV San Mateo, Calif.—Granted for operation at new location.

2 WLW Lowell, Mass.—Granted CP granting use of new trans. power and installation of new trans. for operation.

3 Remote control permitted for following:
   - KCAY Saucatown, Pa.—Licensed for conditions: WMMN Fairmount, W. Va.; conditions.
   - WLJH Lowell, Mass.—Granted licenses covering change in daytime power, change in station location, and changes in antenna system in ground system; increase in daytime power of synchronous amplifier; and change in auxiliary trans. location.

4 Following were granted extensions of completion dates:

   1. KECKM-TN San Mateo, Calif.—Granted for operation.

5 Granted renewal of licenses for following:
   - WSGU Clewiston, Fla.—Dismissed application for renewal of license for failure to respond to notice of violation.

6 Granted renewal of licenses for following:

Actions of Aug. 28

WJAC Johnstown, Pa.—Granted license covering increase in power, installation of new trans. and DA-1 change in frequency and in daytime power and installation of new trans. in ground system; delete remote control operation.

WWSM Sylva, N. C.—Granted license covering change in antenna-trans. location; remote control permitted.

WSV Petersburg, Va.—Granted license covering use of old main trans. as alternate main nighttime and auxiliary daytime trans. at main trans. site.

KMTV (TV) Omaha—Granted CP to reduce ERP to 14.4 kw. and change type antenna.

WFBG-TV Altoona, Pa.—Granted CP to change ERP to 33 kw. type trans. and change station location.

Kwei-Station, V.T.—Granted mod. of CP to change type trans. and type antenna; change to nighttime operation, and make changes in antenna system.

WSI Sanford, N. C.—Granted renewal of license.

7 Granted licenses covering increase in daytime power, and installation of new trans.; for following:
   - KNOT Prescott, Ariz.: KTDO Toldeo, Ore., and specific type trans.; KHAS Hastings, Neb., and changes in antenna system, and change in antenna-trans. location; remote control permitted.

8 Granted CP to change ERP to 31.6 kw. and type antenna.

9 BYU-TV Provo, Utah.—Granted CP to change ERP to 74.1 kw (DA) vis, and 38.2 kw (DA) aux type trans., location to near Kearns, Utah, and ant. height to 2800 feet; and make changes in antenna structure.

9 Granted licenses covering increase in daytime power, and installation of new trans.; for following:
   - WSPA Parkersburg, W. Va.—Granted license covering use of old main trans. as auxiliary daytime trans. at auxiliary daytime trans. site; remote control permitted.

10 GRW Jackson, Miss.—Granted license covering operation of new trans. at current location; remote control permitted.

KSF Roswell, N. M.—Granted license covering installation of auxiliary trans.

KENG Garden City, Kan.—Remote control permitted.

KCSB Clearlake Springs—Granted change in remote control authority.

WAVE-TV Louisville, Ky.—Granted CP to reduce ERP to 2 kw. and change type antenna.

Actions of Aug. 26

KEEN San Jose, Calif.—Granted license covering increase in nighttime power and changes in antenna system.

WOJR Jackson, Miss.—Granted license covering increase in hours of operation, and installation of DA-1.; and use of old main trans. as auxiliary trans. at main trans. site, with change in antenna system and remote control point, make changes in ant. system. and in ground system.

KAVE-WEAT-TV West Springfield, Mass.—Granted license covering change in type trans. for auxiliary nighttime and main daytime use.

KTP Portland, Ore.—Granted license covering use of old main trans. as auxiliary trans.; remote control permitted for auxiliary purposes.

KPRS Kansas City—Granted license covering installation of new trans.

WJZ Elizabeth, N. J.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WMJ-TV Detroit—Granted CP to reduce ERP to 97.7 kw. and change type antenna.

WGMD-FM Tyrone, Pa.—Granted mod. of CP to change ERP to 65 kw and increase main trans. height to 396 feet; remote control permitted.

KNOF North Platte, Neb.—Granted mod. of CP to change hours of operation on 1410 kc from 1 kw. D to 1 kw. D andaux.-N. 1 kw.-L.; remote control permitted, daytime only.

KDAP Fort Worth, Tex.—Granted license covering of new trans. (2) for following:
   - KOMA-Des Moines, Iowa—KEET Twin Falls, Idaho: KGOS Torrington, Wyo.; and change in DA system (2 main tran.);

Actions of Aug. 24

WKIG-AM-FM Hazel, Ky.—Granted change in remote control authority.

WDHF Chicago — Remote control permitted; conditions.

Actions of Aug. 20

WHO-TV Des Moines, Iowa—Granted Licenses to change name for TV and auxiliary; and low power auxiliary to Palmer Broadcasting Co. and to reduce ERP of TV to 47.9 kw.

Actions of Aug. 17

KWRG New Roads, La.—Remote control permitted.

### PROCESSING LINE

1. In accordance with commission's action of Aug. 31 granting waiver of Sec. 157.1(c) allowing below-described applications to be placed at top of processing line, notice is hereby given that the following application:
   - WVHD-AM-FM Jacksonville, Fla.—Granted license covering increase in power, installation of DA-1 changes in antenna system, change in ant.-trans. location, and specify main studio location; remote control permitted, daytime only: conditions.

2. WAPF Panthersville, W. Va.—Granted license covering operation of new trans.: remote control permitted.


5. KNYG Chicago—Remote control permitted.

6. KCSB Clearlake Springs—Remote control permitted, without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusion and recommendations set forth in Report of Network Study Staff; and (2) with respect to relation of outstanding inquiries now being considered or conducted by commission.

Columbia Broadcasting System, Inc. — New York—Granted extension of authority for wireless delivery of program services to Canadian Broadcasting Corp. for period of one year beginning Sept. 15.

Granted licenses at increased daytime power, and installation of new trans. following:

1. WHAR Clarksville, W. Va.: WHIVH Hillesley, Tenn.: WRL-Lexington, Va.; WATO Oke Ridge, Tenn., and change to DA-2: KVN Louisville, Ky.—Main and change ant.-trans. and studio locations and remote control point, make changes in ant. system. and in ground system.

WAVE-TV Louisville, Ky.—Granted CP to reduce ERP to 20 kw. and change type antenna.

Actions of Aug. 18

KEEN San Jose, Calif.—Granted license covering increase in nighttime power and changes in antenna system.

KCHV-Coachella, Calif.—Granted license covering change in hours of operation, and installation of DA-1.; and use of old main trans. as auxiliary trans. at main trans. site, with change in antenna system and remote control point, make changes in ant. system. and in ground system.

WKTV West Springfield, Mass.—Granted license covering change in type trans. for auxiliary nighttime and main daytime use.

KTP Fort Worth, Tex.—Granted license covering use of old main trans. as auxiliary trans.; remote control permitted for auxiliary purposes.

KPRS Kansas City—Granted license covering installation of new trans.

WJZ Elizabeth, N. J.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WMJ-TV Detroit—Granted CP to reduce ERP to 97.7 kw. and change type antenna.

WGMD-FM Tyrone, Pa.—Granted mod. of CP to change ERP to 65 kw and increase ant. height to 396 feet; remote control permitted.

KNOF North Platte, Neb.—Granted mod. of CP to change hours of operation on 1410 kc from 1 kw. D to 1 kw.-D andaux.-N. 1 kw.-L.; remote control permitted, daytime only; conditions.

KDAP Fort Worth, Tex.—Granted license covering of new trans. (2) for following:
   - KOMA-Des Moines, Iowa—KEET Twin Falls, Idaho: KGOS Torrington, Wyo.; and change in DA system (2 main tran.);

Actions of Aug. 24

WKIG-AM-FM Hazel, Ky.—Granted change in remote control authority.

WDHF Chicago — Remote control permitted; conditions.

Actions of Aug. 20

WHO-TV Des Moines, Iowa—Granted mod. of licenses to change name for TV and auxiliary; and low power auxiliary to Palmer Broadcasting Co. and to reduce ERP of TV to 47.9 kw.

Actions of Aug. 17

KWRG New Roads, La.—Remote control permitted.
“NEVER operate your department in fear of management.” That is the standing order of Manager Gene Dobson to his news executives at WTVT (tv) Tampa-St. Petersburg, Fla.

After this initial command, the ex-newspaperman limits his mandates to the news department to advice and counsel. “My philosophy is to hire the best people we can find, then let them do the job,” Mr. Dobson says to express his pride and confidence in WTVT’s prize-winning news team.

Mr. Dobson and his WTVT colleagues were amused by the news expansion flurry last fall when the networks enlarged early evening news shows to 30 minutes and several stations began offering an hour of information. WTVT pioneered in this area, beginning a 60-minute news show Nov. 5, 1956. Last summer this was expanded to 90 minutes when other stations were adopting the hour format.

WTVT was said to be a leader in editorializing, too. The station’s first opinion was aired in early 1958, a policy that has continued five days a week ever since. “This is one of the most important parts of our daily schedule,” Mr. Dobson says. He confers every morning with the news director and editorial researcher on possible subjects but does not interfere in the final decisions of the news department.

Participation Breeds Insight = “A station’s responsibility to inform and enlighten the public on public issues is equally as important as its ability to entertain,” the WTVT manager says. He insists that his staff executives participate actively in community affairs and he sets an example by his own activities.

WTVT has 20 fulltime people in its news department and two remote units, one equipped with video tape. WTVT’s licensee, WKY-TV System, has many well-known alumni of its new operations, including Frank McGee and Frank Blair (NBC).

When Mr. Dobson speaks on the principles of newsgathering it is more than book theory. Rather, his convictions stem from long experience in the field dating back to his Oklahoma University days. It was then that he abandoned plans to become a lawyer and turned to journalism.

Following stints with the university’s newspaper and humor magazine, he held a number of jobs with Oklahoma newspapers prior to World War II service.

After the war he joined the Washington AP bureau as a reporter in December 1945. In September 1947 he resigned to become news editor of the Norman Transcript. From there he made the transition to broadcasting.

Operating under the tenet that a station executive’s prime responsibility is to know his community, Mr. Dobson also believes that FCC members should be required to know licensees and understand the day-to-day operations of a station. He would require every commissioner to serve an “internship” at both radio and television stations. Reading mail, answering the phone, selling, producing, listening to complaints—“all these things would give them a feeling for the actual operating problems of the individual stations,” he said.

One of Mr. Dobson’s assets is a sense of humor and his appreciation of a good joke. “It takes a sense of humor to operate in this business,” he says. The weekly meeting of WTVT department heads always kicks off with an anecdote the manager has picked up in his frequent travels within the area and throughout the country.

His flair for humor was further demonstrated during his newspaper days and while at WKY-TV Oklahoma City, when Mr. Dobson helped to write and starred in several annual gridiron banquets there, famous for uninhibited treatment of Oklahoma’s stormy politicians.

An Excellent Mentor = P. A. (Buddy) Sugg, the former WKY-TV and NBC executive, who is now retired in the Tampa area, had a marked influence on Mr. Dobson’s broadcasting philosophy. Mr. Dobson succeeded Buddy Sugg as manager when the latter joined NBC. Mr. Sugg earlier had persuaded Mr. Dobson to forsake the newspapering field in 1949 and join WKY-TV as promotion manager. WKY-TV System is a subsidiary company of the Oklahoma Publishing Co.

“I was so thoroughly convinced of the opportunities presented by television that I reluctantly left the newspaper field and have been in broadcasting ever since,” Mr. Dobson said. “I have never regretted the decision.” WKY-TV was going on the air at this time and, while he worked out his notice with the Norman Transcript, he drove to Oklahoma City each night to promote the opening of Oklahoma’s first TV station.

Outwits Saboteurs = The Oklahoma Publishing Co. also formerly owned WSFA-TV Montgomery, Ala., which Mr. Dobson managed in 1957 when the station was to originate a live, remote telecast of Martin Luther King for NBC-TV. Ten minutes before Reverend King was to go on the air, someone sabotaged the WSFA-TV power supply, knocking the station off the air. However, the remote feed to NBC went through as scheduled and WSFA-TV telecast a kinescope of the controversial program a week later.

Mr. Dobson explained the program was later carried, despite the earlier sabotage, because “nobody but management should program a station,” by whatever means used. He also felt that the Montgomery people were entitled to know what was said by a national figure in their home town.

He disagrees with the trend toward having citizens advisory committees to advise stations on programming. This, he feels, is unwarranted interference with the licensee’s responsibility to program his own station and, besides, “you can’t effectively program your station through such a committee.”

WEEK’S PROFILE

EDITORIALS

The $9.1 million weekly gamble

The journalism function of television has lately been so much in the news that the approach of the 1964-65 season of entertainment program has been virtually unnoticed. Yet the new season is almost here. In the next few weeks the networks will lay out a schedule that will collectively cost them $9.1 million a week. That is more money than television has ever spent before, but it will probably buy just about what the expenditures of past seasons have bought, the scorn of most critics and the affection of most other viewers.

Until the whole new season has been exposed to view, it is risky to predict its fate, although the history of past seasons is of some value in making guesses about the new one. The big hits that command the largest audiences will more than likely be those that the critics deplore. There is bound to be a Beverly Hillbillies of 1964-65 that is liked by no one but the people.

If the regular series that begin their appearances this month seem heavily weighted in favor of escapist drama and light comedy, they will be leavened by generous portions of documentaries and news specials that this political year is bound to generate. For the habitual viewer the new season promises more than enough light diversion. For the discriminating viewer of more serious purposes there will be satisfaction to be found if he will but exercise his discrimination in planning his viewing.

News, politics and pundits

The political conventions are over. The candidates have been nominated. The campaign is on, and it is likely to be rough, tough and ugly from now until election day. Many issues will be debated. There is one issue not to be found in either party platform. It is not partisan.

The issue is television.

The candidates have not made it an issue. Just the opposite. Each party intends to make television its major campaigning vehicle.

The issue has been invented by the newspaper columnists. It is competitive, not political. Syndicated columnists and editorialists have attacked television as the villain of the conventions, dominating the halls with its gear and the delegates with its manpower.

Television, to use the news vernacular, beat the pants off the press. (So did radio, nationally, regionally and locally.) Broadcasters were there first with the most. And they were on the air with the news before a single line of type could be set. The politicians loved it.

It's time the pundits recognized that the broadcaster happens to have a newer, better, faster, sprightlier mousetrap. It may be true that the political conventions are an obsolete, 19th century institution. But it is also true that as long as the parties persist in having them, it is the duty of the journalism media to cover them.

What the extent of that coverage should be is another question. That constitute editorial judgment.

Last week we posed the question whether the expense involved in covering the conventions—$16 million—is justified, particularly when many viewers who have a choice prefer regular entertainment programing.

All networks and station owners are concerned. Last July, following the GOP convention in San Francisco, WTMJ-AM-TV Milwaukee, commented editorially as follows:

"We believe that network officials should seriously consider abandoning the idea of covering future . . . conventions like a football game—from start to finish. Instead, they should study the advisability of limiting live coverage to convention highlights such as important speeches and roll call votes. Other secondary formal developments could be taped and included in convention roundups to be broadcast at convenient times. Such a plan would please those Americans wanting to be kept informed on important developments and also those who desire that their daily programs be disturbed as little as possible."

If the obligation is to cover the news and the responsibility is to the public, this may be one answer.

A ray of reality

It would be appropriate to the subject of this homily if we could tell you now, while the outcome still appears uncertain, that broadcasters have irrevocably won the right to carry computerized projections of election results while the counting, or even the voting, is still in progress.

It would be satisfying, as well as appropriate, but unfortunately we cannot go that far. We do think it obvious, however, that the networks made significant, and we would like to think auspicious, progress last week in their meetings with the special committee of state governors concerned with this issue.

The governors talked with network officials and wire-service authorities, as reported elsewhere in these pages, and then concluded that they should do nothing more until after the Nov. 3 elections. The networks made clear that they intend to continue to project winners according to responsible statistical standards, and they also made clear that they will be most careful not to mislead viewers or listeners.

The governors, "greatly encouraged" by the "attitudes and suggestions" of the media, specifically decided to take no position on legislation pending or proposed in Congress to limit the reporting of election returns. It is an eminently sensible decision.

There is no evidence that reporting of computer projections of the eastern vote will have any more effect on western voting than reporting of the actual eastern tabulations has had in the past, and that, essentially, is what the argument is all about. We would like to think that the nation's legislators will concur with the governors, especially not losing sight of the fact that the chairman of the conference and its chief spokesman was the governor of Nevada, three time zones behind the East, and that among the members—none of whom offered any dissent—was the governor of Hawaii, six zones way.

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If you're looking for the big pictures with top names, look no further than the newly released Columbia Post-'50 Group II. David Niven, Deborah Kerr and Jean Seberg in "Bonjour Tristesse," in color, is one good example. Other box office hits include "Pal Joey," "Picnic," "Strangers When We Meet," "Song to Remember"... 60 in all.