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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

11/556R  
A 10D  
TE-1  
OCT64  
NEWSPAPER  
Mr. Ruben Jeschke  
Sioux Falls College  
Sioux Falls So Dak

4A research finds radio-TV ads hit harder. p31  
There's more than just numbers in spot radio buys. p40  
FCC unveils latest TV program reporting form. p80  
Senator Magnuson asks FCC to trim its budget. p52

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## Watch out!

...another outstanding group of  
**COLUMBIA FEATURES**  
is being released for television!

Distributed exclusively by

**SCREEN**



**GEMS**

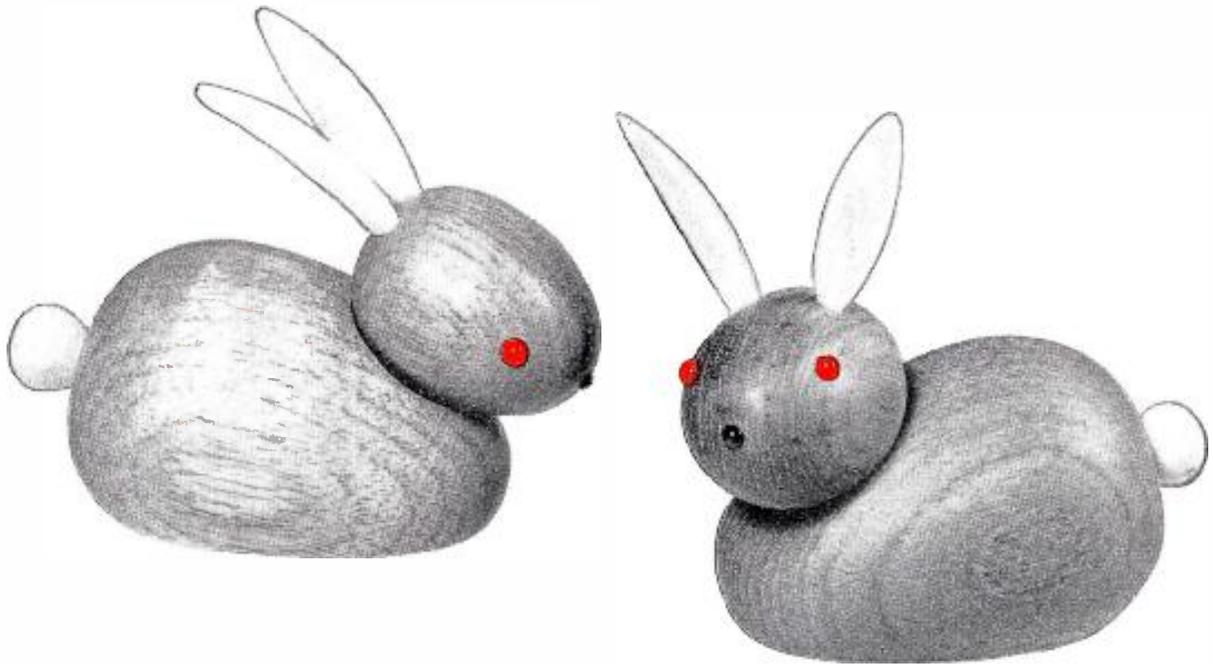
# WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

## CREATIVE DEPARTMENT

(SITE OF THE PROPAGATION EXPLOSION)



#2 WTReffigy TV SERIES FROM WHEELING, W. VA.

Scan Zoo Animals, Inc., Los Angeles, California

NEW TOWER . . . 529,300 TV HOMES

Greater WTRF-TV Wheeling/Steubenville Industrial Ohio Valley . . .

A lively buying audience spending 5 1/3 Billion Dollars Annually . . .

Merchandising . . . Promotion . . . Rated Favorite!

WTRF-TV Wheeling!

Represented Nationally by



316,000 watts

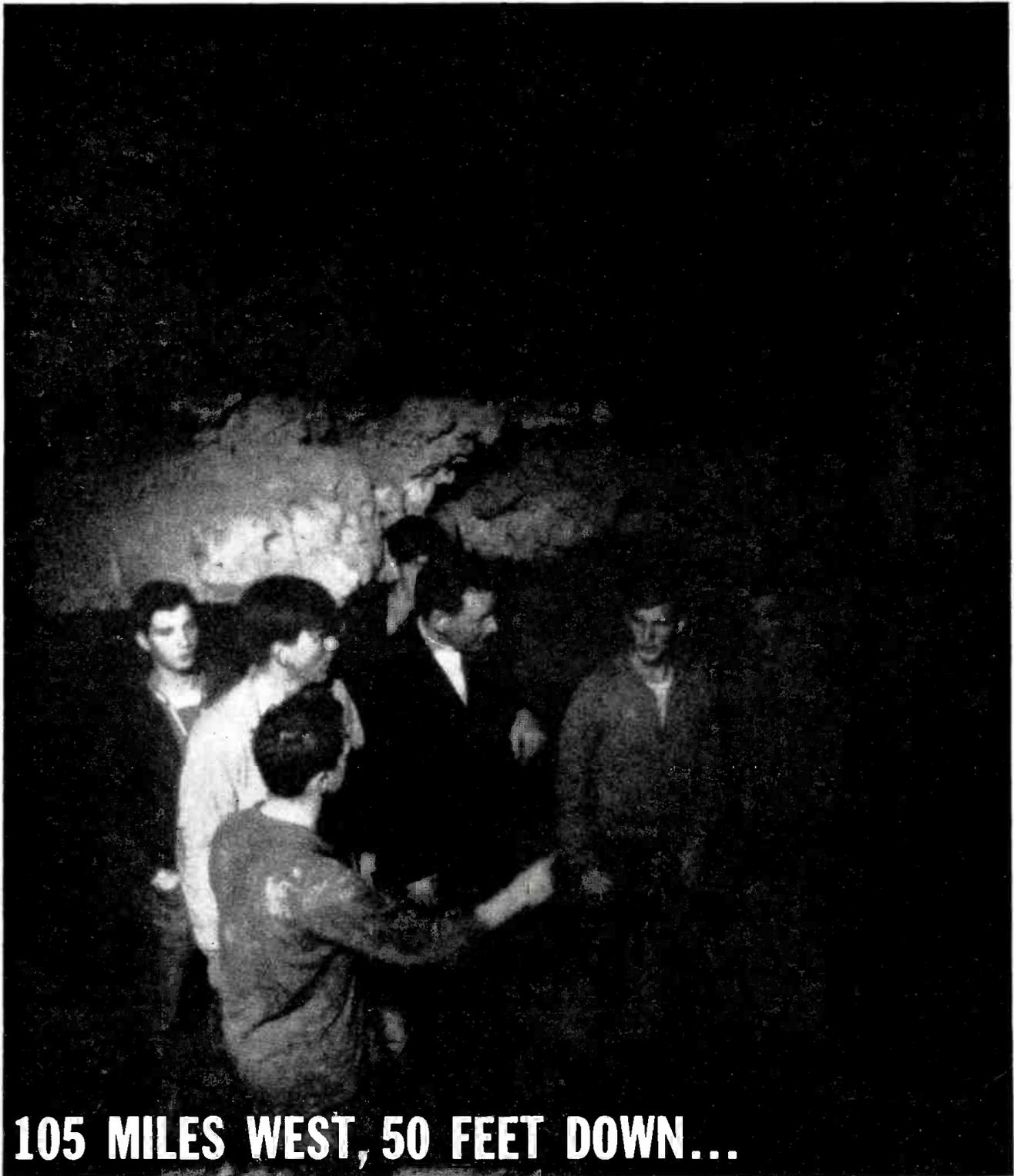


network color



(RED EYED SET? Write for your frameable  
WTReffigies, our ad-world close-up series!)

WHEELING 7, WEST VIRGINIA



## 105 MILES WEST, 50 FEET DOWN...

Complete news coverage includes human interest stories. Like the one on March 31, when four young explorers were lost in a cave near Rolla, Missouri.

The above picture (blown up from a 16 mm. news film frame) shows a KTVI news team on the scene to interview the teenagers as they emerged after almost twelve hours underground.

The newsmen joined the rescue crew in the cave after a 100-mile drive and an exhaustive trek through deep woods.

Not an earth-shaking story, granted. Worth the trouble? Yes sir. The real-life drama of **people** shares the daily spotlight with cold, hard news like national politics, earthquakes, the Iron Curtain and Cuba. The KTVI News Department\* covers all the news.

\*Howard Streeter, News Director

**KTVI** <sup>HR</sup> **2** <sup>abc</sup> St. Louis

want an adult  
audience  
for one-minute  
spots in the  
Dallas-Fort Worth  
market? . . .

Of course you do. And KRLD-TV has it. 9 am-4 pm, Monday through Friday, KRLD-TV delivers more homes per average quarter-hour than all the other stations in the Dallas-Fort Worth market combined.\*

Think of it!! An average of **MORE THAN 50%** of the **TOTAL AUDIENCE** is yours on Channel 4.

To get your message to the people who really do the buying — the **ADULTS** — see your **ADVERTISING TIME SALES** representative about one-minute spots on Channel 4.

\*ARB Market Report, Jan. 64  
NSI, Jan. 27-Feb. 23, 64



**KRLD-TV**

represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, *President*



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

## Ford decides to quit

Here are unvarnished facts on status of FCC Commissioner Fred W. Ford: He has decided to quit upon expiration of his term June 30 to enter private communications law practice in Washington. Administration wants him to stay and he has already been asked to accept reappointment for another seven-year term as one of three Republican members. It's obvious that powers that be don't want to rock FCC boat, realizing that in presidential election year new appointment to sensitive agency could provoke controversy.

*If Mr. Ford persists in refusing to accept reappointment, it's likely White House will ask him to stay on job until his successor is qualified so FCC won't be confronted with possible tie votes with only six commissioners serving. If this happens, administration conceivably might not find qualified successor until after November elections, at which time many things could and likely will happen to change face of FCC—whether Democrats or Republicans win.*

## Hometown look

TV station program buyers putting together their schedules of off-network programs for fall are paying increasing attention to ratings programs initially scored in stations' own local market during their network runs rather than to programs' overall rating on network. Some shows, which fail on network, score well in particular markets, and others that are "hits" on network rate poor locally.

## Toward five-year licenses

Couple of weeks ago Senator John O. Pastore, chairman of Senate Subcommittee on Communications, said he favored five-year licenses for broadcast stations instead of present three-year limit. National Association of Broadcasters is moving quickly to discuss matter, with President LeRoy Collins asking for meeting some time soon. Date not yet set.

## Plummer, ladies run

Accepting Ford report as gospel, campaign for his post has begun in earnest. First "insider" to pitch is FCC's executive director, Curtis Plummer, Maine Republican and longtime FCC engineering executive. At least three women are in running: Pauline Frederick, NBC's UN correspondent (BROADCASTING, March 30); Mary

# CLOSED CIRCUIT®

Jane Morris, of Michigan, former FCC secretary and now practicing law in her native state; and Evelyn F. Eppley, attorney in FCC Rules and Standards Division, former chief legal assistant to ex-FCC Chairman John C. Doerfer and former law associate of Senator Hugh Scott (R-Pa.).

## Eleven-ten grab

Inside thinking at FCC on grab for 1110 kc facilities of KRLA Pasadena-Los Angeles is that interim operator won't be same as applicant among 20 contending who will eventually get permanent grant (see page 64). Five of 20 applicants seek interim operation so that service won't be lost to area during comparative hearing (which could run two years). And best guess is that Oak Knoll Broadcasting Corp., which seeks only interim operation and would use earnings to build up non-commercial educational TV fund, would be in driver's seat for interim grant.

*When FCC last week granted pres-ent licensee, Donald R. Cooke, another month to operate KRLA, there was discussion as to how unprecedented proceeding should be handled. There was strong support for notion that interim operator, who presumably would get quick grant after oral argument, should not participate in comparative proceeding. If several of applicants for interim operation should merge, presumably same policy would be pursued, although there's nothing on paper on this.*

## Branch office

Television Bureau of Advertising plans to open its fourth office, hopefully this year. It'll be in Detroit, which puts more than \$250 million annually into advertising—of which TV's share (gross time billings, excluding program expenditures) is currently about \$70 million. TvB already has offices in New York, Los Angeles, Chicago. Man to head Detroit office not yet chosen.

*TvB board approved Detroit opening at meeting at White Sulphur Springs, W. Va., last week during convention of American Association of Advertising Agencies (see page 31). But it decided not to proceed, at least for time being, with proposal to link video-tape center in TvB's New York headquarters with key New*

*York advertising-agency and station-rep offices. Set-up would enable TvB and its members to feed sales presentations, program pilots and other material into agency (and rep) offices simultaneously. Equipment cost said to be something over \$50,000, including \$14,000 for cable from tape center to 33 offices. One reason for turn-down: Salesmen still want to make those sales pitches in person.*

## No 315 action now

Don't look for congressional action on legislation to suspend Section 315 equal-time provision to allow debates between presidential candidates until after Republicans nominate their presidential candidate at convention in San Francisco week of July 13. Despite Republican pressures, President Johnson has remained aloof from presidential debates issue. His position differs from that of candidates Kennedy and Nixon in 1960 when neither was presidential incumbent. Experts feel that Mr. Kennedy's prowess in those debates gave him his razor-edge victory.

## Fulltime commissioner

Although not discernible to licensees, FCC Commissioner Lee Loevinger hasn't been devoting all his time to FCC activities since he assumed office last June. When he was appointed to FCC, Attorney General Robert F. Kennedy asked him to continue, by presidential directive, as vice chairman and member of Restrictive Business Practices Committee of the Organization for Economic Cooperation and Development. Last week Mr. Loevinger asked attorney general to relieve him of this activity because of time it entailed, particularly in attending international conferences abroad and in light of FCC's workload.

## Expanding sports

ABC-TV and National Basketball Association are reported ready to announce signing of contract for network to telecast NBA games next season. Contract reportedly calls for ABC-TV to telecast games on Sunday afternoons for about 16 weeks. No figures were available as to cost. Return of NBA would mark end of two-year hiatus from network TV, though NBA formed its own network to telecast games in latter part of last season to about 24 cities.



## Acquisitives\* ... Think Color in Cleveland

Cleveland acquisitives look to WJW-TV for community leadership. Within a month after WJW-TV brought *local* color programs to the viewers in the nation's 7th largest TV market Cleveland Acquisitives cleared the area's stores of color TV sets. Join the leader. Call your Storer TV Sales Representative for availabilities.

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

LOS ANGELES KCBS	PHILADELPHIA WIBC	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	DETROIT WJBK-TV
NEW YORK W11N	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	STORER BROADCASTING COMPANY	

ACQUISITIVES WATCH

**WJW-TV**

# WEEK IN BRIEF

TV and radio advertising both hero and villain to audiences, 4-A study shows. Eight out of 10 noteworthy commercials are from broadcast media, but they're also more irritating. See . . .

## HARD IMPACT OF COMMERCIALS . . . 31

There's a new basis for radio spot buying: quality of program. Advertisers and agencies are showing a new interest in qualitative area and the CPM method of buying time may be on way out. See . . .

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Cox chastises colleagues for contradiction on drop-in principles. Says approval to move channel 11 from Houma to Baton Rouge violates majority refusal to drop-in third V there last summer. See . . .

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Yarborough wins 54 hours of equal time on McLendon stations in primary race for Democratic nomination for U.S. Senate against McLendon. Accumulation is proper in case, FCC says. See . . .

## MCLENDON HAS BIG 315 PROBLEM . . . 72

Ruling near on CATV imbroglia in Austin. Option agreement with Texas Broadcasting is submitted to FCC and question of waiver of protection to KTBC-TV is under consideration. See . . .

## FCC GETS AUSTIN CATV OPTION . . . 58

Two radio stations are fighting for freedom of access to city council meetings. In Kansas, court has been asked to issue injunction to permit radio coverage; in Cincinnati, station battles majority leader. See . . .

## ACCESS PROBLEMS IN MIDWEST . . . 79

Commissioners plead for more money before Senate appropriations subcommittee, but Senator Magnuson asks that fat be trimmed from \$1 million boost. Half is for pay increases, Henry says. See . . .

## MAGNUSON SEEKS BUDGET CUT . . . 52

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## MOORE'S INSTANT BASEBALL . . . 78

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## VARIETY OF CATV COMMENTS . . . 56

Live TV via Syncom proves passable and NBC is now studying idea of bringing Tokyo Olympics to U.S. live. Network warns there's time differential problem. British evince interest too. See . . .

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

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

when you think

NEW YORK  
RADIO

think

**wmca**

570

## FCC releases details of Capital Cable pact

### AGREEMENT SHOWS CLOSE TIES WITH JOHNSON STATION

Option agreement between Capital Cable Co. and broadcasting company owned by family of President Lyndon B. Johnson indicates close relationship currently exists between two firms.

FCC, which received document from Capital Cable Wednesday, made it public Friday (April 24) (see page 58).

Agreement is involved in plea of TV Cable of Austin for waiver of requirement that it protect KTBC-TV Austin, owned by Johnson family's Texas Broadcasting Corp.

TV Cable, which is competing with Capital for subscribers, says option agreement gives station stake in success of Capital. Unlike TV Cable, Capital doesn't use microwave and, therefore, is free to duplicate station.

FCC Chairman E. William Henry said commission decided to release agreement because "we see nothing in it that warrants confidentiality." He noted all other documents in case are public and provisions in agreement "have been in the newspapers."

Under three-year option agreement, which became operative last year, Texas Broadcasting may purchase up to 50% of Capital Cable, with price to be based on amount of capital investment.

Agreement—signed in 1957—sets limits on amount of capital expenditures Midwest Video, Capital's parent cor-

poration, can invest in community antenna system in Austin without getting Texas Broadcasting approval.

It also specifies amounts of various charges Capital would make, and states these cannot be changed during three-year agreement without Texas Broadcasting's approval.

Agreement says that KTBC-TV is to be one of stations carried by Capital. It also says that no TV signal, except channel 7 (KTBC-TV) is to be distributed on "the channel number of the station from which it is picked up." (However, agreement does not give Texas Broadcasting right to require Capital to refrain from duplicating KTBC-TV. TV Cable has suggested that this right was provided in agreement.)

Agreement prohibits Capital from paying dividends during option period. It also bars CATV from issuing stocks or debentures to anyone except Midwest or TBC, or from disposing of assets without approval of those parties.

Agreement, in addition, provides for lease by Capital of KTBC-TV tower to pick up signals of stations affiliated with each of three networks. Capital would pay Texas Broadcasting what it would cost to erect and maintain CATV tower, with payments to be spread over 120 months. Capital is paying station \$1,000 monthly.

Broadcasting Corp. Four parties have been operating channel 13 as WZZM-TV on interim basis.

Commission said West Michigan had "established a degree of superiority over all other applicants on the criteria of area familiarity and planning for program proposals."

## TV network chiefs to meet with FCC

Operating heads of each television network will meet individually this week with FCC on pending proposals for equal distribution of network service in existing two-VHF metropolitan areas (CLOSED CIRCUIT, April 20).

CBS, presumably to be represented by CBS Inc. President Frank Stanton and CBS-TV President James Aubrey, meets with FCC Thursday morning (April 30). NBC, presumably in persons of Board Chairman Robert Sarnoff and President Robert Kintner, meets with commission Thursday afternoon. These networks opposed FCC suggestions for equal distribution.

ABC-TV, which supported proposals, is expected to be represented at its meeting on Friday (May 1) by Leonard Goldenson, president, AB-PT, and ABC-TV President Thomas W. Moore.

## 16 Peabody awards to be given Wednesday

Winners of George Foster Peabody awards for distinguished achievement in radio and television for 1963 are to be announced April 29 at Broadcast Pioneers luncheon in New York.

Recipients of 24th annual awards, jointly administered by Peabody Board and University of Georgia's Henry W. Grady School of Journalism: Eric Sevareid, CBS, for television news (commentary); *The Danny Kaye Show*, CBS, and *Mr. Novak*, NBC, for television entertainment; *American Revolution '63*, NBC, and *Saga of Western Man*, ABC, for television education.

Also, *The Dorothy Gordon Forum*, WNBC-TV New York and NBC Radio, for television youth programs; *Treetop House*, WGN-TV Chicago, for television children's programs; *Town Meeting of the World*, CBS, and Dr. Frank Stanton, network's president, for television contribution to international understanding; *CBS Reports*: "Storm over the Supreme

## Justice and ASCAP to go to court again

Justice Department still doesn't like per-program offer by American Society of Composers, Authors and Publishers, and has again asked for contempt order from U. S. District Judge Sylvester J. Ryan in New York.

Hearing on Justice's request will be heard by Judge Ryan May 20.

Object of Justice's complaint is ASCAP's second per-program offer to CBS Radio (BROADCASTING, April 20), in which ASCAP said it would sign per-program license with network tied to percentage of aggregate of highest one-minute card rates for all stations broadcasting programs containing music by ASCAP.

Violation of ASCAP consent order is charged, Justice Department attorney

John L. Wilson said, because per-program offer is not expressed in terms of specified amount for each performance or percentage of sum paid by sponsor of program. Instead, Mr. Wilson said, proposed fee is percentage of rate which sponsors "may or may not pay for time on local stations."

## FCC reversal awards ch. 13 to West Michigan

FCC last Friday (April 24) reversed hearing examiner's decision and awarded channel 13 Grand Rapids, Mich., to West Michigan Telecasters Inc. Grand Broadcasting Co. was recommended for grant by Hearing Examiner Forest L. McClenning last spring (BROADCASTING, May 27).

Friday's decision denied, in addition to Grand Broadcasting, applications of Peninsular Broadcasting Co. and MKO

## WEEK'S HEADLINERS

**Paul Lazarus Jr.**, veteran motion picture executive most recently independent producer, joins Subscription Television Programs, programing subsidiary of Subscription Television Inc., as VP responsible for development, procurement and programing of motion picture entertainment for STV. He joins Tom Gallery, head of sports programing, and Sol Hurok, cultural program advisor, in program hierarchy at STV. **Merritt W. (Pete) Barnum Jr.**, 30-year veteran of radio-TV most recently writer and associate producer of *Expedition* series on ABC-TV, joins STV as VP in charge of program planning. Mr. Barnum's career in broadcasting includes executive posts at BBDO, Young & Rubicam, Guild, Bascom & Bonfigli and Ruthrauff & Ryan, as well as work in program development at both CBS and NBC, where, in 1949, he headed new program development for Sylvester L. (Pat) Weaver, then TV VP of NBC, and now STV president. Mr. Lazarus started in motion pictures in 1933, has worked at Warner Brothers, United Artists and Columbia Pictures Corp., where he resigned in 1962 as VP and general manager to join Samuel Bronston Productions as executive VP. At STV he will make his headquarters in New York offices at 60 East 56th Street.

**Norman H. Strouse**, president and chief executive officer of J. Walter Thompson Co., New York, elected chairman of American Association of Advertising Agencies last Thursday at

its annual meeting (also see page 31). **William E. Steers**, president of Doherty, Clifford, Steers & Shenfield, New York, elected vice chairman, and **Robert E. Daiger**, president of VanSant, Dugdale & Co., Baltimore, elected secretary-treas-



Mr. Strouse



Mr. Steers



Mr. Daiger



Mr. Crichton

urer. Mr. Strouse succeeds **Arthur E. Tatham**, chairman of Tatham-Laird, Chicago, in AAAA chairmanship. **John Crichton** continues as president. Oper-

ations committee of board for 1964-65 year, to meet monthly when board is not in session, will be composed of Messrs. Strouse, Steers, Daiger and Crichton, and **David C. Stewart** of Kenyon & Eckhardt, New York; **Thomas B. Adams** of Campbell-Ewald, Detroit, and **Philip H. Schaff Jr.** of Leo Burnett Co., Chicago. **William Bernbach** of Doyle Dane Bernbach and **Barton A. Cummings** of Compton Adv., both New York, and **James N. Cargill** of Cargill, Wilson & Acree, Richmond, were elected directors-at-large for three-year terms. Regional directors elected for one-year terms are: Eastern region—**Thomas C. Dillon**, BBDO, New York; **James M. Henderson**, Henderson Adv., Greenville, S. C., and **Allen C. Smith Jr.**, The Aitkin-Kynett Co., Philadelphia; East Central—**John S. Pingel**, Ross Roy Inc., Detroit; Central region—**Norman D. Buehling**, Fensholt Adv., and **Charles S. Winston Jr.**, Foote, Cone & Belding, both Chicago; Western region—**Paul Jordan**, Hixson & Jorgensen, Los Angeles.

**Herbert F. Solor**, director of daytime programs on West Coast for NBC-TV, resigns to join Desilu Productions, Hollywood, as general program executive. Before his current NBC-TV post, Mr. Solor had been West Coast director of daytime programs at CBS-TV, program director of NBC's California National Productions and agent and program packager for William Morris Agency in New York.

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

Court," CBS, for TV public service.

Also, *Sunday Night Monitor*, NBC, for radio news; WLW Cincinnati for radio education; Voice of America (radio arm of U. S. Information Agency) and USIA's former director, Edward R. Murrow, for radio contribution to international understanding; KSTP Minneapolis for radio public service.

Special Peabody recognition of entire broadcasting industry will be made for radio-TV coverage of assassination of President Kennedy and subsequent events. Special award will be accepted by LeRoy Collins, president of National Association of Broadcasters.

### FTC tells of need to watch TV drug ads

Federal Trade Commission, like FCC earlier in week (see page 36), was warned during budget justification ses-

sion Friday (April 24) that Senate Appropriations panel will insist federal agencies hold line on staff increases.

FTC Chairman Paul Rand Dixon, explaining reasons why his agency needs \$13.3 million for fiscal 1965, commented that "blatant and contradictory advertising" by drug firms, "particularly before captive television audiences," require greater vigilance than ever. Drug field is "\$2 billion industry touted by more than a quarter of a billion of advertising" and it bewilders "even the most credulous citizen [with] conflicting claims for the 'superior' merits of competing packaged medications," FTC head said.

Asked about FTC's rulemaking on cigarette ads, Chairman Dixon said he was not sure that rules couldn't save tobacco industry great amounts in private law suits because label and advertising clearings would end "implied warranty of safety" that has been subject of history of health suits.

### McLendon, Yarborough reach partial agreement

Representatives of Senator Ralph Yarborough (D-Tex.) and broadcaster Gordon McLendon reached temporary agreement late last week on time problem resulting from FCC ruling on senator's equal-time complaint against McLendon stations (see page 72).

Marcus Cohn, Washington counsel for Mr. McLendon, said senator would be provided 54 minute spots daily on each of three McLendon AM's in Texas—KLIF Dallas, KILT Houston, and KTSA San Antonio—Friday and Saturday (April 24, 25).

Senator Yarborough and Mr. McLendon are opponents for Democratic Senate nomination in May 2 primary. Commission last week held that senator was entitled to accumulate time equal to that used by Mr. McLendon on his stations over two-month period.



## Reflection of the Future

The formal opening of the new WTTG Television Center in Washington marks the realization of one of Metro-media's plans for greater service to the Capital and the Nation. The new antenna, the tallest in the region, increases range and picture quality. The new studios and expanded facilities will contribute to the further development of the responsible programming that has become the hallmark of Metropolitan Broadcasting Television.

Each of Metro-media's seven television stations across the Nation is deeply dedicated to community efforts. For

over fifteen years WTTG has been a leader in bringing to the Washington area the distinctively specific local programming characteristic of an independent television station. WTTG's freedom to innovate makes it possible to better inform and entertain the community while reflecting local needs and views. WTTG's inherent flexibility of operation makes it possible to reflect the multi-faceted image of this premiere city of the Free World.

This has been true in the past, this is Metro-media's promise for the future.

## WTTG Television

METROPOLITAN BROADCASTING TELEVISION

**A Metro-media Station**

*The highest rating ever for a feature film on New York television! (In fact, among all programs this year, network or local, only the Beatles and Academy Awards scored higher.) Undeniably, movies on Channel 2 are bigger than ever.*

*Channel 2's April 11 showing of From Here to Eternity on Schaefer Award Theatre (11:20 pm to 1:30 am) scored a record-shattering 45.6 average rating, with an 85% share of audience. In other words, long after usual prime-time viewing hours, more than 4 million New York television viewers kept their eyes on Channel 2 to watch this Columbia blockbuster from Screen Gems.*

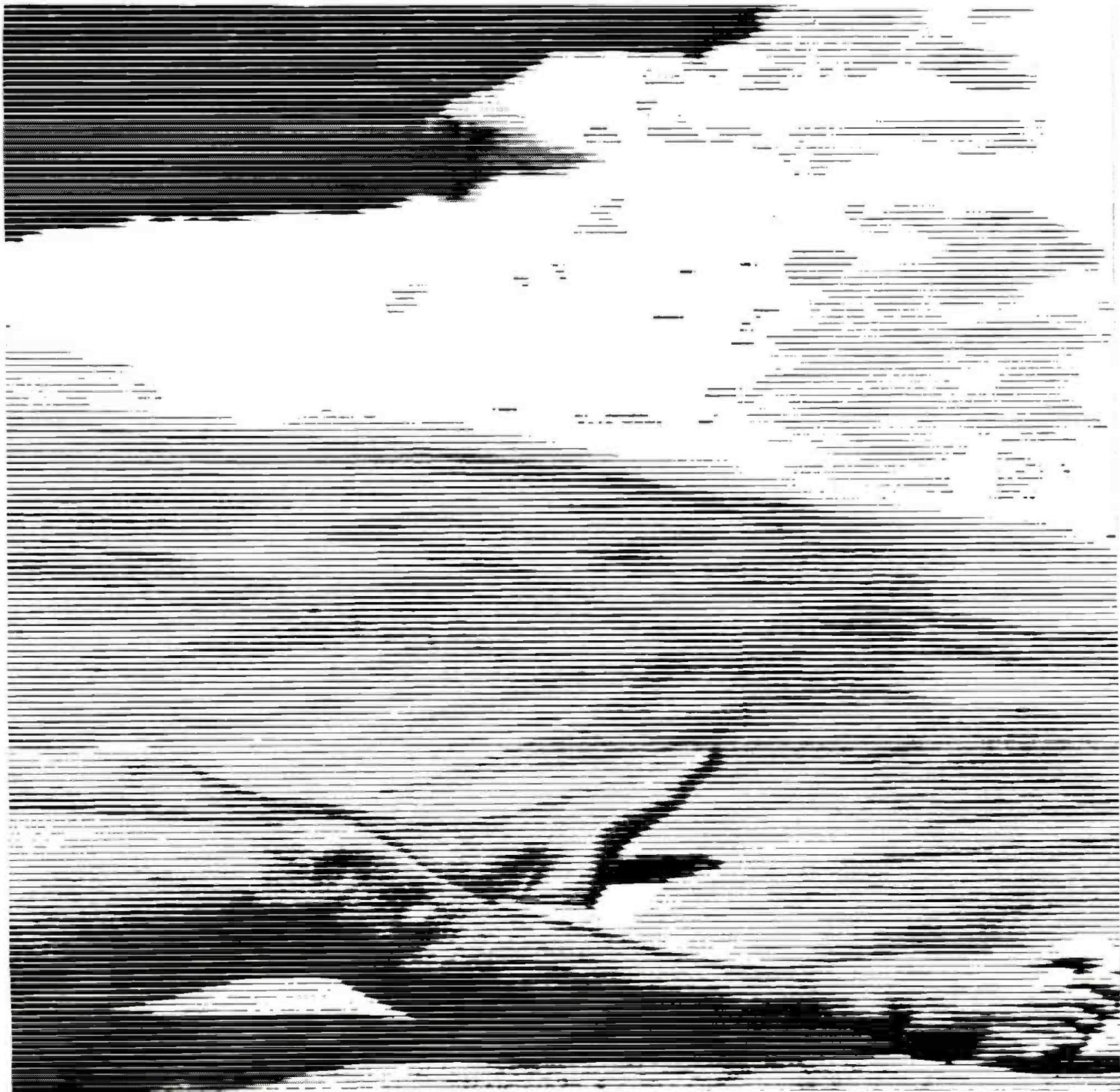
*Where do we go from here? Young Philadelphians, Man in the Gray Flannel Suit, Auntie Mame, Pajama Game are just a few coming attractions which guarantee that audiences throughout the New York area will continue to be where they have always been, tuned to CBS Owned*

**© WCBS-TV**

# ***From Here to Four Million New Yorkers***



*Based on NSI television estimates, subject to qualifications which WCBS-TV will supply on request.*



## DATEBOOK

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

■Indicates first or revised listing.

### APRIL

■April 25-27—Annual convention of **Texas Association of Broadcasters**. Speakers include William Ray, head of FCC's Complaints and Compliance Division; Robert Pauley, president of ABC Radio, and Homer Leonard of Texas Brewers Institute. Galvez hotel, Galveston.

April 26-May 2—**Affiliated Advertising Agencies Network** conference, Andrew Johnson hotel, Knoxville, Tenn.

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

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

April 27-29—Forty-ninth annual convention of the **Association of Canadian Advertisers**. Guest speaker will be J. Alphonse Ouimet, president of Canadian Broadcasting Corp. Royal York hotel, Toronto.

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

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

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

April 29—The **George Foster Peabody awards** luncheon. Grand Ballroom, Hotel Pierre, 12 noon, New York.

April 29-30—**Mutual Affiliates Advisory Committee** meeting. Executive committee meets on April 27-28. Dunes hotel, Las Vegas, Nev.

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

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

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

April 30—Annual banquet of **Indiana University Radio and Television Depart-**

**ment**. Keynote speaker will be Melvin A. Goldberg, NAB vice president in charge of research. Bloomington, Ind.

April 30-May 3—Annual convention of **American Women in Radio and Television**. Speakers and panel participants include Richard S. Salant, vice president and special assistant to president of CBS Inc.; Fred W. Friendly, president of CBS News; LeRoy Collins, NAB president; FCC Commissioner Frederick W. Ford; Leonard S. Matthews, executive vice president of Leo Burnett Co., Chicago, and Edmund Bunker, RAB president. Mayo hotel, Tulsa, Okla.

### MAY

May 1—**Maine Association of Broadcasters**, Lewiston.

■May 1—Annual stockholders meeting of **Tele-Broadcasters Inc.**, Biltmore hotel, New York.

May 1—Conference on radio and community service co-sponsored by the **University of Southern California** and the **Southern California Broadcasters Association**. FCC Commissioner Lee Loevinger to be luncheon speaker. University of Southern California, Los Angeles.

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

May 1-2—Annual convention of the **Kansas Association of Radio Broadcasters**. Speakers include Jack Lacy, director of Kansas Economic Development Commission; Richard Cheverton, wood Grand Rapids, Mich.; and Stephen Labunski, WMCA New York. Lassen hotel, Wichita, Kan.

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

May 4-6—Annual spring convention of **Kentucky Broadcasters Association**. James H. Topmiller Jr., WHAS Louisville, is chairman of convention committee. Louisville Sheraton hotel.

■May 5—Symposium on "Do the People Have a Right To Know?" sponsored by the Massachusetts Broadcasters Association, Massachusetts Newspaper Information Service, Massachusetts Bar Association and the Boston Bar Association. Speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co., and W. Theo-

FLORIDA'S

3<sup>rd</sup>

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tuned in  
to

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FLORIDA'S  
CHANNEL 2

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# EVERYWHERE - GREAT PERFORMANCE

**NEW YORK**

## THE BACHELOR PARTY

Don E. G. Jack  
MURRAY MARSHALL WARDEN



ARBitron Feb. 23-29/Sun. 8-10 PM

FIRST RUN FEATURE SCORES AS WOR-TV'S HIGHEST RATER, ALL WEEK...outpoints all features in double-A time slot in 5 previous weeks and tops their average rating...

**50.7%**

**...PROVIDENCE**

## VERA CRUZ

Burt Gary  
LANCASTER COOPER



ARB Overnight Survey, Thurs., Mar. 19. 7:30-9 PM

FIRST RUN OFF NETWORK, VERA CRUZ TOPS PREVIOUS RATING OF TIME PERIOD

...ties well-established network series in prime time.

**125%**

WPRO-TV VERA CRUZ 21 rating 35% share  
WJAR-TV Dr. Kildare/ Temple Houston 21 rating 35% share

**...EL PASO**

## TRAPEZE

Burt  
LANCASTER  
Tony Gina  
CURTIS LOLLOBRIGIDA



ARB Overnight Survey, Mar. 7

FIRST RUN OFF NETWORK, TRAPEZE RATES 21, IMPROVES KROD-TV'S PREVIOUS ARB for SATURDAY, 9-11 P.M.

pulls 34.4% of 9-10 viewers away from first run 'Rally Round the Flag, Boys', 'The Lieutenant', 'Thief of Baghdad' ... and BEATS ALL COMPETITION in 10-11 PM time.

**60%**

**...NEW YORK**

## "THE FUGITIVE KIND"

Marlon Anna Joanne  
BRANDO MAGNANI WOODWARD



ARBitron Oct. 6-Feb. 16

FUGITIVE KIND LEADS ALL WOR-TV SHOWS ALL WEEK...

rating tops 19 CONSECUTIVE FEATURES on station's "Big Preview", Sundays 8-10 PM.

**...TAMPA-ST. PETERSBURG**

## THE HORSE SOLDIERS

John William  
WAYNE HOLDEN



ARB Overnight Survey, Mar. 31

FEATURE, FIRST RUN OFF NETWORK, RATES 31—In double-A time against famous network series, audience share is

**54.4%**

BEATS ARB'S PREVIOUS RATING OF TUESDAY 7-9 SLOT BY 24%.

THE HORSE SOLDIERS 31 54.4%  
Naked City/Red Skelton 20 25.1  
Bronco/Combat/McHale's Navy 6 10.5

for details,  
write, wire  
or phone

# U.C.I.C.I.

UNITED ARTISTS ASSOCIATED

a division of UNITED ARTISTS TELEVISION, INC.  
555 MADISON AVENUE, NEW YORK, N. Y. 10022  
212 — 688-4700

# HOW TO GO 10

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PLANS BOARD

ADVERTISING MGR.

GROUP HEAD

ACCOUNT EXECUTIVE

TV-RADIO DIRECTOR

MARKET RESEARCH

TIMEBUYER

SALES V.P.

# DIFFERENT WAYS AT ONCE

**YOU** need to cover a lot of ground these days if you want to reach all the people who have a hand in broadcast buying decisions. (You are, in fact, most fortunate if you even know who *are* all the people involved in a typical decision.)

A whole squadron of salesmen on motorcycles couldn't do the contact job so thoroughly, effectively *and* economically as your own advertising in the broadcast business press. Nor could they make as many repeat calls as often, presenting your whole story *exactly* as you want the facts delivered.

- It takes a business publication to provide the *coverage, penetration, impact and continuous selling* that will establish these facts about you in decision-makers' minds.
- It takes a business publication they respect, need and want enough *to pay for* . . . one they count upon for information that helps them make their decisions more profitably.
- It takes a business publication to lend *immediacy* and *believability* to a well-planned sales message — because, however forceful it may be, a greater urgency is gained within the editorial climate where your advertising appears.

**A**n effective business publication (such as **BROADCASTING**) supplies a single, ready-made highway to the many specialists who evaluate, select and approve what media, markets and stations shall be used. It lets you cover the maximum number of key planners in the shortest time. It lets you reach them at the ideal time when they're thinking about the broadcasting business, and minded to weigh your message in this favorable atmosphere.

**S**ome business publications in the TV-&-radio field reach better than others. **BROADCASTING** reaches best of all. It's the authoritative source that decision-makers rely on, week after week, for latest news about broadcasting. Unlike others, they *pay* to receive **BROADCASTING**. They read it in a receptive mood.

**S**ales calls can come at awkward times, failing to register your whole story with an unwill-

ingly captive audience. Your direct mail may not find them in a receptive mood. But a message in **BROADCASTING** is a message delivered to a man who's thinking, planning, deciding — at the moment — about his next moves in radio or television.

**S**erendipity is the knack of making happy discoveries by accident. The truly serendipitous business man is a rarity. Why take risks of missing the target by trying to go ten different ways at once? **BROADCASTING** is a surer one-way express route to *all* kinds of decision-makers.

**I**t reaches them *quickly . . . frequently . . . thoroughly . . .* when they're *receptively* minded . . . with *immediacy, believability, memorability . . .* on an issue-after-issue *continuity . . .* and at *far lower cost* than the cost-per-contact of salesmen's calls or individual presentations. Which, when you stop to think about it, is quite a good deal!



**BROADCASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO  
1735 DeSales Street, N. W., Washington 6, D. C.

**THEY  
DON'T MAKE ONE  
BIG ENOUGH...**



A briefcase to hold all the Crosley Broadcasting patents. Since the day WLW Radio went on the air in 1922, the men of Crosley have contributed outstanding inventions to radio and television transmission and have secured hundreds of patents in research, developmental and experimental broadcast work. The standing of a broadcasting corporation is unquestionably reflected and judged by the calibre of its engineering and scientific personnel. To an audience this means quality. To an advertiser this means audience. Crosley Broadcasting engineering is just another achievement of the WLW Stations which has placed them among the most watched, most heard, most talked about Stations in the United States. And . . .

*Another example of  
Crosley 42 years  
of leadership*

**CROSLEY COLOR TV NETWORK**

<b>WLW-C</b> Television Columbus	<b>WLW-T</b> Television Cincinnati	<b>WLW-D</b> Television Dayton	<b>WLW-I</b> Television Indianapolis
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**WLW** Radio Cincinnati—Nation's Highest Fidelity Radio Station

**CROSLEY BROADCASTING CORPORATION**  
a subsidiary of *Avco*

dore Pierson, Washington communications attorney. Sheraton Plaza hotel, Boston.

May 5-6—**CBS-TV Affiliates** conference, Hilton hotel, New York.

May 5-6—**Missouri Broadcasters Association**. Speaker will be LeRoy Collins, NAB president. University of Missouri, Columbia.

May 6—Annual shareholders meeting of **The Goodwill Stations Inc.**, to vote on dissolving corporation by selling all stock to Capital Cities Broadcasting Corp. (BROADCASTING, March 2). 2800 Fisher Building, Detroit.

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

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

■May 6-8—Forty-second annual convention of the **Public Utilities Advertising Association**. Speakers include James S. Fish, vice president and director of corporate advertising for General Mills, "Ethics in Advertising." Radisson hotel, Minneapolis.

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

May 7-8—**Montana Broadcasters Association**, Yogo Inn, Lewiston.

■May 7-9—**University of Wisconsin Journalism Institutes**. Participants include Edward P. Morgan, ABC News analyst; Richard E. Cheverton, news director of WOOD-AM-FM-TV Grand Rapids, Mich., and John R. Bucklew, RCA computer expert. Madison, Wis.

■May 8—Banquet at the **University of Missouri School of Journalism** marking the conclusion of its "Annual Journalism Week." Principal speaker will be Walter Cronkite, CBS News correspondent, who will receive an honor award for distinguished service to journalism. Jay H. Neff Auditorium, University of Missouri, Columbia.

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

May 11—Deadline for reply comments on FCC rulemaking to establish rules to govern ex parte communications during adjudicatory and record rulemaking proceedings which have been designated for hearing.

May 11—Deadline for reply comments

on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities.

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

■May 12—**National Association for Better Radio and Television**, 14th annual awards banquet. Sylvester L. (Pat) Weaver, president of Subscription Television Inc., will deliver the chief address. Wilshire Country Club, 7 p.m., Los Angeles.

■May 12—Annual stockholders meeting of **Metromedia Inc.**, New York.

■May 13—Twentieth annual **Radio and Television Correspondents** dinner, 8 p.m., Sheraton Park hotel, Washington.

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

May 14-15—**Illinois Broadcasters Association**, Wagon Wheel, Rockford.

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

■May 15—New deadline for filing comments on **Federal Trade Commission's** proposed rule to require cigarette labels and advertising to carry health hazard warnings.

May 15—**Arizona Broadcasters Association**, Skyline Country Club, Tucson.

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

May 16-17—Spring convention of the **Illinois News Broadcasters Association**, Bloomington.

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

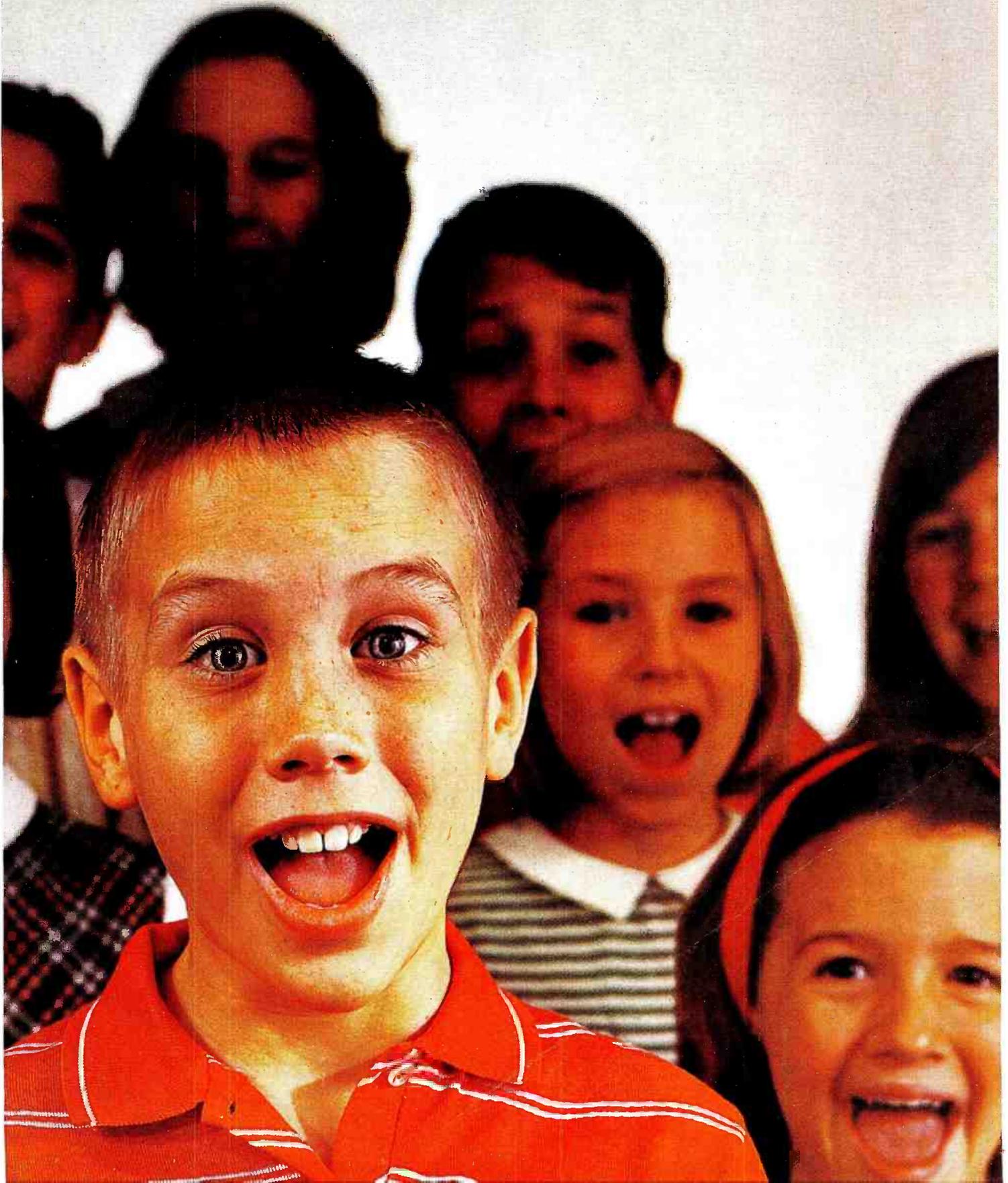
May 19-21—Annual convention and exhibition of **Armed Forces Communications & Electronics Association**. Sheraton-Park hotel, Washington.

■May 20—Annual stockholders meeting of **The Outlet Co.**, Providence, R. I.

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

■Indicates first or revised listing.

“Here comes the Caravan!”



# The **WDSU-TV** Celebrity 6 Caravan

*to receive a boisterous welcome at **cities nearby...***



*to help salute civic accomplishments at **Grand Isle...***



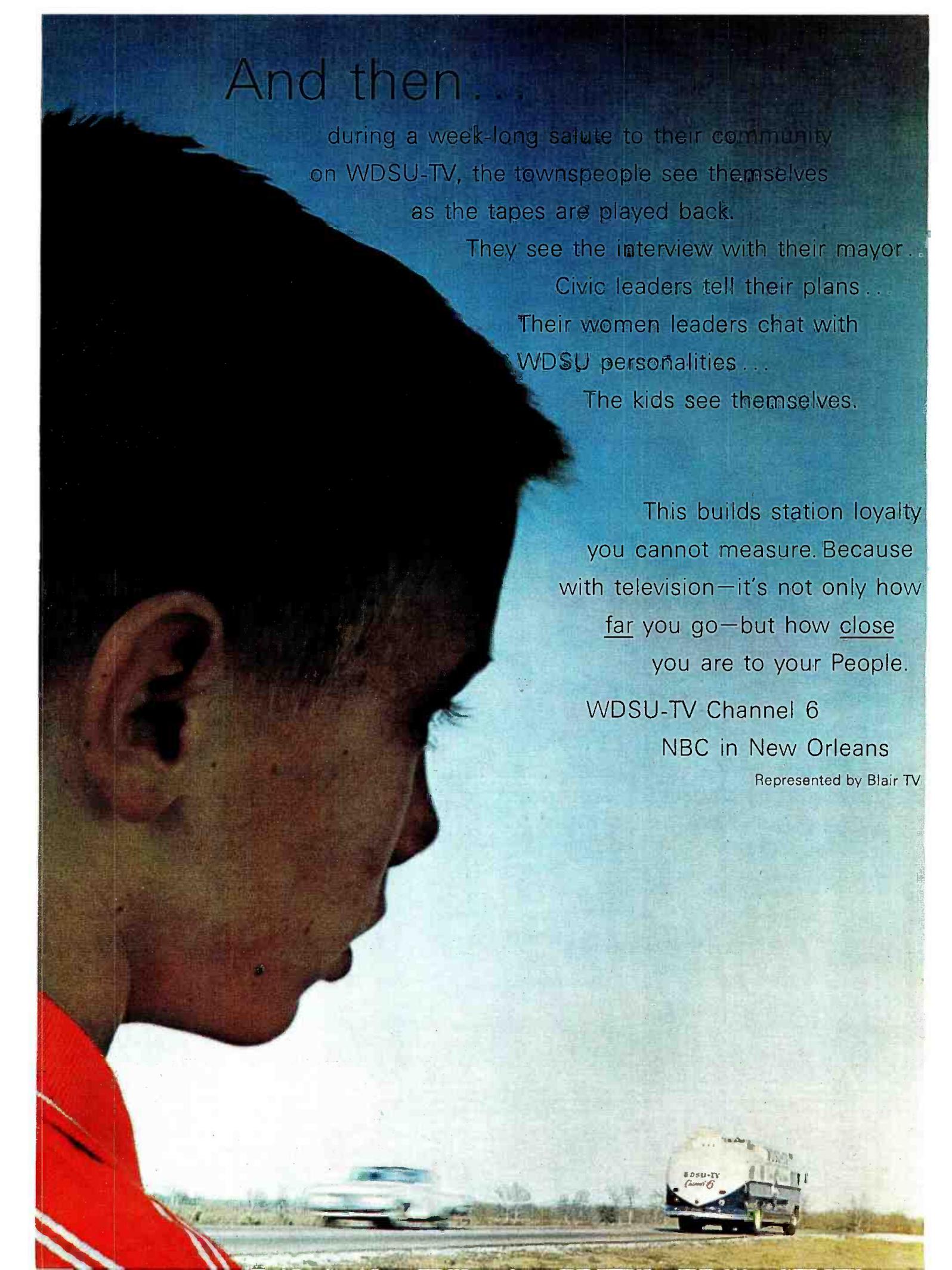
carries our stars and cameras...

*like **Thibodaux**, with the annual firemen's parade...*



*or to meet folks at the fair in **Franklinton***





# And then...

during a week-long salute to their community  
on WDSU-TV, the townspeople see themselves  
as the tapes are played back.

They see the interview with their mayor.

Civic leaders tell their plans...

Their women leaders chat with  
WDSU personalities...

The kids see themselves.

This builds station loyalty  
you cannot measure. Because  
with television—it's not only how  
far you go—but how close  
you are to your People.

WDSU-TV Channel 6

NBC in New Orleans

Represented by Blair TV

## OPEN MIKE

### Lively life

EDITOR: Your Profile about me in BROADCASTING, April 13, made something interesting out of something that could have been very dull. Please accept my thanks and appreciation of your good efforts.—*Alvin Kabaker, senior vice president, Compton Advertising, Los Angeles.*

### Appreciative note

EDITOR: On behalf of the executive committee of TFE '64, I want to tell you how much we all appreciate the splendid coverage you gave to our group during the NAB convention.

There is no doubt but that a great deal of the success achieved by the TFE is due to the excellent support of the trade press.—*Richard Carlton (Trans-Lux), co-chairman, TFE '64, New York.*

### Look alikes?

EDITOR: I don't mind confusion—but just because Dick Dorso looks like Cary Grant, and I only vaguely resemble Danny Kaye, and just because we all have the same tailor is no reason to caption my photograph with Dick's name (BROADCASTING, April 20).

By the way, where's my Ashley-Steiner—Famous Artists stock?—*Bill Todman, Goodson-Todman Productions, New York.*



Mr. Todman

Mr. Dorso

### Proper distribution

EDITOR: Your report on William Dozier's recent speech before the SMPTE (BROADCASTING, April 20) quotes him as saying Nielsen has a disproportionate part of its sample in rural areas.

This is not true. The Nielsen NTI sample is distributed with the population and includes urban and rural households in proper proportions.

A bit later in his speech . . . Mr. Dozier makes the strange and unfounded statement that Nielsen uses half the sample for daytime ratings and

BROADCASTING, April 27, 1964



*"This area . . . one of excellent opportunity"  
Paxton C. Judge, Division Vice President*

## THE KROGER COMPANY ROANOKE DIVISION

*"Television is an integral part of our merchandising and advertising program within the four-state area served by the Kroger Roanoke Division. National brands using this area in their marketing programs have enjoyed excellent results. It has also been used by many as an established test market. This area, therefore, should be highlighted by all marketing, advertising, and merchandising executives as one of excellent opportunity."*

WDBJ Television would like to recognize the Roanoke Division of

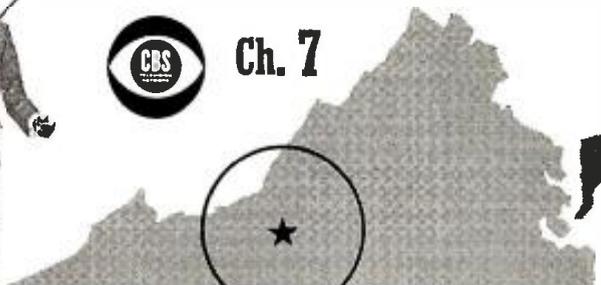
The Kroger Company for its outstanding merchandising ability. It has been cited by its Cincinnati headquarters for continued excellence in product promotion. It is through the continuing efforts of such local and national companies that this area is recognized as a leading market and as "a perfect test market."

Roanoke television is a primary advertising force . . . when you market your product in this rich and growing area!

# WDBJ-TV



Ch. 7



## ROANOKE, VIRGINIA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

**OOH! OOH! OOH!**

See Maureen Stapleton, Molly Picon, Hugh Downs, Rocky Graziano, Jan Murray, Shari Lewis, Alice Ghostley, Wally Cox and Larry Storch guest-starring with Joe E. Ross and Fred Gwynne.

Sponsors, stations, reps . . .



**CALL CAR 54/NBC-FILMS**

## head-hunters



love

**WGY** 810 KC  
50 KW

and so do housewives, doctors, students, executives, farmers, and secretaries in the 25 counties surrounding Albany, Schoenectady, and Troy. Ask Henry I. Christal.

A GENERAL ELECTRIC STATION

saves the other half for nighttime ratings.

Mr. Dozier is another "ratings expert" whose long experience in television apparently hasn't included much contact with research. This is unfortunate. A greater familiarity with ratings on the part of the programming people would tend to minimize the very kind of misuse Mr. Dozier fears. — *Erwin H. Ephron, director of press relations, A. C. Nielsen Co., New York.*

### Impressive improvement

**EDITOR:** The revised cover design is an impressive improvement. The new logo is arresting and says "here is a modern magazine that communicates."

... Congratulations. One always enjoys seeing an old friend make improvements that benefit both parties.— *Patrick Collins, associate producer, Mutual of Omaha's Wild Kingdom, Don Meir Productions, Chicago.*

### More on taxes

**EDITOR:** In Open Mike, BROADCASTING, March 23, you printed . . . a letter by Mr. Arthur B. Hogan which seems to be based on a gross misunderstanding of the tax law which "provides that in the event of a sale of a depreciated asset, the depreciation charges taken on that asset from Jan. 1, 1962, shall be added back to the taxable income of the corporation and treated as ordinary income."

Obviously Mr. Hogan refers to Section 1245, Internal Revenue Code, which was added to the code by the Revenue Act of 1962. Under this section, gains from the sale of certain depreciable assets are treated as ordinary income to the extent of depreciation taken after Jan. 1, 1962. Therefore not all depreciation since Jan. 1, 1962, is treated as ordinary income in case of a sale, but only excessive depreciation. Prior to the change in law a taxpayer could in effect convert ordinary income into capital gain by first taking excessive depreciation and after having thus decreased his basis, sell the asset at a gain. It was to close this loophole that Section 1245 was enacted.—*John H. Blaine, controller, The Crown Stations, Seattle.*

### Emphasis added

**EDITOR:** Your piece on television replacing newspapers as the number one medium has come across my desk. I must compliment you. Everyone has recognized for a long time your support of this industry, and this should go a long way in emphasizing television's acceptance nationally.—*Martin L. Nierman, executive vice president, Edward Petry & Co., New York.*

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:  
BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. ZIP code 20036. Telephone: 202 Metropolitan 8-1022.

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Sol Taishoff

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Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 9-2634. CORRESPONDENT: James Montagnes.

BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932, Broadcast Reporter in 1933 and Telecast\* in 1953. BROADCASTING-TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office  
Copyright 1964: Broadcasting Publications Inc.



### **NOW DE-HYPHENATED!**

(to address your message where your product goes)

After all, a good deal of your product probably winds up on FLINTSAGINAWBAYCITY shelves. ♪ So why, indeed, shouldn't your commercials get a viewing in these three Michigan cities and their 23 surrounding counties? ♪ As well as a hearing from the one-and-a-half million people whose annual spendable income pushes the three-billion-dollar mark? ♪ If you're writing up a schedule, write down WJRT—the station that created FLINTSAGINAWBAYCITY in the first place, and covers it from within.

**WJRT·12**  
ABC A GOODWILL STATION



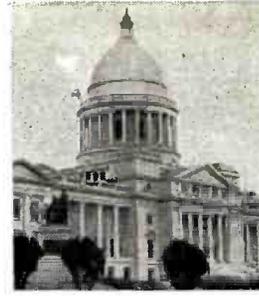
Montgomery, Alabama



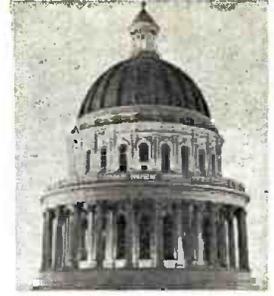
Juneau, Alaska



Phoenix, Arizona



Little Rock, Arkansas



Sacramento, California



Honolulu, Hawaii



Boise, Idaho



Springfield, Illinois



Indianapolis, Indiana



Des Moines, Iowa



Boston, Massachusetts



Lansing, Michigan



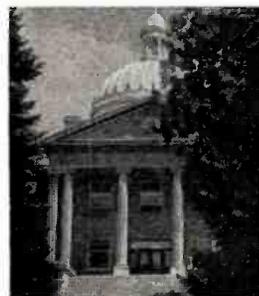
St. Paul, Minnesota



Jackson, Mississippi



Jefferson City, Missouri



Santa Fe, New Mexico



Albany, New York



Raleigh, North Carolina



Bismarck, North Dakota



Columbus, Ohio



Pierre, South Dakota



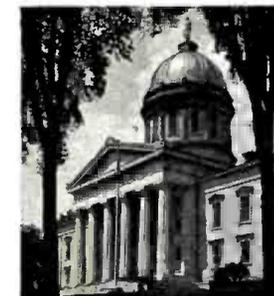
Nashville, Tennessee



Austin, Texas



Salt Lake City, Utah



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# Recognize your (AP

AP covers state capital and political news more thoroughly, with more enterprise and always with the background facts so necessary to put the story in focus. AP does it with more newsmen, men with more seasoning—reliable newsmen you

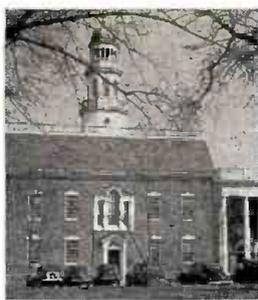
can trust for accurate, objective and fast reporting. AP does the better job on all regional and state news—the news that often comes first in audience interest and sponsor attractiveness. That's because AP has the better and bigger regional



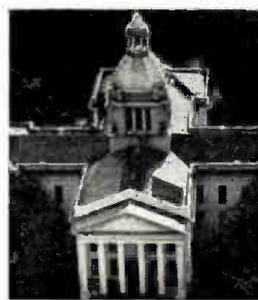
Denver, Colorado



Hartford, Connecticut



Dover, Delaware



Tallahassee, Florida



Atlanta, Georgia



Topeka, Kansas



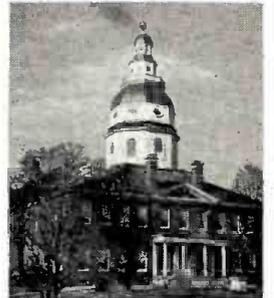
Frankfort, Kentucky



Baton Rouge, Louisiana



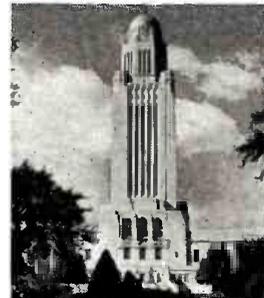
Augusta, Maine



Annapolis, Maryland



Helena, Montana



Lincoln, Nebraska



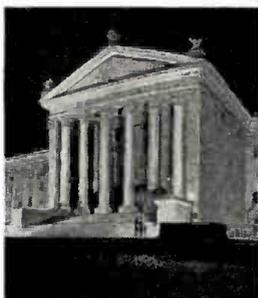
Carson City, Nevada



Concord, New Hampshire



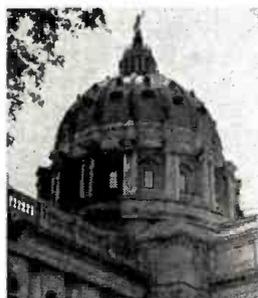
Trenton, New Jersey



Oklahoma City, Oklahoma



Salem, Oregon



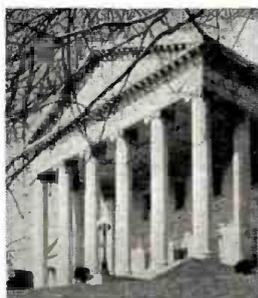
Harrisburg, Pennsylvania



Providence, Rhode Island



Columbia, South Carolina



Richmond, Virginia



Olympia, Washington



Charleston, West Virginia



Madison, Wisconsin



Cheyenne, Wyoming

**state capitol?**  
does)

staff. AP also has far greater sources of state and regional news, in its greater and growing membership—now including more than 2,500 radio and television stations who won't settle for less than best.

**ASSOCIATED PRESS**  
THE PRESTIGE SERVICE

## Uninterrupted movies pacify our customers

When people watch television it is for the sole purpose of relaxing and to enjoy favorite programs or movies. In so doing, a great source of irritation has arisen—the untimely commercial break. Realizing this inadvertent antagonism, we at Riviera decided to attempt something new in local television programming; that is why we initiated our “uninterrupted concept.”

True, it may not be the greatest sales booster, but it is a definite sales pacifier. People can now enjoy their programs or movies, and not have to anticipate a break deluged with commercials. And, most important, people appreciate this.

Like most untried things, it all began by accident. Milt Beckman (of Beckman-Koblitz, Riviera’s ad agency) and I were at KTTV(TV) Los Angeles screening the memorable “Goodbye, Mr. Chips,” starring Greer Garson and Robert Donat. The editor sitting with us kept interrupting every 15 or 20 minutes suggesting that this would be a good place to put in a commercial. All I know is that two hours of this beautiful production moved me—and Milt Beckman had the same feeling—to such a point that to break it with any kind of commercial announcement would have seemed “sacrilegious”—and at the time I said so.

**No Breaks** ■ The cost of “Goodbye, Mr. Chips” for a single run was \$10,000 and the risk involved was tremendous with no commercial interruptions during the movie, using only an opening and a close. Anyway, I said “Let’s do it,” and that’s how our “uninterrupted” concept was born. To say I was excited is putting it mildly; then when to our knowledge, I realized no other American advertiser had ever chanced running a full-length feature before without commercial breaks, I couldn’t wait to see the reaction this new approach would have.

My fear of innovating such a drastic change of pace on the local scene was soon alleviated as a grateful public rewarded this chance effort with ovations. People wrote and called from everywhere expressing their thanks and gratitude, and, best of all, a declaration of staunch loyalty to our product—Riviera’s dual-purpose furniture. People expressed such relief and pleasure that this same type of uninterrupted programing was later used in San Francisco, Las Vegas, San Jose, Bakersfield and other cities. We used this with specials, hour-length news programs and live shows as well as fine movies.

Our unwritten agreement with people

has become a most pleasant form of institutional advertising. We want to show our products in such a way that TV viewers can relax and enjoy themselves, yet at the same time learn from an easy-going message what advantages our fine products have to offer for gracious, modern living. To ever contrast this with hard-sell would completely thwart the good will we have established.

**TV Turning Point** ■ Another exciting chapter in the growth of Riviera is the part advertising has played. In the beginning, more than 10 years ago, we were five brothers with a single showroom in North Hollywood. For the first three years we allocated our advertising budget to occasional newspaper ads and spot television. Then, a spectacular Christmas TV special came our way, and in a minute of enthusiasm, we decided to splurge and spend everything on this single one-hour show.

We achieved the “impossible.” We tied up all seven television stations in Los Angeles, three in San Diego, three in Bakersfield, and one station in Santa Barbara, 14 stations in all. Southern Californians relaxed and learned how to “Live on the Riviera—convertible sofa, that is!” It was this splurge that was our turning point, because over night Riviera skyrocketed to success and fame.

Riviera has only one concept to sell, and that is convertibility of quality, dual-purpose furniture. This includes 35 different styles of convertible sofas, chairs and handsome cabinets designed with hidden beds. Therefore, without advertising, the public would never know our product. Television has especially proved advantageous because of the product demonstrations. Our sofas and cabinets open and close so easily even

a child can manage, and this only television can show to the masses in a single commercial. Thus, Riviera offers the type of product that is tailor-made for television advertising; seeing the story as it is told, simply and easily, merits good will and good sales.

**Quality Comes Hard** ■ It’s never easy to make good commercials that are interesting and still do a good selling job. But when we do produce commercials, we deem them all-important, and have the agency people on the set at all times; I’m there too, also my brother, Sanford S. Seigel, president of Riviera.

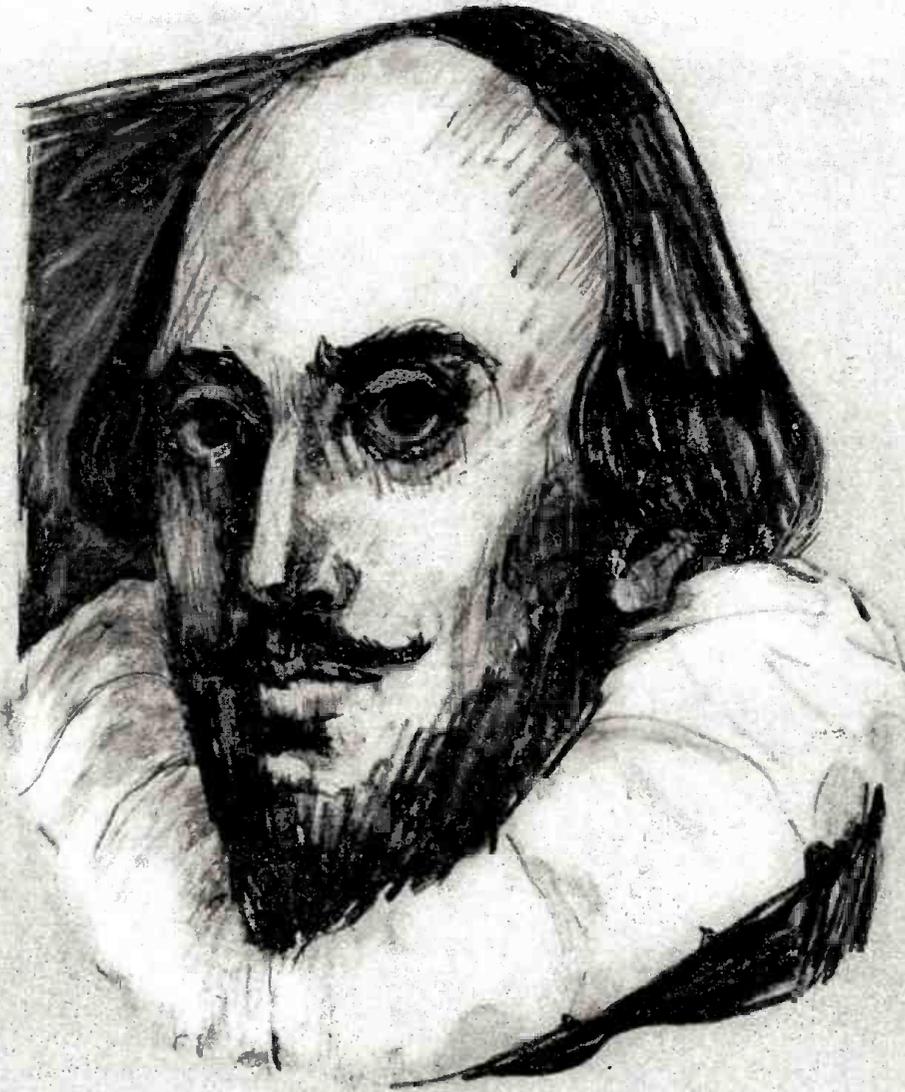
On Easter Sunday we used another unusual type of programing on television.

Riviera sponsored three different, special movies in full color on various Los Angeles television stations at various times of the day and evening. We also ran color film commercials throughout the day. As far as I know, this was the first time a local retailer ever used color film commercials for only a short-term promotion. As most MONDAY MEMO readers know, this can be quite costly. However, by filming in 16 mm on location and adding a soundtrack later, using a voice-over technique, we came up with a quality product for considerably less cost than the usual color commercial.

All in all, we feel we have set a new standard of television advertising on a local level. It is paying off here in Los Angeles as well as in our many out-of-town markets. By treating the viewer as an adult in our approach to commercials, and by giving him fine movies the way they were meant to be seen—uninterrupted—we feel we have made a definite contribution to good television.



David Seigel, vice president in charge of advertising, Riviera Manufacturing Co., makers of convertible sofas and other dual-purpose furniture, is one of five brothers who founded the firm 10 years ago with one showroom in North Hollywood. A graduate of Cleveland-Marshall Law School, Cleveland, Mr. Seigel moved to California in 1948. In studying the rapid growth of Southern California, he and his brothers realized that compact, “convertible” living could be a big business. It was and still is.



**For his 400th—  
Group W produces a series for television and radio  
narrated by Dr. Frank Baxter**

This is Shakespeare's year. His quadricentenary. To celebrate the event, Group W created a special series of 56 television and 26 radio programs.

The Fair Adventure: Readings in Shakespeare will be narrated by Dr. Frank Baxter, Professor Emeritus of the University of Southern Cali-

fornia. Dr. Baxter has been widely acclaimed for his lively and entertaining interpretations of Shakespeare's life, times and plays. Now in a fresh new series, he makes Shakespeare come alive again for millions.

The Fair Adventure is a good example of an important new source

of programming. The Group, with the creative, financial and management resources greater than the individual station, and with the local impact no network can match, represents a vital third force in the development of programs for radio and television.



WESTINGHOUSE BROADCASTING COMPANY

WBZ-WBZ-TV BOSTON • WINS NEW YORK • WJZ-TV BALTIMORE • KOKA-KOKA-TV PITTSBURGH • KYW-KYW-TV CLEVELAND • WOWO FORT WAYNE • WIND CHICAGO • KPIX SAN FRANCISCO

# Adults Only

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

We planned it that way.

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

## WIP/610

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

\*OCT/NOV/DEC PULSE, AVG. QTR. HOUR 6 AM - 8 PM

# The hard impact of commercials

A massive research project finds that radio-TV advertising leaves deeper marks than print—and hence arouses stronger reactions pro and con

Television and radio advertising emerges as both hero and culprit in a far-reaching consumer-attitudes survey made public last week by the American Association of Advertising Agencies.

The AAAA study, described as probably the "most extensive and intensive project of its kind ever undertaken," found that more than eight out of every ten advertising messages that people consider "noteworthy" come from the broadcast media. But these also tend to irritate more often than "noteworthy" print ads.

The survey also appeared to shed new light on the controversial issues of television "clutter" and "overcommercialization" by showing how much commercial time people "think" there is—and by showing that many regard commercials and clutter as the same thing.

The study dealt with attitudes toward all major-media advertising, and AAAA officials felt its findings should go a long way toward answering—and quieting, if not silencing—advertising's perennially outspoken critics, particularly in government, education and some business circles.

It was designed to develop findings representative of the attitudes of "the American people," and it was conducted under the supervision of an academic review committee of professors from Harvard and the Massachusetts Institute of Technology. This was seen as insuring wider acceptability in normally hostile quarters.

**The Implications** ■ The first report of the findings and some of their implications was presented in seven speeches and presentations last Thursday afternoon as the AAAA opened its annual meeting at The Greenbrier, White Sulphur Springs, W. Va.

Speakers were Alfred J. Seaman of Sullivan, Stauffer, Colwell & Bayles, who also presided; Walter Barlow, president of Opinion Research Corp., which conducted the survey; William M. Weilbacher, C. J. LaRoche & Co.; Donald L. Kanter, Tatham-Laird Inc.; Raymond A. Bauer, professor of business

administration at Harvard; Robert T. Colwell, J. Walter Thompson Co., and William Bernbach, Doyle Dane Bernbach Inc.

Officials emphasized that detailed analysis of the mass of data collected in the study, embracing 2,000 consumers, is only beginning—that many questions remain to be explored, including, among others, the "inherent properties" of different media and how these affect attention and reaction to advertising.

Additional data on television clutter—credits, promos and other nonprogram material—may be available in the current data, but officials said the study had at least raised enough questions about clutter to justify further research on it.

Dr. Kanter said the current survey did not pretend to offer a "definitive" assessment of clutter's role in "overcommercialization," but that it had

turned up this information:

**Clutter and Advertising** ■ "Thirty percent of the people lump advertising and clutter together.

"Almost two-thirds of the people believe that clutter takes up five minutes or more of an average evening television hour."

Dr. Kanter suggested that these findings be compared with those on the amount of time people think advertising consumes:

"Fifty percent of the people think that advertising takes 10 minutes or more of an average evening television hour." (And those 50% are right. The code establishes a limit of 10 minutes and 20 seconds in any prime evening hour.)

"For one-third of the people, clutter has a mixed or unfavorable effect on their attitudes toward televiewing."

Dr. Kanter continued: "These findings on the saliency of clutter raise a

## AAAA survey interviewed 2,000 people twice

The size of the American Association of Advertising Agencies' new national study of consumer attitudes toward advertising (this page) was suggested by these statistics offered by Walter Barlow, president of Opinion Research Corp., Princeton, N. J., whose firm conducted the survey:

It was conducted among 2,000 people from all parts of the country, and "with actually two separate interviews involved in each one of the 2,000 cases, the field force spent approximately 10,175 hours or about 60 man-months getting the raw data."

It used enough paper—about 130,000 pieces of varying sizes—"to cover approximately half of the first fairway on the old white golf course" at White Sulphur Springs, W. Va., site of the AAAA convention where

Mr. Barlow is speaking. (The first hole at the Old White is 442 yards.)

It recorded 10,000 exposures to individual advertising messages, and these were "each accompanied by a series of individual probes that get at why people singled them out for praise or criticism, in effect giving us 10,000 little surveys within the main effort."

It produced "fantastic quantities" of data: "Our computer people report that, conservatively estimated, 325,000 bits are available for the computers to chew on."

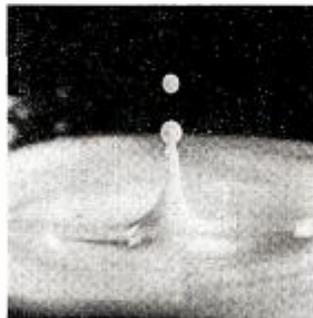
In sum, Mr. Barlow said, it "will describe on a definitive, projectable basis the American people, 18 years of age and over, and so far as any of us in Princeton know, it is the most extensive and intensive project of its kind ever undertaken."



L: Brazilian coffee by Mogub through Doner-Harrison.



Johnson & Johnson Band-Aid by EUE through Y&R



R: Foremost milk by Fred Niles: Guild, Bascom & Bonfigli.



National Oil Fuel Institute commercial by Mickey Schwarz through Fuller & Smith & Ross

## Some set the pace for TV

### A SAMPLER OF TREND-MAKING ADS

Each year certain television commercials are outstanding in the minds of the viewers. They are the ones people talk about, the ones viewers like "better than the program"—they are the pacesetters.

In search of these commercials Edward H. Mahoney, of Fuller & Smith & Ross, viewed some 2,000 television spots during the past year. He looked for the ones which he felt were the trend-starters—commercials like the cigarette pack with the girls' legs, the Bufferin eye with the clock ticking or the Zest spot with the young couple in the ocean waves.

He finally selected 26 to show to the 46th annual meeting of the American Association of Advertising Agencies meeting in White Sulphur Springs. The ones he chose were among those that provoked most reaction and discussion at such forums as the American Television Commercial Festival, the Hollywood Advertising Club's IBA and the New York Art Directors Show. Those shown on these pages

question which this study cannot answer, but a laboratory-controlled study could: What would happen to consumers' perception of overcommercialization and televiewing in general if clutter were reduced and the entertainment period extended?

"Surfeit undoubtedly is increased, consciously or not, by clutter, because this study has demonstrated that clutter is a factor, to a sizable proportion of the audience. It becomes reasonable to suspect that it should be studied further to determine what its *absence* would do."

**Confirm Earlier Report** ■ The overall findings released last week confirmed those of a pilot study done in Syracuse and made public a year ago. The Syracuse findings showed that advertising is not a major issue with the public, and that although people "enjoy" complaining about advertising, they do not give it preference as an "institution" that needs changing (BROADCASTING, April 29, 1963).

The new survey went much farther than the Syracuse study, however. Among other things it found that eight out of ten people tend to think advertising is essential, about three out of

four believe at least partially that it raises the standard of living and almost the same number are inclined to think it results in better products. On the question of whether it lowers prices there is an almost equal division between those who tend to think it does (40%) and those who tend to think it doesn't (43%), with about 17% uncertain.

The survey found that the average consumer notices 79.8 advertising messages a day. This, officials said, is far less than the number he is actually exposed to. In addition to the messages that don't get through to him at all, the study also found that 85% of those he does notice fail to impress him as "noteworthy."

Panelists in the survey were given hand-counters and told to push the button each time they saw or heard an ad. In addition they were told to keep a record on all ads they considered "enjoyable," "informative," "annoying" or "offensive." The average panelist noted 12.4 ads a day—out of the 79.8 he was aware of—that fell into one of these categories.

**Not Bad—Not Too Good** ■ AAAA officials thought this 15% recognition

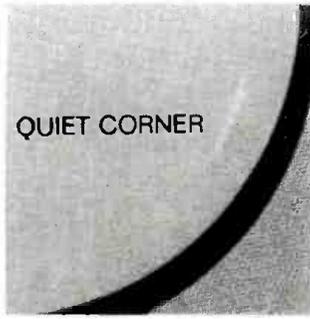
score was nothing for the advertising business to be ashamed of considering the mass media's "staggering onslaught to the senses." But they agreed it ought to be improved.

Seven out of every 10 ads considered "noteworthy" were rated favorably by the consumers; 37% were considered "informative" and 34% "enjoyable," as opposed to 24% classified "annoying" and 5% "offensive."

In relation to all the ads noticed in a day, including those not deemed "noteworthy," about 5% of the total were considered "informative," another 5% were rated "enjoyable," less than 5% were "annoying" and less than 1% were "offensive."

Television and radio dominated as sources of "noteworthy" messages, with TV accounting for 69% and radio for 15%, as against 8% for magazines and 7% for newspapers (see table one). But the broadcast media also yielded higher percentages of "annoying and offensive" messages than did magazines and newspapers (see table 2, page 34).

It was emphasized that "noteworthiness" did not necessarily relate to commercial effectiveness, and that the media themselves could not be held entire-



L: Laura Scudder chips by Wylde; Doyle Dane Bernbach.  
R: Birdseye foods by Mogubgub through Young & Rubicam.

were typical of the commercials chosen—among the television messages which caused most comment.

Others were Chevrolet's "Pinnacle" by Alexander Film Co.; Simca's "To Market" by Filmex; Upjohn's "Chewables" by On Film; Levy's Jewish Rye's "Pigeons" by Elliot, Unger & Elliot; Goodyear's "Crossroads" by V.P.I.; Polaroid's "Trumpet" by Pelican Films; Pontiac Grand Prix's "Victor Borge" by Mogubgub; Renault's "Talking Cars" by Wylde Films; Upjohn Unicap by V.P.I.; Cigarillo's "Maserati" by MPO; Ford Parade by Mogubgub; Personna blades by SIB Productions; Alcoa's "Transportations—People" by Audio Productions and Frito-Lay's "Bert Lahr" by MPO.



Mr. Mahoney  
Valiant-Astrovision by Van Pragg; Alcoa Billboard-Prismatic Optical Effect by Quartet Films and Test of Selective Focus Lens by Fred Niles.

Three commercials were praised because they were examples of new production techniques. They were



Breck Shampoo commercial produced by ASI through Young & Rubicam



Schlitz beer's commercial produced by MPO Videotronics through Leo Burnett

ly responsible for public attitudes toward their messages.

"The primary determinant of annoying and offensive advertisements," Mr. Weilbacher said, "must of course be the content of the advertising itself, as well as the frequency of presentation.

"The preponderance of categorized ["noteworthy"] ads yielded by the electronic media suggests that the classic arguments in respect to the intrusive nature of these media are by and large true. And if the electronic media are more intrusive, the possibility for generating annoyance and offense might also be reasoned to be greater.

"The data seem to support such an interpretation. As such they give us new insight into the way these media perform their advertising delivery functions even though they do not give us final and definitive insight into the advertising productivity of specific advertisements placed in specific media."

**Further Exploration** ■ Professor Bauer suggested that this area will be explored in some of the data analyses yet to be made:

"It is clear that we will have to get away from the foolish numbers game

that says the average person is 'exposed' to more than 1,000 advertisements a day. The very meaning of the word 'exposed' must come under close scrutiny. We would do better to ask about the process whereby advertisements attain varying degrees of saliency, and with what consequences.

"For example, it is my expectation that when our analysis is complete we will find quite contrasting patterns between the print media on the one hand and radio and television on the other, with respect to both the salience of advertisements and to the ratio of favorable evaluations.

"This is based on the assumption that a person has more control over whether or not he will attend to advertisements in the print media. Since his ability to ignore print advertisements is greater, it is less probable that a given advertisement would get his attention to the point that it was 'clicked' [considered noteworthy], but more probable that the ones which were clicked were considered salient. Furthermore, the proportion of favorable reactions will be higher in the print media, precisely because a person is not subject to the semi-forced attention im-

posed by radio and TV.

"If this pattern actually emerges it will confront the advertising man with a neat complex of advantages and disadvantages to consider in media selection or in the adaptation of advertisements to the media."

The study found that people tended to react favorably to advertising for products they liked, and that often their unfavorable reactions were motivated more by dislike of the product than of its advertising. It also learned that the same advertising can evoke widely varying reactions among different consumers.

The consumer panelists specified a total of 12,000 ads as either enjoyable, informative, annoying or offensive and out of 78 product categories, only two—aviation and aviation accessories, and steamship travel—were not represented in any of them. Six categories produced more unfavorable than favorable advertising; for the rest, it was the other way around (see table 3, page 34).

**What People Want** ■ The study showed, Dr. Kanter reported, that what people want most from advertising is information (mentioned by 60%), and what they chiefly do not want is false

# What consumers think about ads: AAAA finds the answers

Table I.—Sources of Ads Considered Worth "Noting."

Television ....69%	Magazine .....8%
Radio .....15%	Newspaper .....7%

Consumers in the AAAA study were asked to count all the advertising messages they saw or heard, and to make a note of those that struck them as informative, enjoyable, annoying or offensive. They counted an average of 79.8 messages per person per day, of which they considered 12.4 worth noting in one of the four categories. The table above shows that 84% of the categorized ads came from the broadcast media, with radio alone accounting for as many as magazines and newspapers combined. There was no breakdown to show the media source of messages not considered "noteworthy."

Table II.—Messages Categorized According to Media.

	Annoying & Offensive	Informative & Enjoyable
TV .....	31%	69%
Radio .....	26%	74%
Magazine .....	15%	85%
Newspaper .....	21%	79%

The broadcast media tended to offer a higher percentage of annoying

or offensive messages than either of the two print media studied in the AAAA survey as indicated here. Of all the television commercials considered either favorably or unfavorably noteworthy, about three out of 10 were rated annoying or offensive, while one out of four "noteworthy" radio commercials fell into that category. The report noted, however, that while the "intrusive" nature of radio-TV may make its messages more likely to irritate, the "primary determinant" is the content and frequency of the advertising itself.

Table III.—Rating of Advertising by Different Product Groups.

	Annoying %	Offensive %	Enjoyable %	Informative %
All Advertisements....	24	5	34	37
Beer .....	30	20	45	5
Liquor .....	15	55	22	8
Dental Supplies .....	45	5	20	30
Soaps-Detergents ....	51	3	23	23
Underwear .....	39	28	17	16
Cigarettes .....	40	19	33	8
Canned-Packaged				
Foods .....	8	1	57	34
Passenger Cars-				
Trucks .....	20	2	34	44
Gasoline-Oil .....	24	2	19	55

Toilet Soaps .....	15	2	64	19
Depilatories, Deodorants .....	36	5	23	36
Medicines, Proprietary .....	41	6	14	39

Here, by product groups, is how consumers rated some of the advertising that they considered negatively or affirmatively noteworthy. In all, 12,227 individual messages in 76 product groups were categorized as annoying, offensive, enjoyable or informative. The top line in the table above shows what percentage of these fell into each classification. The next six are the only product groups that produced more unfavorable than favorable (with respect to cigarette advertising it was pointed out that the survey was made after issuance of the surgeon general's report branding cigarettes a health hazard). The next six product groups represent others in which advertising expenditures are "heavy." All products shown above are substantial radio-TV users except liquor, and its acceptability on radio is the center of a current controversy. Only two product categories produced no advertising that consumers considered noteworthy one way or another: Aviation and aviation accessories, and steamship travel.

and unbelievable claims (31%), too many messages (26%), advertising that interrupts entertainment (13%), and high-pressure selling (5%).

When advertising is "enjoyable," the credit most often goes to the creative elements—the music, jingles and visual and graphic treatment.

When it is noticed but not considered noteworthy, the blame usually falls on its "sameness" or "lack of advertising brand or product differentiation" (mentioned by 28%), on lack of consumer interest in the advertised product (20%) or on repeated usage of the same message, leading consumers to feel that they have already seen or heard it "too much" (11%).

To minimize the repetition problem, Dr. Kanter wondered, might it be worthwhile to consider "alternative waves of different media usage" in planning a campaign?

In a "creative" interpretation" of the study Mr. Colwell said the surest way to make advertising enjoyable is to give it elements of "self-identification with viewers and listeners." Next to self-identification he ranked music, visual beauty and humor as factors in enjoy-

able advertising.

"Above all," he said, "this study showed that advertising becomes persuasive as it helps people recognize themselves and their needs."

In Mr. Bernbach's view the study showed that people are bored with most advertising, and he put much of the blame on "suicidal sameness." Good advertising, he said, needs freshness and honesty—and a good product.

"Don't look for tricks to sell merchandise," he advised. "The best trick in the world is a better product."

## WKY-AM-TV refusal on spots taken to FCC

The National Council for Industrial Peace last week asked the FCC to investigate a refusal of WKY-AM-TV Oklahoma City, Okla., to broadcast spot announcements in opposition to pending right to work legislation in that state.

The council, which said it acted in behalf of the Oklahoma Committee to Preserve Free Marketing and Bargaining, said that the stations' refusal to

carry the anti-right-to-work material amounted to censorship. The council said that WKY-AM-TV's president, E. K. Gaylord, is "a principal backer of Oklahomans for the Right to Work, an organization promoting the anticollective bargaining legislation." A referendum is to be held May 5 on the legislation.

The council said that other Oklahoma stations have carried the spot announcements without protest, but "the fact is that we are barred from the station with maximum power and coverage by a decision which we can only deem as aimed at crippling our campaign." The council asked for an immediate hearing on the matter.

## Rep appointments . . .

- WLIB New York: Savalli/Gates Inc., that city.
- KMAP Dallas and KXOL-FM Fort Worth: Good Music Broadcasters Inc., New York.
- WSLs Roanoke, Va.: Mort Bassett & Co., New York.
- KCFI Cedar Falls, Iowa: Gill-Perna Inc., New York.

# THE MOST SENSATIONAL SUCCESS STORY OF ANY CHILDREN'S SHOW SYNDICATED BY

## TRANS-LUX

THE LEADER IN TELEVISION PROGRAMS FOR CHILDREN

### THE MIGHTY



**130 FIVE AND A HALF MINUTE PROGRAMS IN B/W OR COLOR**

THE MOST PRE-SOLD ADVENTURE HERO OF ALL TIME.

- SEE HERCULES BATTLE THE FIVE HEADED HYDRA.
- SEE HERCULES CONQUER THE THRACIAN ARMIES.
- SEE HERCULES CRUSH THE DREADED MASK OF VULCAN.
- SEE HERCULES TAME THE CHRYSORIAN UNICORN.
  - SEE HERCULES OUTWIT THE SEA WITCH.
  - AND MORE! MORE! MORE!

© MCMLXII Trans-Lux Television Corporation

## TRANS-LUX

TELEVISION CORPORATION

NEW YORK, 625 Madison Avenue, PLaza 1-3110

CHICAGO • LOS ANGELES • MIAMI BEACH • ZURICH, SWITZERLAND

# ENTERTAINMENT IMPRESARIOS



buy WNBC-TV. The big names in the entertainment business know it's the most efficient means of attracting crowd-building patronage among New Yorkers. The enterprising impresarios include:

**Allied Artists**  
**Columbia Pictures**  
**Paramount Pictures**  
**MGM**  
**RKO Theatres**  
**Universal Pictures**  
**Warner Brothers**  
**United Artists**  
**Embassy Pictures**  
**Intl. Boat Show**  
**Intl. Auto Show**  
**Ringling Bros. Circus**  
**Big "A"**  
**Madison Sq. Garden**  
**Freehold Raceway**

Take a tip from the entertainment impresarios: whatever the product or service you sell, you'll sell to a "bigger house" on WNBC-TV.



**WNBC-TV**  
**NEW YORK**

## FTC staff does homework on cigarettes

### TWO REPORTS DETAIL ADVERTISING, HEALTH STATEMENT

Two voluminous staff reports, one a compilation of statements on the relation between smoking and health and the other a detailed exploration of cigarette advertising and output, have been filed for consideration by the Federal Trade Commission when it votes on rules to require health hazard warnings on cigarette labels and advertising. The FTC has extended the deadline for filings in the proceeding to May 15.

The smoking-and-health statements, compiled by the FTC's Division of Scientific Opinions, Bureau of Deceptive Practices, were from scientific groups condemning cigarette smoking as detrimental to health.

The report on advertising and output, done by the FTC's Bureau of Economics, points out how the Big Six cigarette manufacturers and their advertising have flourished over the years. A section on the "development and economic significance of the cigarette industry" traces the growth of cigarette consumption and advertising expenditures from 1950 to 1963. It also details how much the public spent on cigarettes in 1962, the state and federal taxes collected from cigarette sales in 1963 and the pervasiveness of the cigarette industry in the country's economy.

The second part of the report deals with the parallel growth of cigarette sales and cigarette advertising expenditures from 1950-1963. Included are

American Research Bureau figures showing the large children's audience estimated for cigarette commercials on television.

Advertising expenditures and sales are shown for the period from 1946 to 1960, along with the relative use of media and the shares of media advertising represented by cigarette billings. Also listed are comparative advertising data by brand. Three appendices are attached showing representative cigarette advertising themes, most of which are drawn from 1950 to March 1 of this year.

Big Six advertising between 1952 and 1962 was broken down by the FTC staff according to spot and network TV, magazines and newspapers. Cigarette advertising increased 213.2% over the span to \$153.9 million, and the breakdown by media shows that newspapers went up 44.9%, magazines 128.9% and TV 335%. Television's cigarette billings ballooned during that decade from \$25 million to \$109 million, and TV's share of the three-media total jumped from 51% to 71%. In 1962, the report shows, cigarette advertising accounted for 10.3% of network television's time sales and 3.8% of spot time, for a combined total of 7.2%.

## 'Sandpaper' decision appealed to high court

The Federal Trade Commission has asked the U. S. Supreme Court to review two lower court decisions which, the FTC claims, prevent it from protecting the public in television demonstrations.

Taking the now-celebrated "sandpaper" Colgate-Palmolive Rapid Shave case to the high tribunal, the government says that the issue is now "Whether under Section 5 of the Federal Trade Commission Act the commission has the power to prevent the widespread use on television of advertising demonstrations that purport to furnish experimental proof of a product's quality or merits but in fact prove nothing because of the undisclosed substitution of a mock-up or other sham product in place of the articles that the demonstration falsely pretends to test."

Calling the case a "test case of major importance," the FTC, through the Department of Justice which filed the petition for writ of certiorari, charges that the appeals court has exceeded its function by substituting its judgment for that of the FTC.

The FTC found that Colgate-Pal-

### More cigar coin for TV

Consolidated Cigar Corp. is increasing this year's advertising budget to approximately \$10 million, of which \$9 million will be spent in television, Samuel J. Silberman, board chairman, revealed at the company's annual meeting in New York last Wednesday (April 22).

In 1963, Consolidated invested more than \$7 million in television.

Mr. Silberman told the meeting that the company's net earnings for the first quarter of 1964 increased to \$1,814,443, a 92% jump over the corresponding 1963 figure. He said the company has not been able to fill the "overwhelming demand" for cigars, reportedly resulting from the release of the surgeon general's report on smoking and health. The company's major brands are Dutch Masters, El Producto and Muriel.



***This is Atlanta!***

**THIS IS THE PLACE!** White Columns on Peachtree is what NBC's "Grindl", better known as Imogene Coca, calls home when she visits Atlanta. WSB-TV is also at home with 3,176,400 people\* in it's ever-increasing coverage area.

\*1963 Sales Management "Survey of Buying Power"

**WSB-TV**

**Channel 2 Atlanta**

NBC affiliate. Represented by Petry



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.

**some radio  
salesmen  
have too much  
to do**



Ours move clients, not paper. That's because they represent a short list, they really know their stations, the markets, the competition. Metro Radio Sales has the highest ratio of salesmen per station in the industry...and we always will! To a harried timebuyer, this means a complete presentation, backed with concise research on these leading stations: WNEW, NEW YORK; KLAC, LOS ANGELES; WIP, PHILADELPHIA; WHK, CLEVELAND; WCBM, BALTIMORE; KMBC, KANSAS CITY; WDRG, HARTFORD.

**Metro Radio Sales**

OFFICES: NEW YORK, CHICAGO, BOSTON, PHILADELPHIA, ST. LOUIS, DETROIT, LOS ANGELES AND SAN FRANCISCO.

molive practiced deception in its 1959 TV commercials which ostensibly showed how easy it is to shave sandpaper by using Rapid Shave. The so-called sandpaper was in reality a mock-up of Plexiglass and sand, and used the company said, because real sandpaper doesn't register as such for the TV cameras. Colgate-Palmolive won two appeals from the U. S. Court of Appeals for the First Circuit which in essence disallowed certain portions of the FTC order prohibiting the use of substitutes in TV tests or demonstrations without disclosure.

The sandpaper case was one of the first FTC moves which included in the complaint the advertising agency for Colgate-Palmolive, Ted Bates & Co., New York.

## BBDO reorganizes TV-radio department

A reorganization of the TV-radio department of BBDO, New York, was announced last week by Bud Stefan, vice president and director, who reported that William J. Moore has joined the department as business affairs manager. He formerly was consultant to Middle East Broadcasting in Cairo, Alexandria and Aswan in the United Arab Republic.



Mr. Moore

Mr. Stefan said that departmental assignments have been added to the specific account responsibilities of the following staff members: Hiram Brown, vice president, program development; Al Cantwell, specials and actualities; Aaron Beckwith, live/video-tape operations; John Maupin, vice president, regional office liaison; Martin Starger, associate TV-radio director; Bill Hoffman, film syndication/radio; Dave Donnelly, sports, and Bob Levinson, network availabilities.

## Agency appointments . . .

■ Thompson Honor Dairy, Washington, appoints Earle Palmer Brown & Associates, that city, to handle advertising, public relations and marketing. Dairy uses spot radio.

■ Ken's Foods, Framingham, Mass., appoints Daniel F. Sullivan Co., Boston, for two of Ken's new products—homogenized French dressing and country-style blue cheese dressing. Media plans

were not announced.

■ LeFohns Scientific Beauty Aids, San Francisco, appoints Cancilla, Gore & Knapp Inc., that city. The firm now uses spot radio in Los Angeles and San Francisco.

■ M. Polaner & Son, Newark, N. J., last week named Helitzer, Waring & Wayne Inc., New York, to handle advertising for its Polaner and Anna Myers lines of preserves and pickles. Radio and television will be used in upcoming ad campaigns.

■ Hershey Chocolate of Canada Ltd., assigned to BBDO. Toronto and New Yorks offices of the agency will jointly handle the account.

■ Kirin Brewing Co., Tokyo, names Hixson & Jorgensen, Los Angeles, as agency for Kirin beer in the territory west of the Mississippi. Media planning is now in progress for a spring start.

■ P. Lorillard Co., New York, has assigned new filter-tipped little cigar, Omega, to Grey Advertising, that city. Advertising is scheduled to begin in May in New York and in major markets in New England, Midwest and West Coast. Spot TV is expected to be used on substantial basis.

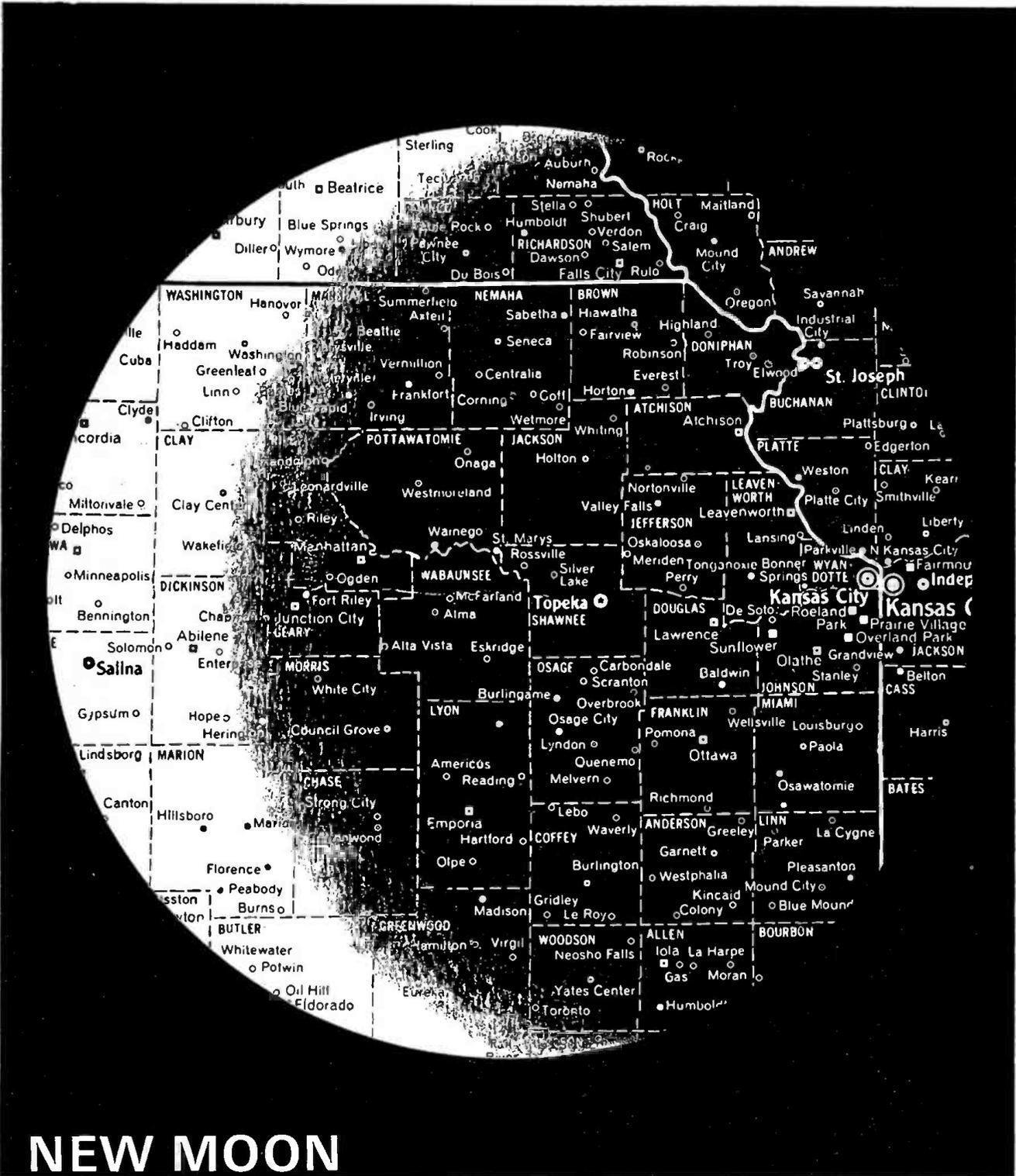
## NAB schedules two summer sales seminars

Plans for August sales management seminars on the East and West Coasts were announced last week by the National Association of Broadcasters, which is scheduling the seminars in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising.

The first seminar will be held Aug. 16-22 at Stanford University, Stanford, Calif., and the second Aug. 23-29 at Harvard University, Cambridge, Mass., NAB announced.

Application forms for the seminars have been sent to NAB members and must be returned by June 15, with only one applicant from each station eligible. Each seminar is limited to 40 persons and will be open to radio and television executives who work primarily in the sales area, NAB said, noting that salesmen would be accepted only in exceptional cases.

The one-week seminars will cost \$300 a person for tuition, teaching materials and room and board. Dr. Harper W. Boyd Jr. of the Stanford Graduate School of Business will direct the West Coast session and Dr. J. Sterling Livingston, a professor of business administration at Harvard, will be in charge of the East Coast seminar.

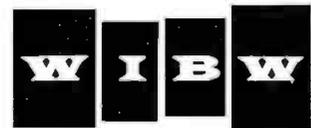


# NEW MOON

## over Kansas

The new, moon-shaped area on the map is plus-coverage from WIBW's new tall tower 1614 feet above downtown Topeka—an effective gain of 522 feet. We've moved west 18 miles into the Kansas Flint Hills to create a new moon of coverage, that provides you with *50,000 more TV homes* at no extra cost. The new Topeka market reports will reflect this increased coverage.

The new tower and transmitter, with full power, (316,000 watts), is now in operation! Ask Avery-Knodel to show you the WIBW-TV bonus coverage today!



**TELEVISION**

RADIO • AM • FM

Topeka, Kansas

Broadcast Services of Stauffer Publications  
Represented Nationally by Avery-Knodel.

# Is program appeal gaining on numbers?

## SPOT RADIO BUYERS SHOWING MORE CONCERN WITH OTHER CRITERIA

Advertising agencies placing a substantial portion of the country's spot radio—an estimated \$212 million business in 1963—are showing increased concern with the criteria they use in buying it.

Evaluation of a station's profile, including program type and appeal is emerging as a key consideration in many cases where straight "numbers" buying was once thought sufficient.

A check by BROADCASTING last week indicated this new emphasis was most prevalent among media directors who supervise the flow of spot money from the larger radio billing agencies.

Several radio advertising executives go so far as to state that it's only a question of time before qualitative factors become more acceptable to spot radio advertisers as in their own best interests.

This view was by no means unanimous. Some media executives, though acknowledging that qualitative factors are significant, felt that these dimensions were difficult to measure.

**First Step** ■ A system for quantifying a station's intangible characteristics has already won wide agency support in principle as a first step in breaking the "cost-per-thousand" grip.

At stake for radio stations is a bigger share of national radio money—money which has recently been heading into networks at a faster pace than into na-

tional spot. While radio network spending was climbing an estimated 17.6% to \$43.9 million in 1963, national spot business inched up by only 1.7% to its \$212 million level.

Most agencies questioned felt these figures reflect new money going into network radio rather than defections of customers from spot to network. But there was a widespread feeling among radio buyers favoring the ease of purchasing network as contrasted to spot where it was necessary to "dope out" a schedule. This may be operating in the networks' favor.

A number of agency men noted the radio networks in recent years have done a higher-powered and more effective sales job than in the past.

There's a consensus that with a lack of buying tools at hand in the form of reliable ratings—a conceded reality—agencies have found it necessary to adopt new ways of looking at the radio medium.

**Crosley Method** ■ A method for taking a station's "personality" into account and attaching numbers to qualitative considerations was developed by Crosley Broadcasting Corp. last year for its WJW Cincinnati.

Under the Crosley methodology, an advertiser first decides in what proportion he will consider cost-per-thousand and qualitative factors. For example he may wish to weigh cost-per-thousand

as 60% and objective judgements, 40% in his evaluation.

Criteria considered by Crosley are news, weather, dial and power, farm information, music, commercial policy, personalities and community stature.

In the case considered above the advertiser would give each of these factors a number rating depending on their relative importance to him, which in the aggregate would equal 40—corresponding to the 40% weighting originally assigned to the qualitative sector.

BBDO, a large radio billing agency (\$18.5 million in 1963), sees merit in applying specific methods for measuring a radio station's qualitative aspects. Herbert Maneloveg, vice president in charge of media there, said the technique was something "most buyers should do automatically anyway," though he warned that not every agency is equipped with a large enough buyer corps or research department to profile a station's individual appeal.

The use of qualitative factors—practiced by BBDO for computer application—is, in Mr. Maneloveg's opinion, useful in training radio buyers. He said the importance of a station's programming and environment shouldn't be minimized.

BBDO, he noted, is more sophisticated in its approach to radio than were many other agencies, and that the agency has sought to urge its buyers to follow the qualitative route.

Another BBDO executive, Steve Semons, media group head, states it is important to "consider all types of local programming and relate this to the buying needs for your product.

"All programs have a very definite 'climate.' Some programs will enhance the impact of a client's commercial message more than others. And each station in a given market projects a different image when dealing with the same subject, i.e., news, music etc."

**Programming First** ■ According to Mr. Semons, stations should "rate" themselves on the full range of programming first, and rank editorial content "to the extent that any buyer can identify their (station's) judgment of their own distinctive sound."

Ruth Jones, broadcast supervisor at J. Walter Thompson Co., said the qualitative method of measurement "meets the needs of today's complex radio buying. Years ago you could know all about the 1,000 radio stations that existed. Today there are over 4,000 AM and FM stations, and this has added

### Radio steals commercial format to sell self

A new commercial series that sells radio as if it were a "packaged product" has been issued by the Radio Advertising Bureau for use of member stations.

The commercials were released in anticipation of heavy air play during May which has been designated National Radio Month, though RAB noted the promotion could be used also at other times of the year.

Most of the announcements, RAB said, stress the ability of radio to move consumers to shop at a certain store and to ask for a special product but individual spots also salute such strengths as radio news and public service.

The 30-second version of the public service commercial—the commercials have been produced also in 10-

second and 20-second lengths—can be described as follows:

A jazz vocalist sings, "radio moves," stretching out the word "moves" as the sound of a sports car zooms in the background. A voice then says: "radio moves projects . . . a charity drive, a community emergency, a national goal . . . radio moves people to help projects." A musical bridge and then the sound of a car is heard and the voice continues: "radio moves services. Advertising media, like radio, help keep our economy moving. If you are an advertiser, radio should be moving for you."

The commercials appear on both sides of a seven-inch LP and were produced for RAB by the Commercial Recording Corp., Dallas.

to the need for an 'organized' method of evaluating 'climate' factors."

JWT, which had an estimated \$15-million billing in radio last year, appears firm in the position of advocating a move to the qualitative factors as opposed to heavy reliance on ratings data. Miss Jones points to the lack of ratings data in radio, noting that it has become necessary for today's buyer to "look at a station's programing."

Buyers, she said, decide on each campaign as to how much weight they'll place on qualitative individual factors relative to ratings data. From her viewpoint, the Crosley method and similar techniques, help formalize a checklist for the guidance of a time-buyer to aid in his evaluation.

Herbert Zeltner, senior vice president and media director of Lennen & Newell, said there is no formal procedure at L&N for measuring the qualitative characteristics of radio or TV stations. He pointed out that for several years the agency has considered qualitative factors in selecting stations, with trained timebuyers, drawing upon their knowledge of markets and stations, making the critical decision.

**Listener and Watcher** ■ He cited a source of help to buyers at L&N over the past year: a programing specialist there who spends a considerable part of his time visiting stations throughout the country, listening and watching programs and making reports upon his return to New York headquarters.

Foote, Cone & Belding, an agency which has formally renounced radio rating data and told its buyers to devote full attention to other available information, commends the Crosley "radio yardstick" as a device which directs the buyer's attention to other factors than audience numbers.

Frank Gromer, vice president & director of marketing services at FC&B characterized the Crosley system as a "helpful device," but said "there are ways without numbers to document a radio station's effectiveness." FC&B depends, to a large extent, on information picked up locally about a station's character and appeal.

The associate media director of a large agency which spends some \$14 million in radio held that network radio is getting a closer look these days and suggested that the principal reason was a "new salesmanship" on the part of the networks. He thought the Crosley measurement system "interesting in principle," but added that it represented only a beginning rather than a final answer.

McCann-Erickson, another major radio agency, feels research is not adequate to measure 'climate' factors. But in the words of Robert Coen, media research director at M-E, "I would not feel a buyer was doing wrong to use

## Slice of life can be dreary or exciting



Mr. Frankfurt

at the annual meeting of the American Association of Advertising Agencies.

Realism in commercials is all right if handled well, he said, but "the average commercial aiming for credibility just isn't life—no matter how you slice it." He asked:

"Is life a soap opera? Is life as dull as most of the slices we're asked to witness on the 21-inch screen? And if your life is that dull, are you going to buy my product because I'm reproducing the dreary reality of your existence? Because I'm showing you other people who have the same problems you have? Is this the way to motivate someone to make a purchase?"

"Your message has had it," Mr. Frankfurt warned, "if you think that only the dreariest part of life is worth being sliced."

It has also "had it," he suggested, if any of a number of other conditions is allowed to exist:

■ If the "sound" becomes "noise" ("you cannot make either a friend or a sale by yelling at someone; sometimes just the fact that you are quiet will cause attention to flow in your direction").

■ If it tries to tell too much ("the

"Slice-of-life" commercials got a going-over from Steve Frankfurt, vice president and executive director of art for Young & Rubicam, New York, in a speech prepared for delivery last Friday

average person has all he can do to grasp a single idea in a minute").

■ If it becomes an "irritant" by failing to "entertain as well or inform as well" as the program it interrupts.

■ If it "uses phony language and unbelievable sounds to present your truth".

■ If the sound "fights the visual image".

■ If, because the client has okayed it, the script must be followed exactly, leaving no room for the producer or director to make a creative contribution.

■ Or if it is forgotten "that works for television are not designed to be read, but to be heard, and that, since people hear things differently, we have to communicate with such simplicity and such directness that there will be no doubt about meaning."

Music well used, he said, "can deliver a message every bit as well as the sound of a man's voice," but it had better create the right image. "If a man comes into your living room to sell you something, then you have a right to ask him how come he brought his orchestra."

There are times to talk," he continued, "and times to whisper. A string quartet might be great on a commercial shown in the evening hours; a flute might be better after midnight, when a sexy voice in a commercial would probably out-pull a male announcer. Maybe in the future we'll get around to making half a dozen different soundtracks for the same commercial—one track to be used in the morning, one in the afternoon, one at night, and maybe others in different geographical areas of the country."

qualitative judgements to make his final decisions between buying the lowest cost per thousand station or buying one a bit higher, providing the qualitative factors indicated the higher cost per thousand station came closer to the client's goal."

**Quality in Demand** ■ Newman F. McEvoy, senior vice-president and media director at Cunningham & Walsh, believes there is a general move to buying quality radio. And he thinks a concerted effort by both agencies and stations is responsible for it—not just agencies alone.

Cunningham and Walsh, he said, places 20-60% weight on ratings when

buying a station, depending on individual factors. He feels the Crosley method is "headed in the right direction" and "it is good that an attempt is being made" but says it might be a "bit ahead of its time."

He credits a resurgence in buying network radio to better programing, attractive rate scales and improvement in station clearances.

Joseph Braun, vice president and media director, Kenyon & Eckhardt, New York, endorsed the establishment of the Crosley "yardstick," noting it enables agencies to approach every station buying problem in an orderly manner. The checklist, he said, serves



## Seven months to shoot a two-minute commercial

A two-minute color commercial for Chevrolet trucks, which took seven months to complete in various shooting assignments at the site of the New York World's Fair, was scheduled to be shown last night (April 26) on NBC-TV's *Bonanza* (9-10 p.m. EST).

The extended time spread for producing the commercial was the result of shooting in the fall, winter and spring while Chevrolet trucks were on actual job assignments at the fair. The commercial aims to illustrate the capability and durability of Chevrolet trucks in all kinds of

weather and terrain conditions.

Sixteen different Chevrolet trucks were used in the commercial, which was shot on six different days, including a late-evening aerial assignment. A final segment was shot last week, prior to the opening of the fair.

Chuck Manno of Campbell-Ewald was executive producer. Michael Nebbia served as producer for the E.U.E. Commercial and Industrial Film Division of Screen Gems. Mike Elliot of E.U.E. was aerial photographer-director for sequences shot from a helicopter.

as a reminder to buyers to consider qualitative factors that could be overlooked.

Though K&E has not as yet adopted a formal checklist, Mr. Braun favors the practice.

**Guide Applauded** ■ Don Leonard, vice president and media director, Kudner Advertising, applauded the establishment of a set guide, stating that it "provides uniformity of evaluating procedure." He said it is particularly useful to the beginning timebuyer, providing an education in radio values beyond audience statistics.

At Kudner, the checklist is used for certain accounts that require qualitative emphasis, he said.

Jack Hill, media research manager, Ogilvy, Benson & Mather, New York, sees a definite agency move toward a more qualitative approach in radio buying—and added, "this is a good thing."

According to Mr. Hill, news of the Crosley method has caused many agencies to re-evaluate their buying approach and to put more effort into trying to "determine what they really need

and what they want to avoid." He felt "the Crosley people have done a service to the radio industry," and thought the method might stimulate an industry-wide drive for more effective research while tending to reduce the general distrust of radio statistics.

Mr. Hill said that, although Ogilvy is looking for more qualitative factors in radio buying, the weighting of them varies with the product.

**Guidelines** ■ One important agency—a major user of spot radio—noted a general move among agencies to set up guidelines for consideration of qualitative factors in buying radio. The agency said it, and others, are placing more attention on these factors because the "image of the radio station is getting more important."

This agency noted, however, it has, by no means, discounted the role of quantitative factors. A spokesman for the agency said, "in some cases, we have had to rely wholly on ratings when information on station quality is insufficient."

Robert A. Wulfhorst, vice president and director of media and research at

Needham, Louis & Brorby, thinks advertisers are becoming more concerned about projecting their image on the wrong station format. "We have to rely on our people to keep up with what's going on," he says. "Sometimes the agency asks for tapes from stations to hear what they sound like." NL&B also sends people to local markets to check on station programming and format.

Station representatives, questioned on criteria asked for, or demanded by, agencies when buying radio, generally agreed that a new emphasis is being placed on station characteristics, but most denied that qualitative factors have yet supplanted ratings when actual buying decisions are made.

**Numbers Count** ■ A president of a representation organization with stations in leading markets asserts "the numbers are still king," though he acknowledges "more talk about" a station's "personality."

Ronald Gilbert, sales manager, CBS Radio Spot Sales, indicated agencies are now in the position of trying to convince clients that "the numbers" aren't everything, but that the task is a tough one. "Most big agencies," he says, "are fearful of straying too far from the hard, tight cost-per-thousand buy."

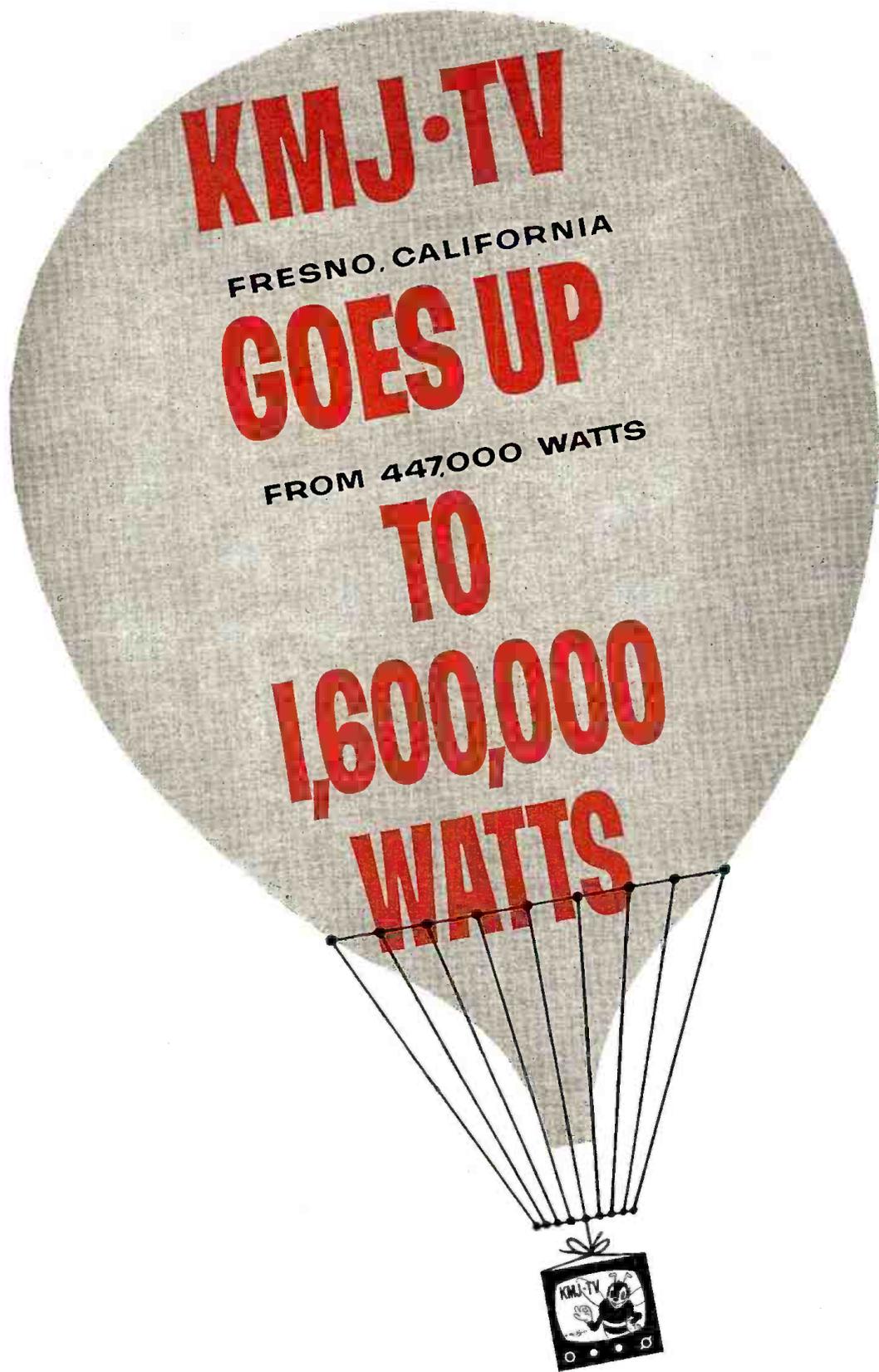
"Advertisers are so accustomed to a cost-per-thousand analysis, which is what they've grown to expect in case of TV, that agencies are wary of an outright disavowal of numbers buying."

He suggests there's a clearer trend in their thinking than in their actions in the use of qualitative radio data, but that a gradual change to greater concern with stations' intangible characteristics and development of systems which quantify these variables is certain.

**Confirming Opinion** ■ A sales manager to another radio rep firm also denied audience numbers have yet given way to qualitative considerations, "but things are pointing that way," he said. As the qualitative emphasis spreads, he suggested, "the more modern or 'rocker' stations are likely to suffer. There are too many teens in their audience."

A radio executive of a leading rep said that a qualitative checklist would have scant influence on a buyer's decision. He claimed that except for a comparatively few specialized products, the buyer is seeking numbers.

Another radio official of a leading rep said it was his experience that agencies buy primarily by the numbers. He reported that agencies often claim they look for and consider data, but said he personally was skeptical of this contention. A rep can help buyers by "educating" them to the values of his station, but this is a long continuous process, he added.



Now KMJ-TV is the most powerful station in the Fresno area, and its first-class programing is available to an expanded service area in the prosperous San Joaquin Valley — a population increase of nearly 10% within the Grade B contour area. **KMJ-TV • FRESNO, CALIFORNIA**  
**McCLATCHY BROADCASTING COMPANY • National Representative, The Katz Company**

# Wade and Compton may merge

Decision expected this week, though possible product conflicts may foul up the whole deal

Will Wade Advertising merge with the Chicago office of Compton Advertising?

A decision possibly could be made this week, Hal Thurber, Wade president, indicated Thursday (April 23) although he reported that the negotiations "are at a standstill now." Both he and Albert G. Wade II, Wade board chairman, confirmed last week that a merger proposal is being considered.

Barton A. Cummings, board chairman of Compton, has been in Chicago to talk with Wade officials. It was noted that the discussions about possible merger had begun early this year before Wade lost the nearly \$15 million Alka-Seltzer account effective Sept. 1, a major broadcast account it had serviced for 33 years (BROADCASTING, March 30).

Wade, however, retains a \$5 million-plus portion of the Miles Labs business despite the exit of Alka-Seltzer. The other Miles products that stay at Wade include One-A-Day brand vitamins, Chocks, Bactine and Nervine. Nearly 85% of the Miles budget now is spent in television.

Should the merger be accomplished,

Compton's total billings would be increased to nearly \$139 million, it was estimated. Compton last year spent nearly \$82 million in the broadcast media while Wade spent about \$23 million in broadcast, including Alka-Seltzer. Of its total all-media billings, Compton spends about three dollars of every four in broadcast.

It appears that part of the merger talks between Compton and Wade concern handling of a few accounts which may be competitive. Wade handles some billings for Toni Co.; Compton handles a large portion of Albertoculver. Wade also handles International Milling Co.; Compton, Quaker Oats Co.

Compton last week added still another major client. The estimated \$5 million advertising account of the Kaiser Jeep Corp., a subsidiary of Kaiser Industries Inc., was moved from Norman, Craig & Kummel, New York, to Compton.

The account is active in network and spot TV, with approximately \$3 million allocated to these media in 1963.

The Jeep account represents Compton's first major move in the automobile

## ABC-TV and the analysis

ABC-TV said last week it expects more than 1,000 agency and advertiser executives at a special morning presentation Thursday (April 30) at its studios in New York. The network will analyze the competitive position of the three TV networks this season and preview its fall schedule.

field. The agency has been heavily involved in the packaged goods field in the past.

## Freberg-produced church spots off test run

The United Presbyterian Church of the United States has completed a two-city test of a new spot radio campaign and plans now to expand the drive to several major markets. UPC commercials, devised and recorded by comedian Stan Freberg, will be heard shortly in New York, Philadelphia, Chicago, Hartford, Baltimore, Pittsburgh, Cleveland, San Francisco and New Jersey.

A church spokesman said last week that, although the commercials precipitated some adverse comment during the test runs in St. Louis and Detroit, the campaign has been generally well re-

## Commercials in production . . .

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

**Mel Blanc Associates Inc., 1680 North Vine Street, Hollywood 28.**

Associated Brewing Co., Detroit (Pfeiffer beer); campaign. Mel Blanc, production manager. Agency: Simons-Michelson, Detroit.

Restonic Corp., Chicago (Orthotonic mattress); campaign. Mel Blanc, production manager. Agency: Bozell & Jacobs, Chicago. Phil Ruda, account executive.

**FilmFair, 1040 North McCadden Place, Hollywood 28.**

Max Factor Co., Hollywood (cosmetics); three for TV, live on film. Agency: Carson/Roberts, Los Angeles.

California Oil Co., Denver (Chevron stations); two for TV, live and animated on film. Agency: White & Shuford, Denver.

Kimberly-Clark Corp., Neenah, Wis. (Kleenex napkins); one for TV, animation on film. Agency: Foote, Cone & Belding, Chicago.

Procter & Gamble, Cincinnati (Mr. Clean); one for TV, live on film. Agency: Tatham-Laird, Chicago.

Armour and Co., Chicago (Princess Dial soap);

two for TV, live on film. Agency: Foote, Cone & Belding, Chicago.

Chevrolet, Detroit (spring sales); three for TV, one live on film; two animation on film. Agency: Campbell-Ewald, San Francisco.

Bank of America, San Francisco (BankAmericard); three for TV, live on film. Agency: Johnson & Lewis, San Francisco.

Abbott Laboratories, North Chicago (Sucaryl); two for TV, live on film. Agency: Tatham-Laird, Chicago.

McDonald Systems Inc., Chicago (drive-in restaurants); two for TV, live on film. Agency: Tilds & Cantz, Los Angeles.

**JLN Productions Inc., 124 East 40th Street, New York 16.**

U. S. Coast Guard, Washington; three 60's, seven 20's for TV, live on film. Norton T. Gretzler, production manager.

**Mid America Videotape Productions, Division of WGN Inc., 2501 West Bradley Place, Chicago 18.**

Phillips Petroleum Co., Bartlesville, Okla. (gasoline); nine 60's for TV, live on tape, color. Dale Juhlin, production manager. Agency: J. Walter Thompson, New York. John Gilroy, agency producer.

Perks Foods Co., Chicago (Vets' dog food); one 60, one 20, one 10 for TV, live on tape. Dale Juhlin, director. Agency: Stern, Walters & Simmons, Chicago. Charles Tempkin, agency producer.

Dodge Dealers, Chicago (autos); two 60's for TV, live on tape, color. Dale Juhlin, director. Agency: BBDO. Ed Doody, agency producer.

**Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.**

General Motors, Detroit (GM Futurama); three 60's, one 30 for radio, electronic scoring. Charles Barclay, production manager. Agency: MacManus, John & Adams, Detroit. Bob Higgins, agency producer.

**Pams of Dallas, 4141 Office Parkway, Dallas 4.** Saratoga Raceway, Saratoga, N. Y. (harness racing); one 60, one 30, one 20, one 10 for radio, jingle. Bob Farrar, production manager. Agency: Woodard, Voss & Hevenor, Albany, N. Y. Philip Voss, agency producer.

BC Remedy Co., Durham, N. C. (BC headache powders); one 60, one 20 for TV, film score. Bob Farrar, production manager. Agency: C. Knox Massey, Winston-Salem, N. C. Bill Stauber, agency producer.

Gordon McLendon, Dallas, (political); four 60's for radio, jingles. Bob Farrar, production manager. Placed through KLIF Dallas. Mitch Lewis, McLendon producer.

**Shield Radio and TV Productions Inc., 919 North Ernst Court, Chicago 11.**

Midas Inc., Chicago (auto mufflers); seven 60's for radio, humorous. James C. Dolan, production manager. Agency: Bronner & Haas, Chicago. Robert Berman, agency producer.

Texize Chemicals Inc., Greenville, S. C. (cleaner); one 60 for TV, live on film. James C. Dolan, production manager. Agency: Henderson Advertising, Greenville. Carroll Robinson Jr., account executive. Warren Ambrose, agency producer.

ceived. The spokesman said that the commercials do not have a strong religious emphasis but primarily "challenge the money, success, pleasure cult of young adults and suggest indirectly that life without God is distorted."

Describing the production of the commercials, the spokesman said that Mr. Freberg waived his performance fees and in addition, contributed \$1,800 to the project, which cost more than \$10,000 to complete. Mr. Freberg's recordings involved 30 musicians and 15 singers.

The American Federation of Musicians and the American Federation of Television and Radio Artists both gave two-year waivers of performance fees.

The initial test presentations of the commercials in Detroit, where 900 spots were run each week, involved some \$400,000 in donated time by 26 AM and FM stations. Said the spokesman: "all our time is donated. We try convince stations that this is the type of message they want to carry."

### Business briefly . . .

**Union Oil Co. of California** through Smock, Debnam & Waddell, Los Angeles, will sponsor the Saturday feature races from Hollywood Park for 11 weeks on a 24-station hookup, 5-5:30 p.m. PDT, starting May 18.

Five advertisers have renewed sponsorship in *Dr. Kildare*, which begins its fourth season on NBC-TV in September (Thursdays, 8:30-9:30). Sponsors are Warner-Lambert Pharmaceutical and Liggett & Myers, both through J. Walter Thompson; Maybelline, through Post-Keyes-Gardner; Colgate-Palmolive, through Norman, Craig & Kummel, and Glenbrook Labs through Dancer-Fitzgerald-Sample.

**Mattel Inc.**, Los Angeles, through Carson/Roberts, Los Angeles, has purchased alternate-week sponsorship of NBC-TV's *Flipper* series, which debuts next Sept. 19 (Saturdays, 7:30-8 p.m. NYT).

**Florida Citrus Commission** through Campbell-Ewald, Detroit will put \$432,000 of its \$750,000 summer advertising budget into network TV. ABC-TV will get \$315,000 for 18 July-September specials for the Summer Olympic trials and CBS-TV will get \$117,000.

**Pittsburgh Brewing Co.**, through Ket-chum, MacLeod & Grove, Pittsburgh, will use the city's three TV stations, four of its radio stations and other major advertising media to promote its Tech beer under revised label and packaging that features a Scottish Highland theme.

**Sol Polk**, Chicago retailer who has been a heavy local TV-radio advertiser for many years, has bought a package of

## A guide to **WAVE WATCHERS** (native "birds" of the Louisville area)



### *Baggy-eyed Bedsitter*



Baggy-eyed or no, this bird's alert. Perched in front of his TV, he thrives on WAVE's nighttime line-up of TV entertainment. Why WAVE? Because WAVE carries six of Louisville's top ten nighttime network TV shows (according to a recent reader-poll by the *Louisville Courier-Journal*, December 22-31, 1963 viewing period).

**You can reach more Baggy-Eyed Bedsitters on WAVE-TV because:**

- **WAVE leads in total market coverage**—reaching more Louisville-area TV homes than any other station (567,400 TV homes vs. 445,700 for its nearest competitor—a WAVE bonus of more than 120,000 homes!\*)
- **WAVE means TV leadership in the Louisville market**—first on the air, first to carry network color, and only station that transmits local, live color—altogether an average of 50 hours a week of local and network color viewing.

\*Source: ARB Market Coverage Information.



**WAVE-TV**  
Channel 3 • NBC • Louisville

Represented by The Katz Agency

## New York ETV caught in rebound of underwritten program

WNDR(TV) (Newark, N.J.), the New York area's educational station on channel 13, last week became involved in a controversy over its acceptance of a \$12,000 grant to do a program that apparently was favorable to the organization that underwrote the production.

The half-hour program, telecast last Monday (April 20) and was scheduled to be telecast again Sunday (April 26), was a documentary of the proposed renovation of lower Manhattan.

The program was underwritten by the Downtown Lower Manhattan Association, which supports the project. Its viewpoint, as well as the viewpoints of groups who oppose the

project, were presented. Opponents of the project claimed after the program was shown that they hadn't known who had underwritten the program and would have presented different arguments if they had known.

However, William Lamb, vice president of WNDR, said the opponents had commented earlier that they had been pleased with the way their views had been handled on the program because they hadn't been cut. He emphasized that DLMA had no control over the program's content; had not even seen the program until it was on the air, and did not have the right to withdraw its financial support even if it had learned

the program would be inimical to its own interests.

At week's end, several other organizations opposing the downtown renovation plan were demanding that WNDR provide them with equal time to answer statements made by DLMA in the original program.

Mr. Lamb added that his station intended to present continuing coverage to developments of the proposed downtown project. He said the practice of accepting grants on a similar basis as this one was handled is common to educational TV stations. He added that WNDR alone has accepted about 10 such grants during the past two years for a single program or a series.

500 spots for 26 weeks on WTFM(FM) Lake Success, N. Y. In behalf of his city's tourist committee he wants to "sell" New York World's Fair visitors on stopping off in Chicago "on the way home."

**General Cigar Co.**, through Young & Rubicam, New York, has purchased full sponsorship of CBS Radio's coverage of the horse racing "Triple Crown" of the Kentucky Derby (May 2), the Preakness (May 16) and the Belmont Stakes (June 6). Win Elliot will provide the pre and post-race color descriptions.

**Humble Oil & Refining Co.**, Houston, through McCann-Erickson, that city, has purchased full sponsorship in *American Spectacle*, one-hour color special to be repeated May 10 (10-11 p.m. EDT) on NBC-TV. The show was first presented March 20.

Frank Block Associates, St. Louis, is shopping for eight-week fall schedules in 40-50 markets for farm radio drive in behalf of Prolin, rodenticide ingredient made by S. B. Penick & Co., New York.

**Albert Ehlers Inc.**, Brooklyn, N. Y., has started a one-year \$150,000 buy on WNBC and WOR, both New York, for Ehlers coffee. The buy is in addition to regular Ehlers' radio schedules. Agency: Co-Ordinated Marketing, New York.

**Borden Foods Co.**, New York, plans to introduce several new products in a forthcoming campaign that will feature heavy use of spot television. The campaign will be aimed primarily at Cre-

mora, a new powdered nondairy coffee lightener; Danish margarine, to be made available shortly in 16 northeastern states; and omelet mixes, being introduced in western and southern states. Agency assignments were not disclosed.

**Wham-O Manufacturing Co.**, through Anderson, Morgan, DeSantis & Ball, Los Angeles, is using TV juvenile shows in 85 markets across the country in a \$250,000 campaign for "Monster Bubble."

Five advertisers have purchased sponsorship next season in *International Showtime* (Fridays, 7:30-8:30 p.m. EDT): **Warner-Lambert Pharmaceutical Co.**, through J. Walter Thompson; **Block Drug Co.**, through Grey Advertising; **Richardson-Merrel**, through Morse International; **National Biscuit Co.**, through McCann-Erickson, and **Carnation Co.**, through Erwin Wasey, Ruthrauff & Ryan.

**Texaco**, New York, through Benton & Bowles, that city, will sponsor three one-hour specials with Meredith and Rini Willson on CBS-TV, June 4 and 30 and July 28.

### \$6.4 million ABC-TV sales

ABC-TV last week announced the receipt of \$6.4 million in new business from eight advertisers on prime time programming as well as early and late evening news programs for the second and third quarters.

The sponsors are Chevrolet, through Campbell-Ewald; General Electric, through Young & Rubicam; General

Foods, through Benton & Bowles; Frigidaire, through Dancer-Fitzgerald-Sample; Mennen, through Grey Advertising; Pepsi-Cola, through BBDO; Pharmcraft Laboratories, New York, through Papert, Koenig, Lois, and WTS Pharmaceuticals, Rochester, N. Y., through Charles W. Hoyt, New York.

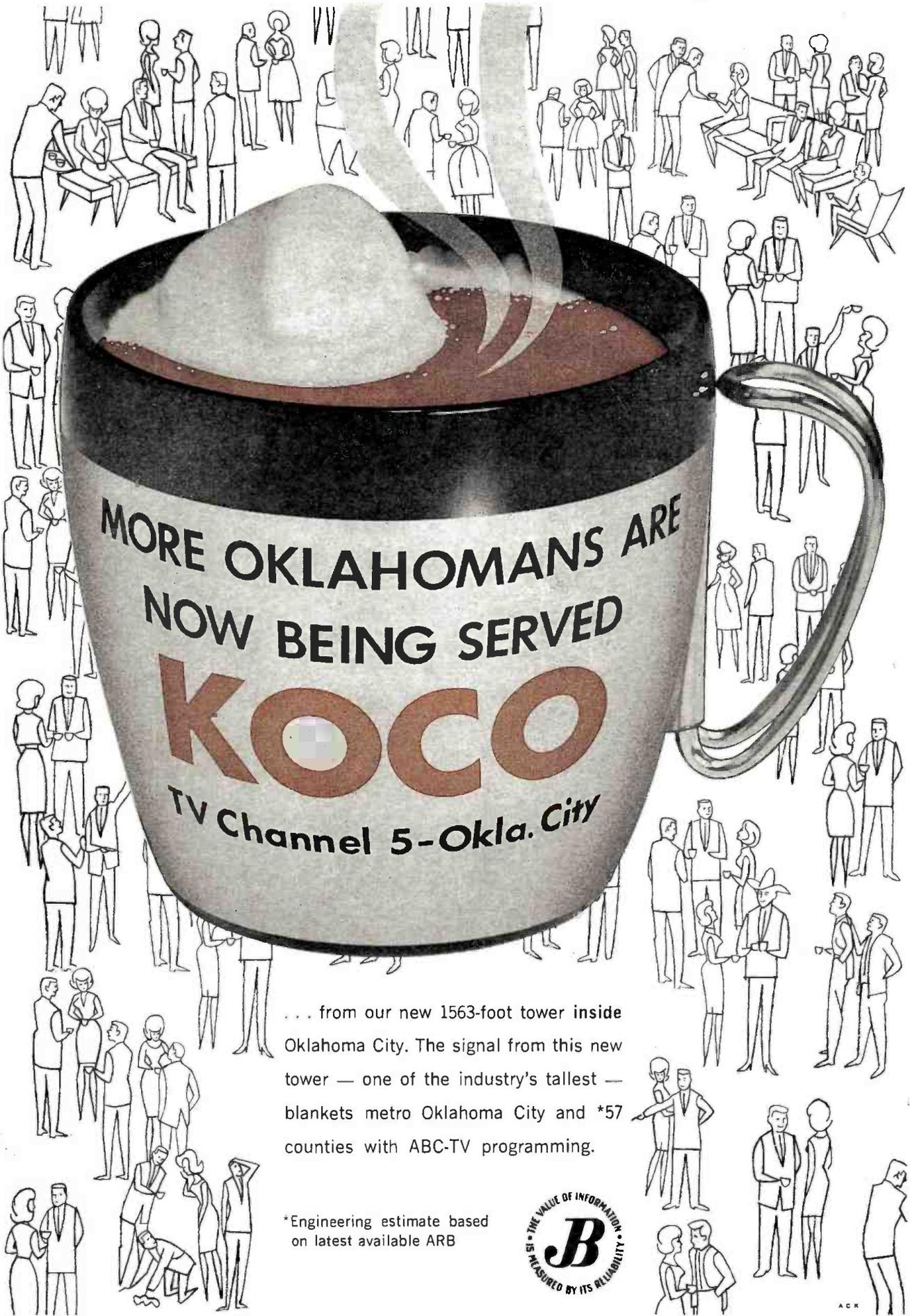
## ABC-TV packs up all of Purex

Purex Corp. and ABC-TV last week announced the signing of a reported \$4 million contract for a variety of news, public affairs and entertainment programs on the network this summer and through the 1964-65 season.

The contract reportedly commits Purex's entire network television advertising budget to ABC-TV. The company previously had scheduled nighttime programs on NBC-TV.

Purex-sponsored programming to be seen on ABC-TV includes pre-political convention specials with an appeal to women, some public affairs specials to be telecast beginning early next year, coverage of the 1965 presidential inauguration, weekday news programs with Lisa Howard, seven Dinah Shore specials, Tennessee Ernie Ford's daytime show this summer and other summer network advertising.

Edward H. Weiss & Co., Chicago, is the Purex agency for all the ABC-TV buys except the Dinah Shore programs, which previously were placed by Foote, Cone & Belding.



MORE OKLAHOMANS ARE  
 NOW BEING SERVED  
**KOCO**  
 TV Channel 5 - Okla. City

... from our new 1563-foot tower inside Oklahoma City. The signal from this new tower — one of the industry's tallest — blankets metro Oklahoma City and \*57 counties with ABC-TV programming.

\*Engineering estimate based on latest available ARB



ACK

# Cox stands pat on drop-in view

Takes FCC majority to task on KHMA (TV) move-in vote

Commissioner Kenneth A. Cox's strong feelings about the FCC's decision to reject its own drop-in proposal haven't abated with the passage of time.

When the commission, by a 4-3 margin, initially rejected the proposal, which was aimed at providing a third VHF service for seven large markets, he issued a long, sharply worded statement criticizing the majority's "slightly hypocritical" position. That was in July (BROADCASTING, July 8).

Then last fall, when the commission rejected the proposal again, after considering petitions for reconsideration, he loosed a blast at the "illogic" of the majority's position (BROADCASTING, Dec. 30, 1963).

Last week, he took his colleagues to task a third time in a dissent to the commission's action, on a 4-3 vote, approving a move-in for KHMA(TV) from Houma to Baton Rouge, La. (BROADCASTING, April 20). The station has a construction permit for channel 11.

Baton Rouge is one of the seven markets where the commission had originally proposed assigning short-spaced VHF channels (and channel 11 was to have been the facility) in the drop-in proceeding. And Commissioner Cox, in his dissent last week, stressed that he favors a third VHF channel for Baton Rouge.

But he said he objects to the manner in which the commission accomplished the purpose. He objects "even more strongly," he said, "to the inconsistency of the majority . . . who are really voting for a drop-in for Baton Rouge for the very reasons which I believe also support drop-ins" for the other six markets—Johnstown, Pa.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn.; and Charlotte, N. C.

**Don't Forget Others** ■ If the commission majority approves the Baton Rouge proposal, he said, it should grant "similar relief" to the other six communities. Dissenting also—but not joining in Commissioner Cox's statement—were Commissioners Robert E. Lee and Robert T. Bartley. They had been with the majority in rejecting the seven drop-ins.

Commissioner Cox made it clear his criticism of the majority was directed mainly at Chairman E. William Henry and Commissioner Lee Loevinger, who

had voted against the drop-in proposal. He noted that the position of the other members of the majority—Commissioners Frederick W. Ford and Rosel H. Hyde—was consistent with their vote for the drop-ins.

The commission's action permits St. Anthony Television Corp., permittee of KHMA, to move its transmitter to a point 47 miles northwest of Houma and 18 miles from Baton Rouge. This would leave it shortspaced to WTOK-TV (ch. 11) Meridian, Miss.

The drop-in proposal was rejected largely because of the commission majority's fear it would have an adverse effect on UHF development. In the Baton Rouge order, the commission said that city didn't offer fertile ground for UHF growth. It noted that no UHF stations are in Louisiana, that VHF signals from New Orleans and Baton Rouge cover the market area of any potential Houma station, that the Grade B contours of New Orleans and Lafayette, La., VHF outlets reach to within "a few signals from New Orleans and Baton Rouge is the smallest of the markets for which VHF drop-ins had been proposed. In addition, the majority said the commission is dealing "with an existing allocation and an existing permit." In the other drop-in cases, proposals for new allocations were involved.

"In all of these circumstances," the opinion said, "We think it reasonable to let the immediate needs of Baton Rouge for a third competitive service and the equally immediate need to improve the opportunities for nationwide competitive service by the three major commercial networks tilt the balance in favor of a waiver of the spacings rule to permit a third VHF service for Baton Rouge."

**'Sudden Shift'** ■ Commissioner Cox seized on what he called the majority's "sudden shift in emphasis. All of a sudden they are concerned about the considerations which led me to favor the carefully thought-out proposals for a limited number of drop-ins," he said.

Commissioner Cox said the needs of Baton Rouge for a third service and for improving the opportunities for nationwide competition by the networks have been "immediate" for years—"but the majority (excluding Commissioners Ford and Hyde) have been singularly unimpressed."

Commissioner Cox disagreed with the majority view that grant of St. Anthony's application for the move-in is an "appropriate vehicle" for bringing a third VHF service to Baton Rouge. The station will maintain a studio in Houma and provide a city grade service to most of that city. The commis-

sion said no other method of bringing a third service to Baton Rouge would provide this service to Houma.

Commissioner Cox, however, said an effort to make the station serve both cities would result in impairing its ability to serve Baton Rouge. He also said the decision to move-in KHMA is not fair to others who might want to apply for a VHF station to serve Baton Rouge.

## All-channel set strategy jells

Two approaches to price problem appear in plans

On Friday of this week every television receiver manufactured in the U. S., is going to have to be capable of receiving all 82 channels, covering both the 12 VHF channels (2-13) and the 70 UHF channels (14-83).

As the set makers gird for the change-over—they may continue VHF-only set production through April 30—two broad marketing approaches seem to be underway:

- Offer at least one all channel receiver at the same price as the present VHF-only sets.

- Shave the anticipated extra retail costs (estimated to run from \$10 to \$20) by an all out effort to cut manufacturing costs and skim profit margins from the factory right down the line to the dealer.

The first company to enter the all-channel set market without disturbing the existing retail price is Emerson Radio & Phonograph Co. Emerson offers a 19-inch, all-channel portable at \$129.95. This is the same price it listed for its VHF-only 19-inch portable last year.

Emerson's basic 16-inch portable, however, moved up by exactly \$12.93—from \$99.95 for a VHF-only, to \$112.88 for an 82-channel set.

Other companies are expected to react to the Emerson strategy, but it isn't clear yet just how. It's believed that before too long most companies will have receivers at prices somewhat comparable to existing VHF-only prices, although they may not be the exact same sets.

The May 1 date was set by the FCC as the changeover deadline for all-channel receivers last year, after Congress passed the FCC-sponsored law requiring U. S. manufacturers to make TV receivers capable of receiving all



***Chicago—first, among all U. S. cities, in building giant new skyscrapers for people to work and live in.***

Chicago's WGN Radio—first of all radio stations in Mid-America in homes reached—because it offers far greater coverage of skyscrapers and everything else that interests people.

# **WGN IS CHICAGO**

*the most respected call letters in broadcasting*

TV channels. The commission hopes that the all-channel set will remove one of UHF's largest obstacles—no sets.

In industry circles the expectation is that most companies will attempt to shave costs by short-cuts, cutting corners or substitutions. Some substitutions that are being talked about: plastic cabinets instead of wood; cheaper plastics for the more expensive kind, masonite for wood, elimination of the audio power transformer and the use of selenium rectifiers for voltage regulation in the audio circuits.

In the last analysis, however, manufacturers, distributors and retailers may have to accept low markups in order to cover the increased \$10-\$20 on the price leaders. The market may not, it's believed, show its basic outline until after summer.

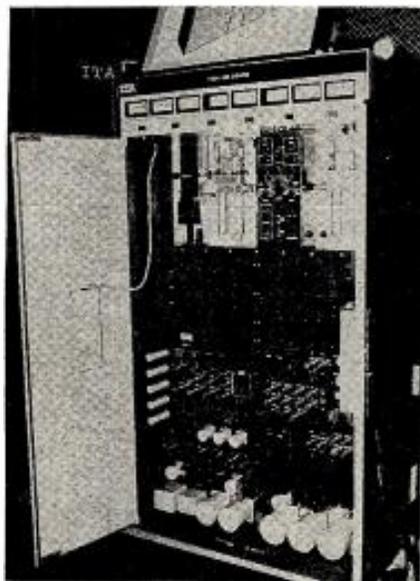
## ITA Electronics had a busy time in Chicago

Sale of seven transmitters at the National Association of Broadcasters convention has been reported by ITA Electronics, division of Triangle Publications, Lansdowne, Pa.

Sold were four 10 kw FM transmitters (\$15,700); one 1 kw AM (\$4,950), and two 250 w FM (\$3,350).

ITA introduced its new 100 w UHF driver at the convention, the TVUL-100, priced at \$25,000. The driver features a solid-state crystal oscillator in a temperature controlled oven, silicon rectifiers in all power supplies, water-cooled klystron and a modulator designed for color operation.

The firm also had a live stereo demonstration to show its 10 w stereo exciter which has modulation of 8



ITA's TVUL-100 UHF driver

## Lightning experiment

KGUN-TV Tucson, Ariz., has come up with a slightly different approach to public service. It was a helping hand to Dr. Martin A. Uman, an associate professor of electrical engineering at the University of Arizona, who conducted an experiment in measuring lightning.

Dr. Uman, knowing that the TV station's towers on Mount Bigelow near Tucson are frequently the target of lightning, asked for permission to put Fiberglass boots on the lightning rods protecting the towers. The permission was granted, and results of the experiment show that lightning is at most 2.5 centimeters in diameter. Fiberglass could measure the lightning better than photographs because the latter blurs, it was said.

cycles to 15 kc. The exciter is priced at \$1,295 and with stereo generator at \$2,490.

## RCA unveils its new West Coast headquarters

RCA has moved its West Coast headquarters to its newly completed building at 6363 Sunset Boulevard, Los Angeles. RCA occupies six of the nine floors in the \$5 million structure. About half the RCA space is devoted to recording facilities, the remainder to western offices of the RCA Broadcast and Communications Products Division, RCA Electronic Data Processing sales offices, West Coast sales and sales engineering of RCA Electronic Components and Devices, RCA western distribution and commercial relations offices, RCA Service Co. western region offices, RCA Custom Records Sales and RCA Victor Records. RCA Victor will be represented in the building by West Coast artists and repertoire, commercial sales, publicity, magnetic tape sales and recording technicians.

The new recording studios were described as "the world's most modern" by George R. Marek, RCA vice president and general manager of the RCA Victor Record Division, Tuesday (April 21), when he and John West, staff vice president, RCA western distributor and commercial relations, hosted an open house for more than 1,000 guests. More than twice the size of the old recording studios at Hollywood's Sunset & Vine Streets, only a block away from

the new location, the new recording studios encompass 100,460 cubic feet and contain nearly 13 miles of cable. They were designed by Alan Stevens, general plant engineer of RCA Victor, in collaboration with John Volkmann of RCA Labs.

## Technical topics . . .

**Midget TV camera** ■ A 3-inch diameter portable TV camera weighing 4½ pounds has been adapted for use with standard broadcast equipment to provide coverage of outdoor news and sporting events has been announced by the Kin-Tel Division of Cohn Electronics, San Diego.

**New light** ■ A complete, lightweight, high-efficiency studio light has been introduced by Sylvania Electric Products. The iodine-quartz lamp, 5-inches long and 1¼-inches in diameter, is a 2,000-watt lamp available in color balance of either 3,200 or 3,400 degrees Kelvin. The lamp will also be available in a 1,000-watt model. The light sells for less than \$139. Initial deliveries are anticipated in about 90 days.

**Light communications** ■ A new system for transmitting voice communications on a light beam has been developed by the National Aeronautics and Space Administration's Langley Research Center, Hampton, Va. The Retrometer uses the human voice as a power source and is returning to the originating point by a simple reflector. Information on the Retrometer is available for 50 cents from the Office of Technical Services, Department of Commerce, Washington.

## Admiral lifting prices \$10-\$20 for all-channel

The suggested retail prices of 82-channel monochrome TV sets made by Admiral Corp., Chicago, will run only \$10 to \$20 higher than previous VHF-only models, Admiral has announced. Admiral's 11-inch portable, at \$99.95 for VHF, will sell for \$109.95 all-channel.

Admiral also announced that the company is guaranteeing that 1964 and 1965 VHF-only models (excluding the 11-inch set) can be converted any time through Admiral dealers until April 30, 1965, for an installed price of approximately \$20.

Admiral said its all-channel sets contain a new two-speed transistorized UHF tuner which provides both fast and fine precision vernier tuning.

Two new table-top all-channel UHF converters also have been introduced by Admiral. Top model is priced \$39.95 with economy model at \$29.95.

## Providence? or Pforzheim?

"Right the first time. It's Providence, Rhode Island.

"We have somethin' in common with Pforzheim, Germany, though; we're both big in jewelry. Matter of fact, some mighty smart jewelry people moved here from Pforzheim . . . helped build up the big industry we have today.

"D' you know . . . countin' greater Providence and some Massachusetts neighbors, the Attleboros . . . we've got maybe 25,000 folks workin' in this one industry? Some say we're the jewelry center of the world!"

But then, the Providence market is a big center for a lot of things. For precision tools and gages, for instance. For textile machinery. For huge naval installations mounting operations over, under and on the sea. Providence is Rhode Island *plus* rich slices of Connecticut and Massachusetts. People in television say **Providence is WJAR-TV.**



Design Studio at 7 Thomas Street is carefully preserved by its owners, The Providence Art Club.

Your personal print, suitable for framing, awaits your card or call.



FIRST TELEVISION STATION IN RHODE ISLAND

BROADCASTING, April 27, 1964

AN OUTLET CO. STATION **NBC** — Edward Petry & Co. Inc.

# Magnuson to FCC: What can be trimmed?

Henry says \$500,000 of requested increase is for 'unavoidable' salary increments

The FCC, seeking more money to employ more personnel, was asked by Senator Warren G. Magnuson (D-Wash.) last week to come back in a month and see if it couldn't do without the extra funds and manpower.

The remark came during the commission's annual fund-raising plea before the Senate Independent Offices Appropriations Subcommittee, headed by Senator Magnuson, also chairman of the Senate's communications policy panel, the Commerce Committee.

The FCC has requested \$1,010,000 above its current \$15.6 million budget. Half the new funds are for "unavoidable" salary adjustments, explained FCC Chairman E. William Henry. The rest is mostly to add about 60 positions. Only two would be in broadcast regulation, the remainder in the common carrier and field engineering bureaus.

Details of the FCC's closed door budget session with the House Appropria-

tions Committee last month have not yet been made public. When the House has worked its will on the FCC request the commission will be invited back to the Senate panel to review the House action, probably in fewer than 30 days, Senator Magnuson indicated.

In an unusually brief, early-morning hearing Wednesday (April 22), cut short by the Senate's resumption of the civil rights debate at 10 a.m., Chairman Henry and four commission colleagues coolly fielded a broad array of questions on commercials, pay TV, liquor advertising, license fees, community antenna television systems, its own computer and multiple ownership. Commissioners present: Chairman Henry, and Commissioners Rosel H. Hyde, Robert T. Bartley, Kenneth A. Cox and Lee Loevinger.

**Updating the Senators** ■ In most cases, the commission's answers were intended to bring the senators up to

date on the status of various communications problems; however there were some new developments:

■ Senator Magnuson worried anew that broadcasters might yet succumb to the attraction of potential advertising revenues from the liquor industry. Told that WQXR-AM-FM New York and two near-sponsors apparently had backed off from their announced intention to begin a late evening hard liquor ad campaign, Senator Magnuson warned that if the National Association of Broadcasters' voluntary ban against hard liquor commercials "becomes abused," his Commerce Committee would take up pending legislation to prohibit such advertising by law (BROADCASTING, March 30). "I think hard liquor advertising would bring havoc on the broadcasting industry," the senator commented.

■ On the other hand, Senator Magnuson gave added evidence that he has little interest in letting his committee consider HR 8316, the House-passed bill that would prohibit the FCC from limiting commercials through rulemaking. The measure is "merely a directive within authority you now have; that's the way I look at it," he told commission witnesses. The commission terminated its rulemaking before the House approved the bill early this year (BROADCASTING, March 2) and said it would proceed on a case-by-case basis.

■ The entire subcommittee showed interest in a discussion of the status of pay TV and whether the FCC had au-



Members of the Senate Independent Offices Appropriations Subcommittee and FCC commissioners and staff were up early last Wednesday (April 22) to discuss the federal agency's fiscal 1965 budget. The session began 90 minutes sooner than the customary 10 a.m. hearing time because of the Senate civil rights debate. Facing

the camera are (l-r) Senators Leverett Saltonstall (R-Mass.), Milton R. Young (R-N.D.), Gordon Allott (R-Colo.), Warren G. Magnuson (D-Wash.), subcommittee chairman A. S. (Mike) Monroney (D-Okla.). Backs to camera are (l-r) FCC Chairman E. William Henry and Commissioners Rosel H. Hyde and Lee Loevinger.

## Rogers gives views on pay TV, CATV

A congressman who led broadcasting's fight against FCC regulation of commercials thinks broadcasters ought to stand on their own feet in battles with community antenna television.

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, is expected to amplify this view—and his thoughts on pay TV—in a speech scheduled for delivery to the Station Representatives Association in New York tomorrow (April 28).

Going over some of his notes last week, Representative Rogers observed that development of pay TV seems almost a certainty and that steps should be taken to preserve the present system of broadcasting. One, he suggested, would be to charge pay TV firms for the use of the "publicly owned airwaves." Asked if this would represent protection of one enterprise from competition from another, he explained that the present TV system reimburses the public by giving programs in return for use of the air. If the public is going to be charged for programs it now receives for nothing, then it may be entitled to levy the user of its airwaves, Representative Rogers said.

The danger he sees in pay TV is

that with its huge potential for revenues it would soon be able to drive broadcasters out of the program market. If, however, pay TV were required to pay the public for an easement to the air, then access to program sources could be equalized.

Representative Rogers seemed ready to put the FCC on notice that if it thinks the regulation of pay



Rep. Rogers

TV requires new laws, then it is the commission's duty to make recommendations for legislation—not to do its own legislating through rule-making. The FCC and other regulatory agencies have recently tended to use powers which Congress gave them to administer laws to make policy instead, he said.

As far as CATV is concerned, Representative Rogers said, he thought broadcaster clamor for protection appeared somewhat paradoxical. Broadcasters fought vigorously to keep the FCC out of the economic aspect of their business, he said, referring to the FCC's abandonment of a rulemaking that would have set standards for the length and frequency of commercials (BROADCASTING, Dec. 30, 1963). Now, however, they seem to be asking the FCC to step right back into this economic area to protect them from CATV, he said.

As Representative Rogers sees CATV, in most instances it is a local enterprise operating strictly in intrastate commerce. Anyone can stick an antenna into the air to catch a TV signal, he said. "Serious constitutional questions" would be raised if Congress sought to justify bringing such CATV's under federal regulation.

thority to regulate it. Commissioner Cox thought it might if a system such as California's Subscription Television Inc. requested a microwave. Senator Magnuson said he could foresee "some problems" but noted that he did not know whether federal regulation would be justified.

Chairman Henry advised the subcommittee that the FCC is taking in about \$12,000 a day in license application filing fees, but all are being held in abeyance pending the outcome of a court test of its legality. He said the FCC anticipates an annual income of \$3,120,000 in fees, less \$75,000 in collection costs, all destined for the U. S. Treasury. The chairman said a hearing on the fees suit would be argued today (Monday) in a federal court in Chicago.

Asked about the FCC's new \$1 million Univac III computer, Mr. Henry said it's been in use since November. The commission plans "to have the broadcast station and individual ownership files on magnetic tape for use by the commission's staff by July

1," he continued. "In addition, our programs for performing engineering computations for AM, FM and TV facilities, such as radiation and service contour patterns and channel studies, are also scheduled for late this fiscal year or early next year."

Concerned whether set manufacturers would seek a delay in the effective date of the all-channel set law, Thursday (April 30), the subcommittee was advised that the commission had received no petitions requesting a postponement. Senator Magnuson noted that some manufacturers had told him informally earlier that they might make such a request if a major backlog of VHF-only receivers was built up.

The FCC staff came prepared to the hearing to discuss commission television and radio reporting forms (CLOSED CIRCUIT, April 20), but time ran out when Senator Gordon Allott (R-Colo.) began to ask why broadcasters were burdened with so many. Chairman Henry promised to explain the forms and the commission's proposed rulemaking on new ones by letter.

## How to regulate CATV is the problem

When the NAB's Future of TV in America Committee meets in Washington May 13 to discuss CATV legislation, one of its main problems will be to decide what avenue to take in bringing cable systems under the Communications Act.

The committee seems to be one as far as all members agreeing that there is a need for legislation. The big question apparently is how to go about it.

Two routes were laid out for the members' deliberations in drafts of legislation submitted to each member by Douglas A. Anello, general counsel of the National Association of Broadcasters. One proposal would simply arm the FCC with authority over CATV systems. This would require the commission to issue licenses to cable companies just as it does stations.

The other runs to a simple amend-

ment to Section 325 of the Communications Act. Section 325 is the provision which forbids one broadcast station to rebroadcast the signals of another station without permission.

By revising this provision to include CATV systems, the commission would be the final judge of whether or not a TV signal may be picked up by a CATV system and fed to subscribers even over wire. This would apply, it's emphasized, even where a station has given a cable company permission to use its signals.

The need for legislation is based on the NAB's contention that CATV systems upset the pattern of television formulated by the FCC in 1952. The extension of station signals via CATV's, by way of microwave relays or off-the-air pickups, the NAB board declared, must not be left to haphazard growth, but must be coordinated by the FCC to mesh into the whole TV allocation picture. Early last month the NAB told the FCC that this was its viewpoint and that it would prepare legislative proposals to accomplish this regulation.

The seven members of the committee received the proposed drafts two weeks ago (BROADCASTING, April 20).

The committee is headed by Dwight W. Martin, WBSU-TV New Orleans. Other members: William C. Grove, KFBC-TV Cheyenne, Wyo.; C. Howard

Lane, KOIN-TV Portland, Ore.; Clair R. McCollough, Steinman Stations; John T. Murphy, Crosley Broadcasting Corp.; G. Richard Shafto, Broadcasting Company of the South, and Willard E. Walbridge, KTRK-TV Houston.

"Whatever we do," one member said last week, "we hope it will meet the approval of the cable companies too."

## TAME gives CATV views to Sen. Pastore

Representatives of the Television Accessory Manufacturers Institute (TAME) explained their position on community antenna television April 17 to Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee. A planned meeting on the same day with Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, was postponed (BROADCASTING, April 20).

The congressional contacts are part of TAME plans to step up its work in Washington. The manufacturers are attempting to persuade lawmakers, the FCC and broadcasters that CATV requires strong federal legislation, that local broadcast services should be protected and that CATV should not be

permitted to enter communities where it is not needed.

A report of a TAME board of directors meeting in last week's issue of BROADCASTING erred in stating that the closed session was addressed by Douglas A. Anello, general counsel of the National Association of Broadcasters. Mr. Anello was present only at a cocktail party following the meeting that was also attended by FCC commissioners, reporters and some congressional staff members.

## Daytona Beach to vote on CATV for third time

Daytona Beach, Fla., which has twice defeated referenda on community antenna television franchises, is preparing for another vote, and this time two of four applicants are major group broadcasters.

Asked to prepare suggested criteria so that the city may select a firm for the ballot: Cox Broadcasting Corp., Atlanta; Florida TV Cable Inc., a joint operation in which Meredith Broadcasting and the Jerrold Corp. are each 50% owners; Daytona Beach Cablevision Inc., headed by William Shlank of Community Television Systems Inc. of New Haven, Conn., and Community Television Systems of Florida Inc., headed by Maurice Bailey, Connecticut theater chain operator.

## Crawford on special NAFMB sales assignment

Arthur K. Crawford, commercial manager of KCBH(FM) Los Angeles, is on leave from the station on a special New York sales assignment for the National Association of FM Broadcasters.

The NAFMB is without a president since the resignation of James A. Schulke from that post. While Mr. Crawford denies that he is acting in an executive position for the trade group, associates on the West Coast said that in addition to doing selling for FM he is expected to help organize national research for the organization. Mr. Crawford has said that he expected to return to Los Angeles within "three months."

Pending appointment of a president of NAFMB the organization has announced a special committee to act in a management capacity. Members include Dave Polinger, WTFM(FM) New York; Abe Voron, WQAL(FM) Philadelphia, chairman; Stan Hamilton, WMAL-FM Washington and Frank Knott, WPKM(FM) Tampa, Fla.

*This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these shares. The offer is made only by the Prospectus.*

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Courts & Co.

The Robinson-Humphrey Company, Inc.

April 22, 1964.

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# The intramural fight on CATV

Broadcasters seeking CATV franchises find themselves being opposed by licensees of television stations

The growing number of broadcasters entering community antenna television now is creating situations in which they are fighting fellow broadcasters who either are competing for franchises or oppose CATV outright.

In central Missouri, for example, two long-time competitors, KOMU-TV Columbia and KRCG(TV) Jefferson City, are fighting Meredith Broadcasting Co., a group broadcast owner seeking CATV franchises in six cities in the area. They are scheduled to clash head on today (Monday) at a Columbia city council hearing on CATV. Columbia is considering franchise applications from Meredith and Commonwealth Theaters Inc. Also in the fray are the Television Accessory Manufacturers Institute (TAME) and the Television Electronics Servicemen's Association, both opposing CATV in the area.

Just a short time ago two major group broadcasters squared off in Pennsylvania. Cox Broadcasting Co. wanted

FCC approval of a microwave to bring signals of independent New York City and Philadelphia TV stations to its cable systems in the state but has been opposed by the Steinman Stations (BROADCASTING, March 23).

And more recently two other groups began taking each other's measure. Jefferson Standard Broadcasting Co. hinted a possible suit against Broadcasting Co. of the South, which operates a CATV in Florence, S. C., location of Jefferson Standard's WBTW(TV) (CLOSED CIRCUIT, April 13).

**Missouri Story** ■ Meredith, relatively new to cable television, has found it is not alone in desiring to bring CATV into central Missouri. In addition to its competition in Columbia, Meredith is running into other CATV applications in the area backed by Vumore Co. of Oklahoma City, a giant in the field; United Video Systems Inc. of Kansas City, Mo., operating in Missouri and Nebraska; and some local businessmen

in various communities who plan their own systems. Franchises have been granted recently in Marshall, Booneville and Rolla and three applications are pending in Sedalia.

The Meredith entry in Missouri is its first solo move into CATV. The firm announced its CATV debut in January when it revealed it is 50% owner in several Florida communities with the Jerrold Corp., of Philadelphia, major CATV equipment manufacturer now returning to the field of system ownership.

In central Missouri, however, Meredith is alone and finding "terrific opposition" according to one spokesman. Meanwhile Robert Blosser, KRCC general manager, whose station finds itself affected by most of these central Missouri CATV proposals, thinks the Columbia hearing is the key. "If they are able to get it through there," he said last week, "they may be able to get it through the whole area."

The servicemen's association is reported to have urged the Columbia council to delay any action until it performs a detailed study of CATV. TAME has dispatched Paul Mettler of the Winegard Corp., Atlantic, Iowa, and a TAME director, to attend the hearing.

## A variety of comments on CATV rules

NAB FAVORS THEM, NCTA WANTS CASE-BY-CASE ACTION

Comments last week on the FCC's proposal to regulate community antenna systems served by microwave facilities were predictably splintered. Broadcasters urged stronger controls and the CATV and microwave operators decried the proposed rules as a needless and unfair burden on their operations.

The National Association of Broadcasters and the National Community Television Association prefigured the controversy in their sharply differing comments (BROADCASTING, April 20). The NAB called for adoption of the rules and requested a general legislative policy investigation. NCTA told the FCC that a case-by-case consideration of CATV-local television station situations is the best approach to regulation.

The contest is over two proposed rulemakings that would require that grants to common carrier and business radio microwave systems be conditioned on a CATV service not duplicating—for a 15-day before and after period—the programming of a local TV station, within its grade A service area. It would also require that a CATV system carry, without material degradation, the signal of a local station if requested to do so (BROADCASTING, Jan. 13).

The National Association of Microwave Common Carriers said the pro-

posed rules place the microwave suppliers in a position of responsibility for the actions of the CATV, which it cannot control. NAMCC told the FCC that the commission would be "abdicateing any control in advance to the local broadcaster," under the proposed rules. Local TV stations would gain control over microwave applicants, the association said.

**A Need to Police** ■ NAMCC said that the nonduplication provision of the rules opens the microwave facility to FCC punishment should there be any rules violation and not the CATV which is in control. The association said the microwave would find it necessary to police the CATV operation. NAMCC also saw the requirement that there be no material degradation of the local TV signal as placing the microwave in a similar position.

AT&T and the U. S. Independent Telephone Association objected to the rules applying to microwave common carriers that serve the general public. AT&T said that as a result of the commission's efforts to indirectly control CATV systems, it put the common carrier in a discriminatory position toward one of its customers, the CATV. The company said common carriers do business with other competitors of a

local TV station such as movie theaters and newspapers, so why should it be asked to discriminate against a CATV because it competes with a local TV outlet.

The Association for Competitive Television, representing UHF-TV licensees, told the commission that CATV "tends to splinter the viewing audience in the service area; generally CATV systems duplicate the programming of the local station on a nonprotected basis or do not carry the local signal at all; and, defective or inconveniently installed switching devices, and, quite often, 'leakage' from the CATV cable preclude or inhibit 'off-the-air' reception by the receiver owner."

ACT said that the extent of the service area of the local station that is to be protected is a serious matter. The association said that it is necessary to extend this protection to the grade B as well as the grade A service area.

**Total CATV Control** ■ ACT told the commission that the federal agency "must undertake to extend its regulatory authority to all CATV system operations." The association was joined by Springfield Television Broadcasting Corp., licensee of five UHF stations, in urging that the FCC regulate wire CATV's as well as those served by microwave facilities.

Springfield Television recommended that the commission adopt a schedule of fines against CATV systems that fail



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boring cities which WREC-TV is presenting as a news and public affairs feature. Whether the camera strolls down a charming residential street, meets with the mayor, or takes an informing look at the industrial, educational and recreational advantages of each city, it's all a part of getting to know and understand one another better. Here again is an example of the many

public service features that continually produce enthusiastic public acceptance for WREC-TV and its advertisers.

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to heed the proposed rules. A first violation, such as illegally duplicating a local program, would cost \$1,000, the second infraction would cost \$5,000, the third \$10,000. The UHF licensee said that any further violation should result in a revocation of the system's operating authority.

The Montana Cable Television Association said that the proposed rules would place the local TV station in control of the programming of the local CATV. The CATV association said that a local TV station could arrange, or rearrange, its program schedule in such a way as to cripple or destroy a CATV system.

**Copyright Clause** ■ ABC and NBC both asked the commission to insert in the proposed rulemaking, which both support, a clause that would make it clear to CATV systems that the rules do not give them license to use copyrighted program material. NBC said the commission "should make sure that the language of those rules cannot be used for a claim of authority to use program material by a community antenna system, however spurious the claim may be."

NBC further urged that the rules require a CATV to obtain the permission of the originating TV station before using its signal. The network said it believes that the commission has the authority to require that CATV's seek permission when the systems are served by radio relays.

The Television Accessory Manufacturers Institute (TAME) told the commission that it was in support of the rulemakings, but suggested that the FCC not require a CATV system to carry the signal of a local station. TAME said that reception of a local station would be superior if taken directly off the air. The association said that it would be more effective to require that a CATV in no way impede the reception of local television.

## Media reports . . .

**Roper report** ■ The Television Information Office of the National Association of Broadcasters is sending to all TIO sponsor stations a set of six slides with accompanying manuscripts concerning the latest Roper report on public attitudes toward mass media. The report includes data showing that television has supplanted newspapers as the most popular source of getting news.

**Political handbook** ■ A 1964 *Guide to Conventions and Elections*, compiled by the CBS News Election Unit, has been published by Dell Publishing Co. The 256-page paperback provides facts and figures and background information, on the men, parties and issues of the coming election.

# FCC gets Texas CATV pact

## Decision expected soon on TV Cable's request for waiver of protection

The FCC is expected to rule soon, probably this week, on the controversial question of whether to free TV Cable of Austin, Tex., from the requirement that it protect KTBC-TV, the Austin station owned by President Lyndon Johnson's family.

Commission sources, in disclosing this last week, said the agency would probably make public, along with its decision, the option agreement between Capital Cable Co. and Texas Broadcasting Corp., licensee of KTBC-TV.

Capital Cable, which had rejected two requests from the commission staff, last week filed a copy of the agreement after receiving a demand from the commission itself (BROADCASTING, April 20). Capital Cable left it to the commission's discretion whether to publish the agreement.

But Eugene L. Burke, counsel for Capital Cable, submitted a letter declaring that the option agreement has no relevance to the proceeding in which TV Cable is seeking a waiver of the condition that it refrain from duplicating KTBC-TV's programs.

The agreement—which was signed in 1957—allows Texas Broadcasting (formerly the LBJ Co.) to acquire 50% of Capital Cable. Johnson company is now controlled by trustees.

**Unfairness Charged** ■ TV Cable, is competing with Capital for subscribers in Austin, where KTBC-TV is the only station. TV Cable has alleged that the agreement makes the station a party in interest in the success of Capital Cable. In that situation, TV Cable says, it is not fair for the commission to require TV Cable to protect the station. Capital Cable maintains that there won't be any connection between it and Texas Broadcasting until that company exercises its option.

There is some difference of opinion regarding the relevance of the option agreement among commission officials who have seen it. Some maintain that there is "nothing in it" of any significance. Others, however, say there might be some basis for concluding that the station and Capital Cable have a "close relationship" now.

The case has attracted considerable attention because of President Johnson's involvement. Published stories have put Texas Broadcasting's stake in

the success of Capital in the \$5 million class.

Both CATV's relay signals from San Antonio stations. But Capital, which does not use microwave, is outside of commission jurisdiction and is free to duplicate KTBC-TV, which it does. TV Cable, on the other hand, accepted the condition that it not duplicate the station when it received a microwave grant. This is the same condition the commission has imposed on all CATV microwave grants during its consideration of a rule that would protect TV stations from microwave-fed CATV's.

**Seeking Reconsideration** ■ TV Cable, however, claiming it was at a competitive disadvantage, asked for a waiver of the condition. The commission rejected the petition. Then, TV Cable asked for reconsideration. This is the matter now before the commission.

Mr. Burke, in his letter, charged that TV Cable injected the option agreement into the proceeding only for "political and pressure purposes." He said Capital would never have submitted the agreement except "for the innuendoes and inferences of something improper and sinister in this agreement that have already been given undue publicity for a private contract. . . ."

Mr. Burke also said that the company was not asking that the agreement be kept private because Capital Cable and its parent corporation, Midwest Video, don't want "to be involved in any political controversy and leave it to the commission's best judgment" whether the agreement should be made public, in whole or in part.

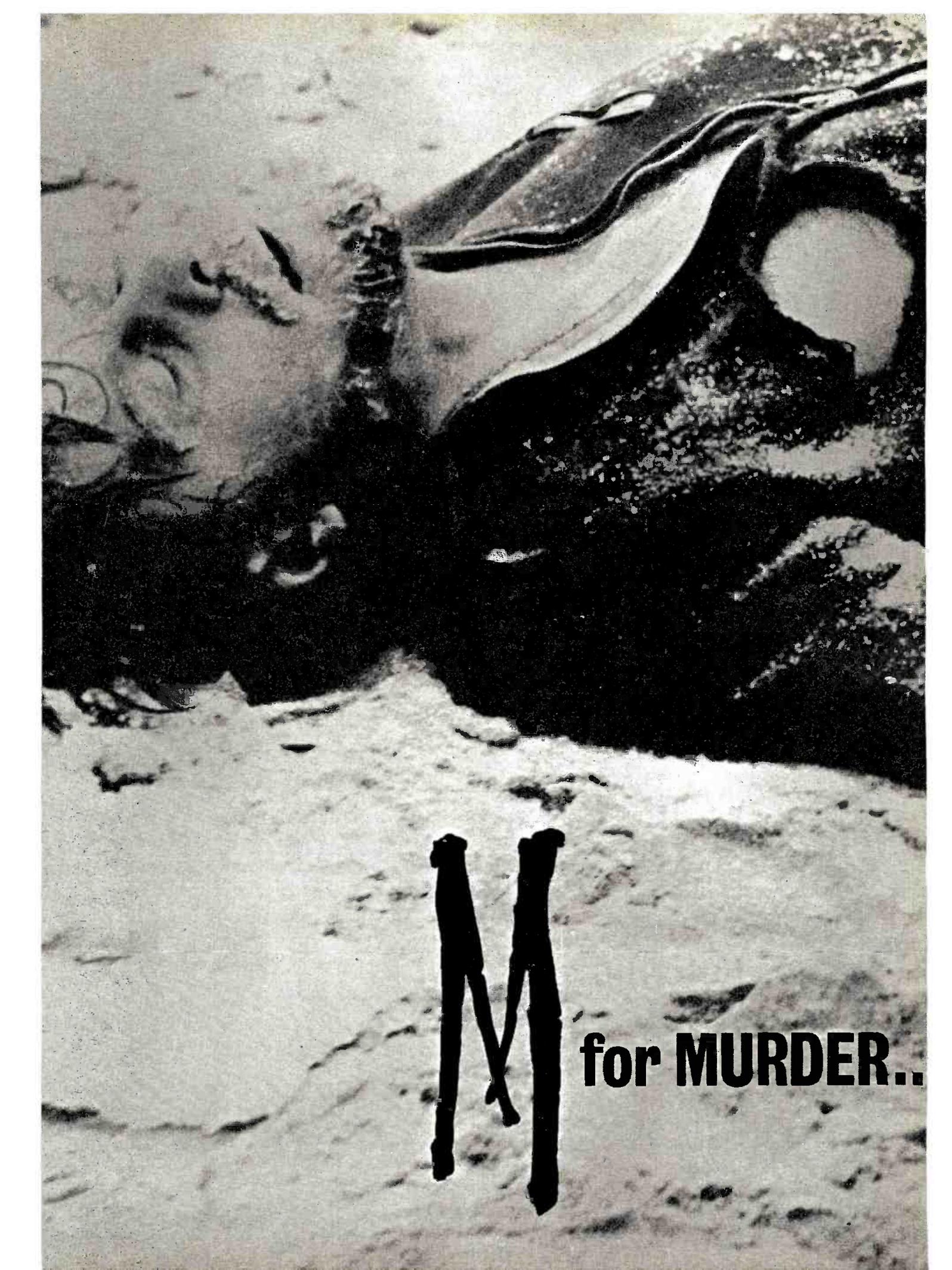
When the commission failed to make the agreement public immediately, TV Cable filed a request that the document be published. Counsel for the company also submitted a letter denying TV Cable had attributed anything "sinister or improper" to the option agreement.

John P. Cole Jr., TV Cable's attorney, said that company has maintained that the agreement "does establish a definite community of interests between Capital and KTBC-TV, which is pertinent to the consideration of TV Cable's case for waiver." As a result, he added, TV Cable has sought "production of the document so that a decision can be made on a full record."

## KFSA cautioned by NLRB

The National Labor Relations Board has ordered KFSA Fort Smith, Ark., to bargain, if requested, with the International Brotherhood of Electrical Workers as exclusive representative of the station's control-announcers and engineers.

The board cautioned KFSA not to threaten reprisals against employes for joining IBEW or otherwise try to discourage membership in the union.



**M**

**for MURDER..**

## A million thumbs turned down in California

More than one million California voters—one for every six registered voters in the state—have signed initiative petitions against pay TV,

leaders of the Citizens' Committee for Free TV said Monday (April 20) in filing the papers with registrars of voters throughout the state.



Delivering the petitions: (front, l to r) Don Belding, state chairman of the Citizens' Committee for Free TV; Mrs. Fred S. Teasley, state vice chairman of the committee and radio-TV chairman for the California Federation of Women's Clubs;

(rear, l to r) Frederick C. Dockweiler, Southern California chairman of the citizens' committee; Mrs. Glenn Bailey, California Federation of Women's Clubs, and Mrs. Frederick W. Spencer, president, California Federation of Women's Clubs.

A total of 468,250 certified signatures is needed to get the measure on the ballot at the Nov. 3 general election. Nearly that many were obtained in Los Angeles county alone, with more than 454,000 names affixed to the truck load of petitions delivered to Registrar of Voters Ben Hite by Don Belding, state chairman of the citizens' committee; Mrs. Fred S. Teasley, state vice chairman, and other committee executives. In all, 717,000 signatures came from Southern California voters; 340,000 from those in Northern California.

The petition is a "statewide pre-election hoax" perpetrated by an organization created and financed by an organization of 10 theater chain owners, according to Robert F. MacLeod, vice president of Subscription Television Inc., which is attempting to establish closed circuit pay TV systems in Los Angeles and San Francisco.

"The million signature figure is a fraud," Mr. MacLeod asserted in telegrams to California Attorney General Stanley Mosk and a dozen county clerks. "Its purpose is to create a psychological impact on the public mind and make it appear that this vicious special interest law is favored by the voters," he said. Mr. MacLeod cited the California Poll report finding a majority of California voters against the initiative (BROADCASTING, April 20). "By outlawing subscription TV in the home," he emphasized, "the initiative would preserve the present box office monopoly on pay TV entertainment." He predicted that when the signatures are examined, "up to 40% will be tossed out as invalid."

## STV sticks to July 1 for pay TV start

On July 1, Subscription Television Inc. will begin delivering closed-circuit telecasts of the home baseball games of the Los Angeles Dodgers and San Francisco Giants and other programming to subscribers of STV's wired system of pay TV, STV President Sylvester L. (Pat) Weaver said Monday (April 20) at the first annual meeting of STV stockholders in Wilmington, Del.

The company has already exhausted its "contingency time," Mr. Weaver said,

due to slow deliveries of equipment, labor difficulties, changes that had to be made and, principally, delays caused by the anti-pay TV campaign of the California theater owners, whom the STV president charged with having raised "a huge war chest" to try to prevent STV from going into business in the state. But, despite all this, "we still expect to open July 1 unless some difficulty arises or a blow is struck," Mr. Weaver asserted.

The meeting, attended by three STV officials, two other stockholders and three newsmen, was devoted chiefly to such routine business as the re-election of the board of directors for another year and the appointment of Arthur

Anderson & Co. as independent auditors for fiscal 1964. No financial report was given to the stockholders, as an annual report is now being prepared and should be out in the next two or three weeks, according to Donald H. Kunsman, vice president for finance and administration and treasurer of STV.

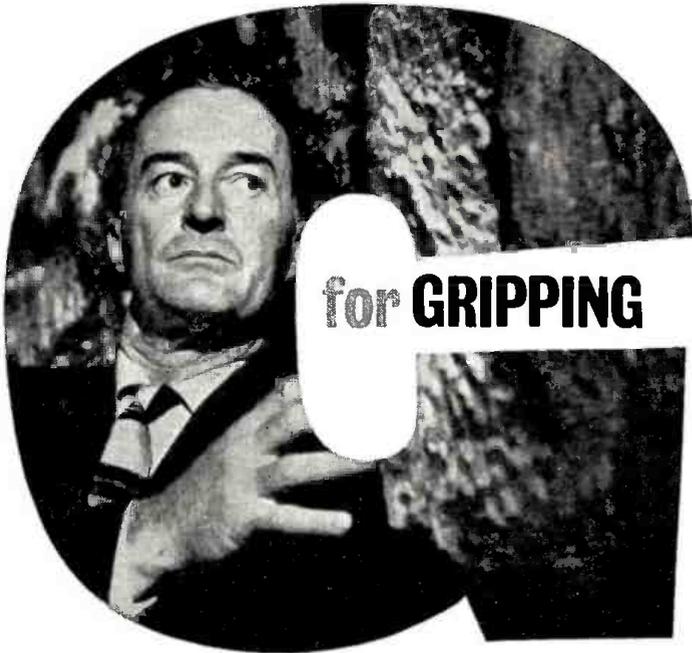
"We are not yet an operating company," Mr. Kunsman said Thursday on his return to STV headquarters in Santa Monica, Calif., "but we are in a pre-operating period, with preorganizational expenses, which will be prorated over a five-year period, but with no operating income to report." John Nelson Steele, STV secretary, was the third executive of the company to attend the meeting.



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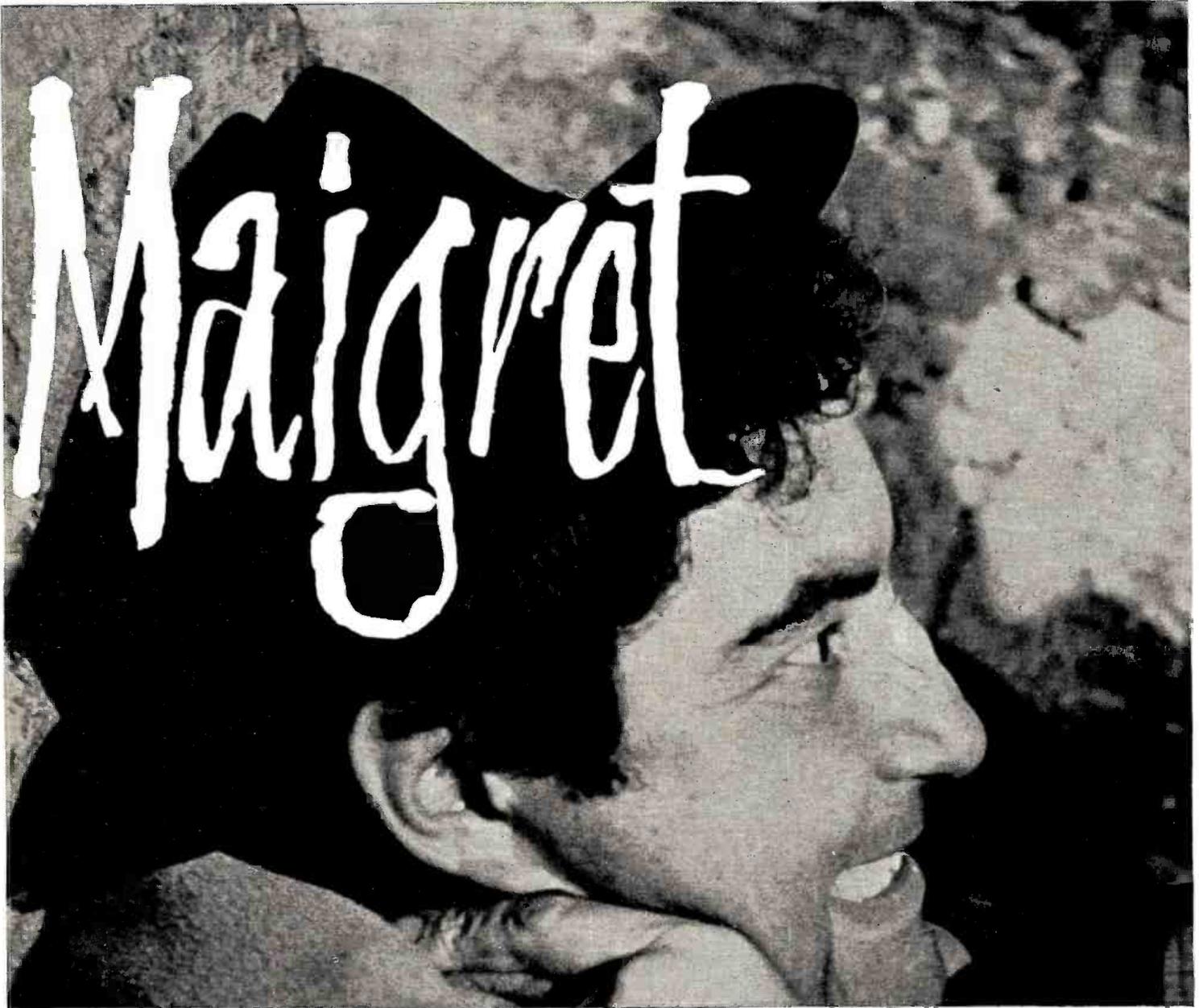


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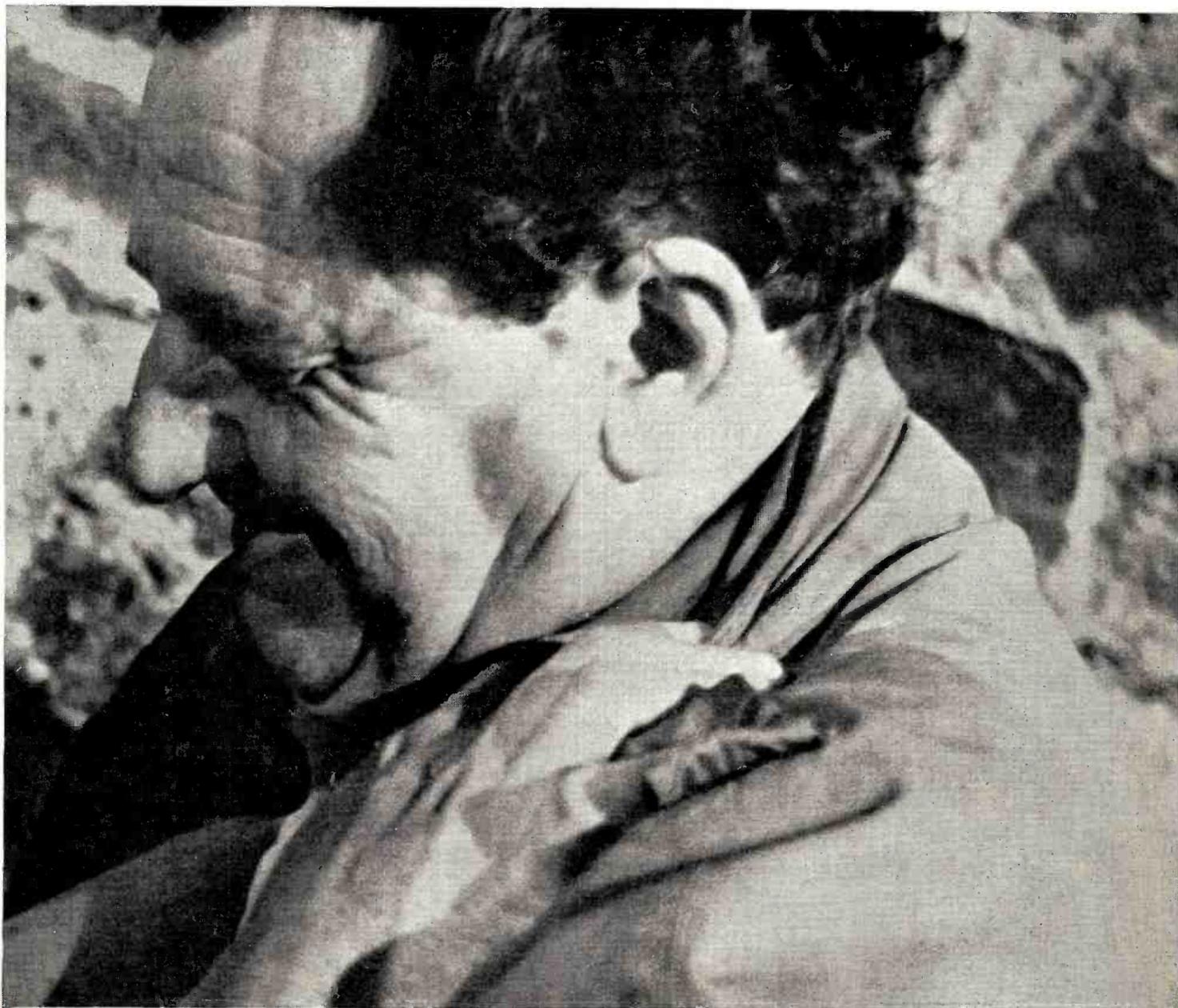
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In Australia, where *Maigret* premiered last fall, it immediately soared into the top ratings in ABC's 17-city network—as the Aussie leading weekly said “it has won just about every award a TV series can”.

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## FCC accepts bids for interim KRLA

The FCC last week waived its "freeze" rule on AM applications for new stations and accepted for filing the five applications for interim operations with the facilities of KRLA Pasadena-Los Angeles.

A further action by the commission granted Donald R. Cooke another month to operate KRLA. The station was to have closed its operation by May 1 because of a license nonrenewal. The commission said that the extra month would give it time in which to consider the interim operation applications for the 1110 kc facility.

The five applicants for an interim operation are Oak Knoll Broadcasting Corp., Goodson-Todman Broadcasting Inc., California Regional Broadcasting Corp., Crown City Broadcasting Co. and Radio Eleven Ten Inc.

All of the interim applicants except Oak Knoll Broadcasting are seeking permanent licenses for the highly valued radio channel (BROADCASTING, April 6). Oak Knoll, an educational group, is seeking only to use KRLA's facilities pending conclusion of what may be the longest comparative hearing in FCC

history. There are 19 applicants for a permanent license.

Interim applicant Radio Eleven Ten is made up of five applicants for regular permits—Pacific Fine Music Inc., Radio Southern California Inc., Orange Radio Inc., Pasadena Civic Broadcasting Co. and Pasadena Community Station Inc. President of Radio Eleven Ten is Horace Heidt, radio-TV personality and band leader, who is sole owner of Radio Southern California (BROADCASTING, April 20).

**Time Pressure** ■ Although the month extension for KRLA gives the commission a little time, it will undoubtedly find itself pressed for a decision on an interim application. The FCC staff reportedly feels the commission ought to hold an oral argument to determine which bid to accept.

The argument would be open to all applicants and would first determine whether there is to be an interim operation and then which applicant should receive it.

Any interim operation has been opposed by Christina M. Jacobson and Leslie H. Hacker. Under the name of Radio Station KCJH they have applied to move KRLA's frequency to Arroyo Grande, Calif., more than 170 miles north of Pasadena, using 500 w power. The applicant believes that an interim operation in the Los Angeles area

would prejudice its application for a different locale.

KFox Inc., and Topanga-Malibu Broadcasting also claimed that an interim grant would prejudice their applications.

Standard Broadcasting Co., licensee of KGBS Los Angeles, urged that the Oak Knoll application be granted as a means of avoiding prejudicing any of the 19 regular license applicants. It also pointed out that it and KFOX Inc., KFOX Long Beach, would be in violation of FCC duopoly rules if they participated in an interim operation.

Voice of Pasadena Inc., which is not seeking an interim operation, has urged the commission to approve the application of Oak Knoll Broadcasting. Voice of Pasadena noted that Oak Knoll wishes only an interim operation and has promised not to delay by any means the FCC's final choice for a regular licensee. Voice of Pasadena also doubted that, considering the varied natures of the 19 regular applications, it is likely they could agree on an interim arrangement.

## Two Ohio stations ordered off the air

The FCC last week ordered wwiz Lorain and wxtv(tv) on channel 45 in Youngstown, both Ohio, to cease operations by June 1, or within 60 days of the conclusion of all litigation.

The directive followed a commission decision that denied a license renewal for wwiz and application for a license to cover the construction permit of wxtv. This action deleted two of the three broadcast properties in which Sanford A. Schafitz has an interest. The decision renewed his license for wfar Farrell, Pa. (BROADCASTING, April 6).

The commission based its penalties on an unauthorized transfer of control of wwiz from Mr. Schafitz to the *Lorain Journal* (45%) and failure to disclose in the wxtv license application that Guy W. Gully, 50% owner, had been indicted on a felony charge. Also denied was an application for transfer of the control of wwiz to the *Journal*.

## Changing hands

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

■ KPLC-AM-TV Lake Charles, La.: Sold by T. B. Lanford and L. M. Sepaugh to a group of St. Louis businessmen and others for \$2 million. Buyers include Pelham E. Mills Jr., present general manager of the stations, as president; Henry Chesley, D'Arcy Adver-

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tising, St. Louis; Harry A. Collinger, St. Louis financier; H. M. Stolar, St. Louis attorney who held a minor interest until 1956 in Signal Hill Telecasting Corp. (licensee of KTVI[TV] St. Louis) and baseball great Stan Musial, new chairman of the President's Committee on Physical Fitness. Sellers each retain their 13.8% interests in WSLI and WJTV(TV) Jackson, Miss.; Mr. Lanford owns KALB-AM-FM and 50% of KALB-TV Alexandria and KRMD-AM-FM Shreveport, both Louisiana. KPLC which began operating in 1935, is fulltime on 1470 kc with 5 kw daytime and 1 kw nighttime. KPLC-TV, established in 1954, is on channel 7 and is affiliated with NBC and ABC.

▪ KWIP Merced, Calif.: Sold by Ellsworth Peck to Mr. and Mrs. Robert W. Miller for \$133,250. Mr. Miller is a radio engineer and former film music arranger. He owns an independent mobile telephone company in Honolulu. KWIP is a 1 kw daytimer on 1580 kc. Broker: Hamilton-Landis.

## Baltimore ad women hear plea for rating council

Advertisers and agencies must insist that ratings services adhere to the new standards set by Broadcast Rating Council Inc. (BROADCASTING, April 6) if ratings are to be substantially improved, Melvin A. Goldberg, National Association of Broadcasters vice president and director of research, told the Women's Advertising Club of Baltimore.

Mr. Goldberg's plea for support followed his presentation of the history and goals of the council. Another speaker, James G. Morton, special assistant to the U. S. Secretary of Commerce, Luther H. Hodges, said "advertising is possibly the most talked about and least understood industry in America today." He spoke on the importance of advertising in an expanding economy.

Among other speakers was Willard R. Simmons, president of W. R. Simmons & Associates Research Inc., New York.

## FCC sets June 5 for ch. 10 oral argument

The FCC last week refused to open the record of the Miami channel 10 case and set the proceeding for oral argument on June 5.

The reopening of the record had been requested by WLBW-TV, which is seeking a license renewal for the channel, Miami Television Corp. and Civic Television Inc. The three questioned the financial qualifications of a fourth applicant, South Florida Television

## Collins stands up for freedom of speech

LeRoy Collins, president of the National Association of Broadcasters, involved himself in another controversial area when he interpolated a few remarks into his prepared text at the Louisiana-Mississippi Broadcasters Association meeting in Biloxi, Miss., April 18 (BROADCASTING, April 20).

Calling on broadcasters to speak out on the right of free speech by college professors, Mr. Collins discussed the two incidents current in academic circles: That of Professor Revilo P. Oliver, University of Illinois, a proclaimed John Birch Society officer, and that of Professor James W. Silver, University of Mississippi, who is under attack for his writing about integration and Mississippi.

"Our constitutional cloak of protection [for free speech] is as broad as our land itself and covers every citizen. If it is torn from one American, all the rest are damaged regardless of who they are, where they live, or what they look like," the NAB president said.

If broadcasters speak out in support of this right for the two teachers, Mr. Collins said, "you will not thus be defending your own right of free speech, but you would be discharging the high responsibility you have as guardians committed to protect this right for everybody else."

In previous speeches, Mr. Collins has commented about integration at a South Carolina meeting, and about cigarette advertising to broadcasters and others.

Corp., due to a reported \$400,000 loss by William B. McDonald, 80% owner of South Florida, while he was promoting the Cassius Clay-Sonny Liston heavyweight championship fight. A question of Mr. McDonald's character qualification was also raised, based on allegations that had bet heavily on the

outcome of the fight (BROADCASTING, March 9).

South Florida in turn accused its three opponents with attempted "character assassination." South Florida gained the support of the FCC's Broadcast Bureau in recommending denial of the petition to open the record (BROAD-

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CASTING, March 3).

The commission last week also denied the request of WCKT(TV) Miami for limited participation in the channel 10 proceeding. WCKT is seeking a renewal of its license for channel 7.

South Florida has received a recommendation for the channel 10 from Hearing Examiner H. Gifford Irion, denying WLBW-TV's renewal bid and the other applications for new stations. WLBW-TV has operated the facility on short-term license since 1961.

## County as well as state may regulate pay TV

The possibility that subscription television may find itself subject to regulation from the county of Los Angeles as well as the state of California arose last week. County Supervisor Kenneth Hahn said that under its police power the county has the authority to regulate any pay TV operation within its boundaries if the public interest should require such regulation.

Mr. Hahn said that his statement was based on a legal opinion provided to the Board of Supervisors by Harold W. Kennedy, county counsel. The opinion concludes that since the state has authorized telephone and telegraph companies to install facilities for pay TV, "the county therefore has no power to require a county franchise for this purpose.

"Notwithstanding this and in the absence of state legislation regulating pay TV, the county may, in the exercise of its police power, impose such terms and conditions on pay TV as the public interest requires, in order to prevent possible abuses and to protect the public. One of these conditions may relate to price regulations."

Mr. Hahn said that the county supervisors had no action in mind, but the counsel's opinion had been sought to clarify the powers and responsibilities of the board of supervisors in the pay TV field.

## Media reports...

**New member** ■ CBS Radio has signed KOVE Lander, Wyo., as a network affiliate, effective April 26. The station, which is currently unaffiliated, operates at 1330 kc with 5 kw day and 1 kw night. KOVE is owned by Fremont Broadcasting.

**Public appeal** ■ KTRE-AM-TV Lufkin, Tex., last month bought two full-page ads in the *Lufkin News* soliciting written responses regarding the stations' programming formats. The first ad was published March 15 for opinions and/or suggestions of KTRE-TV programming, and

the radio questionnaire ran March 29. Both ads contained questions and were to be clipped from the newspaper and sent in to the station. Results reportedly were very favorable.

## Friendly to keynote AWRT convention

The annual convention of the American Women in Radio and Television begins Wednesday (April 30) in Tulsa, Okla., with the theme "Freedom of Communications: Right and Responsibility."

Fred W. Friendly, president, CBS News, will deliver the keynote address at the opening session.

On May 1 a panel, moderated by Lawrence Laurent, radio-TV editor of *The Washington Post*, will discuss "The Broadcasting Industry." Participants include LeRoy Collins, president, National Association of Broadcasters; FCC Commissioner Frederick W. Ford, and Leonard S. Matthews, executive vice president, Leo Burnett Co., Chicago.

"New Developments in Audience Measurement" will be discussed Saturday morning (May 2). Participants include Hugh M. Beville Jr., vice president for planning and research, NBC; Edmund C. Bunker, president, Radio Advertising Bureau; John A. Schneider, vice president, CBS and general manager, WCAU-TV Philadelphia, and William R. Wyatt, vice president, local broadcast services central division, A. C. Nielsen Co., Chicago.

A panel on May 3 will discuss the competitive sales picture of radio and TV, a new concept in TV rate cards and a projection of "Advertising 1980."

Panelists discussing advertising and sales include: Jake Evans, vice president, central division, Television Bureau of Advertising; Lee Fondren, station manager and director of sales, KLZ Denver, and Martin L. Nierman, executive vice president, Edward Petry & Co., New York.

Programming and production panelists include: Robert H. Forward, president, Robert H. Forward & Associates, Los Angeles; Robert B. Hudson, vice president, programming, National Educational Television and Radio Center, New York; Lucy Jarvis, producer, NBC News and Public Affairs, and Thomas J. Swafford, president and general manager of KDEF-AM-FM Albuquerque.

The final panel, which will discuss film features, consists of Gene Allen, WKY-TV Oklahoma City; William Hart, Screen Gems, Chicago; R. K. Keitz, Keitz & Herndon, Dallas, and Robert Stabler, president, Filmaster Inc., Hollywood.

## AB-PT earnings up 20% in 1st quarter

American Broadcasting - Paramount Theaters, the center of much Wall Street attention over the past month, last week released a first quarter statement showing earnings up 20% over the 1963 first period.

A report to stockholders on first quarter business said the improved earnings situation could be attributed to increased audience reception of 1963-64 broadcasting schedules, lower federal taxes and gains in theater operations.

Heightened interest and activity in AB-PT shares in recent weeks has been largely attributed to positions taken in the stock by a few large investors; among them Hunt Foods & Industries President Norton Simon through McCall Corp. and several mutual funds (BROADCASTING, April 13, March 23).

Management has asked stockholders to vote to abolish the company's cumulative voting practice at a special meeting to be held May 19 in an effort to prevent these "special groups" from attaining seats on the AB-PT board of directors (BROADCASTING, April 20).

The letter to shareholders claimed recent prime-time network TV audience measurements "place our television network in second place in those markets where the three national networks have equal competitive facilities."

AB-PT also asserted daytime audiences of ABC-TV for the quarter were up by 13% over last year's first period according to research data establishing a high of more than 2.5 million homes per average minute.

President Leonard Goldenson said present indications suggest continued improvement in earnings through the second quarter.

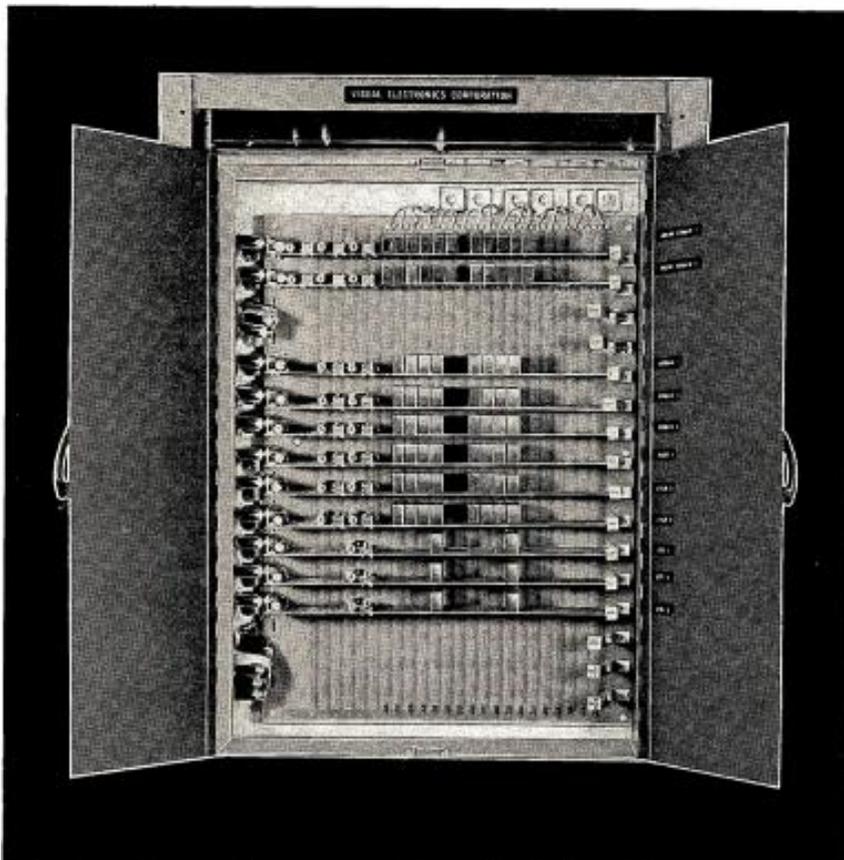
13 weeks ended March 31:

	1964	1963
Earned per share (from operations)	\$0.63	\$0.52
Earned per share (net)	0.65	0.55
Pretax earnings from operations	5,634,000	4,987,000
Capital gains, net, after tax	118,000	123,000

## Outlet Co. earnings show \$100,000 drop

Net earnings for The Outlet Co.'s fiscal year ended Jan. 31 dropped to \$842,445 (\$1.69 a share) from \$945,007 (\$1.90 a share) the year before, the Providence, R. I., department store firm with broadcast holdings said in its annual report. The drop was due to

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the entrance of a third television station into the Providence market, where the firm owns WJAR-AM-TV, the report said, but fourth quarter earnings were up 21.7% over 1962 and the increase is expected to continue through this year.

Net earnings from Outlet's broadcasting operations for the year were \$674,891, down from \$900,259 the preceding year. These figures reflect the earnings of WDBO-AM-FM-TV Orlando, Fla., since Outlet took over the stations Aug. 1, 1963.

A proxy statement for the annual meeting to be held May 20 in Providence shows that Joseph S. Sinclair, president, was paid \$35,685 by the firm in 1963 and Kenneth Logowitz, executive vice president and treasurer, was paid \$32,143. The proxy statement also noted that 11 directors will be elected at the meeting, the 10 presently serving and Benjamin F. Smathers, an Orlando attorney. Mr. Smathers is a cousin of Senator George A. Smathers (D-Fla.).

Fiscal year ended Jan. 31:

	1963	1962
Earned per share*	\$1.69	\$1.90
Earned on sales and broadcasting revenue	24,408,707	21,655,640
Earned before federal taxes	1,567,877	1,946,354
Net earnings	842,445	945,007

\*Based on 497,100 shares issued and outstanding.

## Cox stock sold out on first day

Originally priced at 16¼, stock was trading at 17 bid, 17¼ asked at end of opening day

An initial stock offering by Cox Broadcasting Corp. last week was described by underwriters as "very well received" and a "general success." Selling at a premium, the 685,231 Cox shares were originally priced to the public at 16¼ and closed after the first day of trading last Wednesday (April 22) at 17 bid, 17¼ asked, indicating the issues had been sold out.

The same day that Cox put its first stock issue on the market, J. Leonard Reinsch, president of the company and 5.5% stockholder, celebrated his 40th year in broadcasting.

Mr. Reinsch, who was executive director of the Cox stations for 23 years, broke into radio on April 22, 1924, on WLS Chicago. He joined the Cox group in 1934, taking command of WHIO Dayton, Ohio. He's a graduate of Northwestern University. Mr. Reinsch's milestone was recognized April 16 by Representative Charles L. Weltner (D-Ga.), who inserted greetings in the *Congressional Record*.

Of the total stock offered by Cox

last week, 630,000 shares were new, 35,231 were offered by private holders and 20,000 were offered by the company to employees.

A member of Lazard Freres & Co., leading underwriter of the issue, affirmed that all new shares had been sold. Lazard Freres heads a list of 83 firms participating in the underwriting. It was noted that a great deal of interest in the Cox shares was shown by investors in areas where the company owns stations.

Cox registered the offering with the Securities & Exchange Commission last month (BROADCASTING, March 30). The company is preparing a request to be listed on the New York stock exchange, which will be submitted in the next few weeks.

It was divulged last week that the \$15 million loan referred to in Cox's registration statement (BROADCASTING, April 6) was made on terms of 20 years at 5¼%.

## Metromedia gross is up but net earnings drop

Metromedia Inc. reported last week that gross revenue and cash flow in the first 13 weeks of 1964 increased substantially over the first quarter of 1963 but net income dipped by almost \$200,000.

John W. Kluge, president and chairman of Metromedia, explained the decline by saying that "operating income was 28% greater in 1964 than a year ago, but depreciation and interest charges were more than double this year over last because of acquisitions in the latter half of 1963."

For the first 13 weeks, ended March 29:

	1964	1963
Earned per share	\$0.27	\$0.40
Gross revenues	21,648,383	13,527,470
Net income	513,512	703,283
Cash flow	2,157,311	1,448,288

## Wometco's earnings, income show increase

Wometco Enterprises Inc., a Miami-based diversified company with broadcasting holdings, last week reported net income for the 12 weeks ended March 21 were 35% above the same period in 1963.

Wometco's gross income for the first

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

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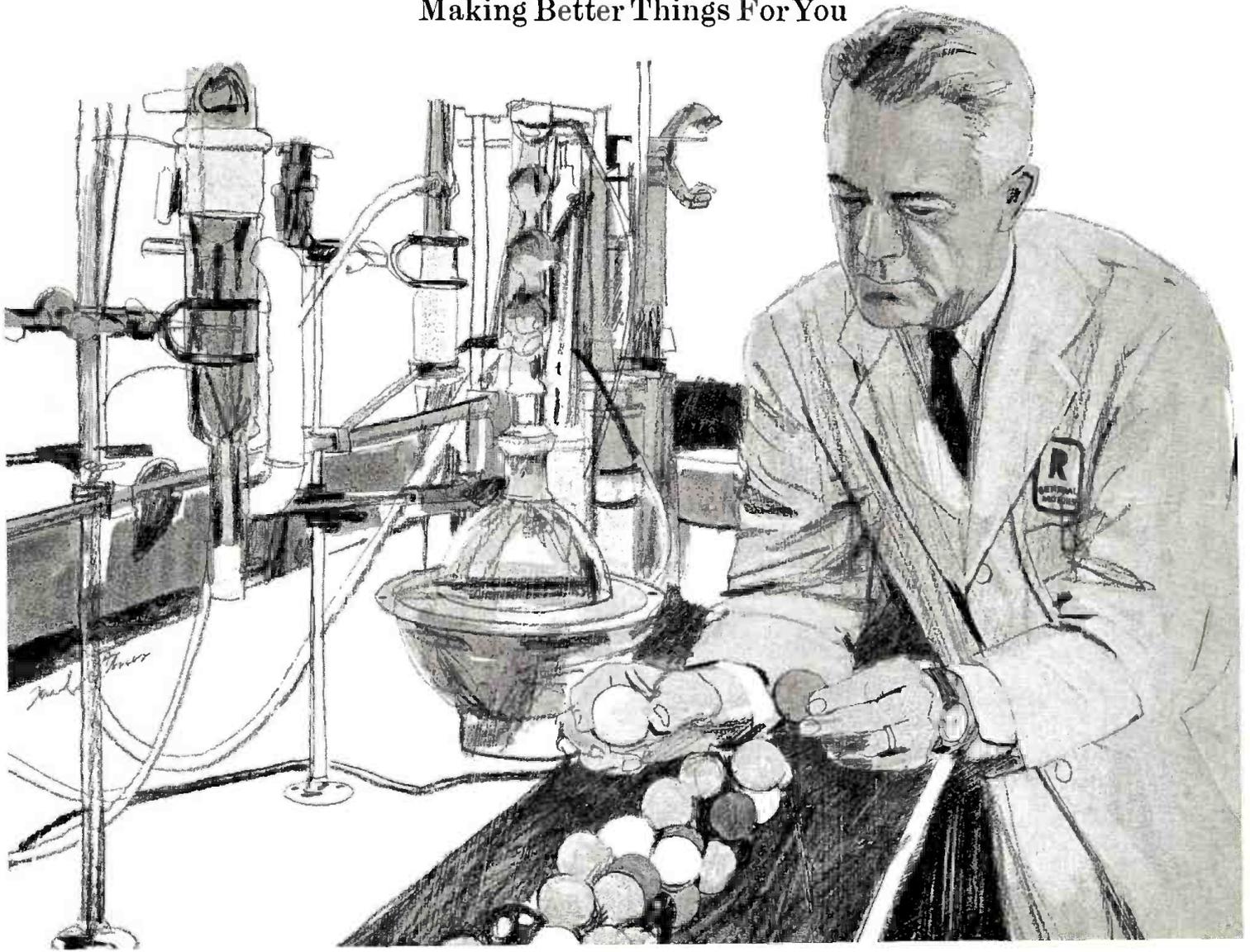
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quarter was reported as up 32% over the year before, and earnings up 33%.

Mitchell Wolfson, Wometco's president, was paid \$42,009 in 1963 and had \$1,217 set aside for him under the firm's profit-sharing plan. Lee Ruwitch, then vice president in charge of Wometco's WTVJ(TV) Miami, was paid \$32,539 and accumulated \$907 through profit sharing. He resigned in February (BROADCASTING, March 2) to buy a nonbroadcast business.

The remunerations were reported in proxy statements on the company's annual meeting in New York, April 27. Stockholders will elect the eight directors at the meeting (all incumbents).

Mailed with the proxies was the firm's annual report (BROADCASTING, March 9). It noted that a subsidiary, Canastar Film Productions, a division of a Wometco-owned Canadian firm, branched out in TV commercials, educational and industrial films in 1963, growing from a regional to an international scale and doubling its volume.

12 weeks ended March 21:

	1964	1963
Earned per share*	\$0.40	\$0.30
Gross income	6,658,365	5,035,824
Net income before taxes	1,340,904	1,044,647
Net income	710,904	524,647

\*Based on 1,768,005 shares outstanding.

## Tele-Broadcasters expands into CATV

Expansion of Tele-Broadcasters Inc. into CATV and other fields is reported in the company's annual financial report for 1963.

On March 1 the company acquired the CATV system in Charlotte Amalie, St. Thomas, V. I. The cable system transmits five channels—four from Puerto Rico and one from the local station on the island. The Virgin Islands subsidiary is also the franchised exclusive Motorola dealer on the islands. The CATV system was leased by Tele-Broadcasters for 17 years at a maximum rental of \$200,000, payable at a minimum of \$12,000 a year plus a portion of earnings. Tele-Broadcasters also gave the lessor a 5-year option to acquire 10,000 shares of Class A stock at \$1.50 a share. Tele-Broadcasters also has an option to purchase the CATV system for the unpaid balance of the rental payments.

In addition Tele-Broadcasters has entered into an agreement to acquire *Mas Grafica*, monthly Spanish language magazine published in Los Angeles, where Tele-Broadcasters owns KALI in San Gabriel.

The group also owns KOFY and KUFY-FM San Mateo (San Francisco), KUDL Fairway (Kansas City) and KECC-TV El Centro, Calif. Earlier this month it received FCC approval to purchase

KUAM-AM-TV Agana, Guam for \$650,000 (BROADCASTING, April 13).

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$0.30	—
Net revenues	1,045,829	987,094
Operating income (loss)	(134,834)	—
Gain on sale of WPOP Hartford, less \$93,000 representing operating loss of station to date of sale (seven months)**	311,322	—
Net income (loss)	176,488	(192,962)

\*Based on 574,416 shares of Class A shares outstanding.

\*\*WPOP was sold to Joseph C. Amatore and associates for \$665,000.

## United Artists has net loss in 1963

United Artists Corp. announced last week that in 1963 the company suffered its first net loss during the 13-year tenure of the present management. Net earnings, after taxes, for the first quarter of 1964, however, were at a record high.

Robert S. Benjamin, board chairman, and Arthur B. Krim, president, advised stockholders in a letter that because several motion pictures released early in 1963 did not meet with wide popular acceptance, it was considered "prudent" to provide additional write-offs of \$4 million to anticipate losses. The operations for the year 1963 consequently showed a net loss of \$831,000 or 45 cents a share after a net credit of \$935,000 for taxes on income, it was reported.

Net earnings for the first quarter of 1964 were said to be approximately \$2,025,000, or \$1.10 a share. It was pointed out that these earnings do not reflect in any way the proceeds from a recent television agreement made with ABC-TV for feature motion pictures.

Year ending Dec. 31:

	1963	1962
Earning (loss) per share	\$ (0.45)	\$2.06
Gross revenues	124,573,000	126,259,000
Net income (loss) after taxes	(831,000)	3,815,000

## Scripps-Howard income up

Scripps-Howard Broadcasting Co. April 14 declared a dividend of 25 cents a share, payable June 10, to stockholders of record May 22, Jack R. Howard, the firm's president, reported last week.

Mr. Howard said that for the 12 weeks ended March 21 earnings per share were identical to the same period in 1963, although net income was approximately \$10,000 higher.

12 weeks ended March 21:

	1964	1963
Earned per share	\$0.28	\$0.28
Net operating revenues	3,260,473	3,249,571
Net income	721,101	711,130

## Cowles gross revenue up \$9 million in '63

A yearend report to stockholders on 1963 activities by Cowles Magazines and Broadcasting Inc. shows a slight gain in net earnings on a gross revenue increase of \$9,554,811.

The report noted "substantial growth" over the year for the company's broadcast properties. Rising advertising revenues were announced for all stations: KRNT-TV Des Moines, Iowa, up 13%; KRNT, 6%; WREC-TV Memphis, 13%, and WREC, 30%.

A proxy statement issued last week on the firm's annual meeting in New York May 14 said the meeting would elect 16 directors, all incumbents.

Year ended Dec. 31:

	1963	1962
Earned per share*	\$1.17	\$1.16
Gross income	128,064,540	118,509,729
Net income	3,484,611	3,447,209

\*Based on 2,950,501 shares outstanding.

## Four Star foresees better days ahead

A net loss was registered by Four Star Television for the last six months of 1963, but the company nevertheless is looking to the future with optimism, according to an interim report issued by the firm.

The report pointed to two reasons for the loss. First, the company said, it had only one show on network television (*Burke's Law*). Second, the report noted, was that Four Star produced and then cancelled *The New Robert Taylor Show*.

26 weeks ended Dec. 28:

	1963	1962
Earned per share (loss)*	\$ (0.51)	\$ 0.30
Net income (loss)	(339,754)	187,117
Gross income	5,762,459	11,718,963

\*Based on 665,950 shares outstanding.

## Plough's earnings up

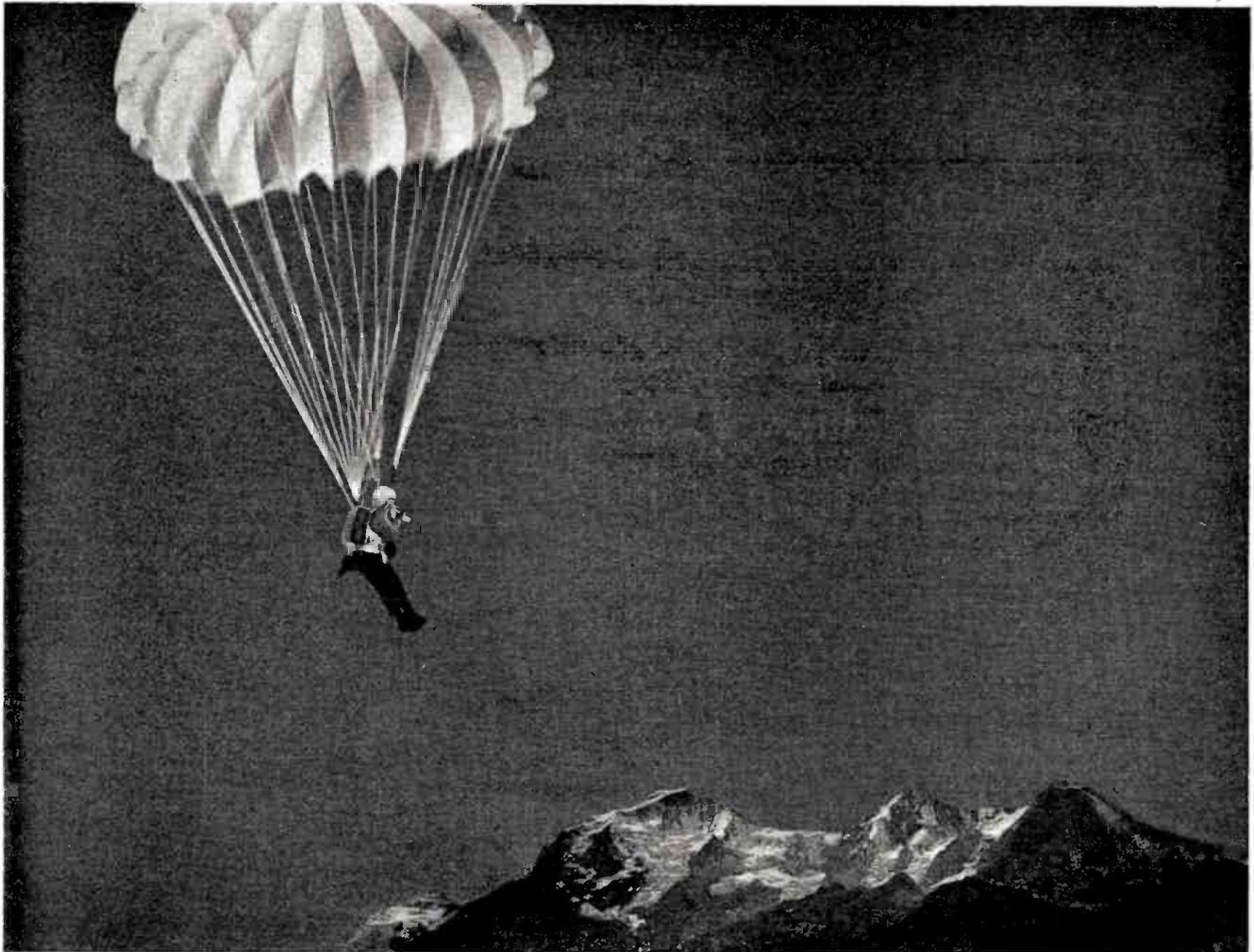
Plough Inc., Memphis-based pharmaceutical manufacturer with broadcast holdings, has reported that its first quarter sales this year were 7% higher than for the same period in 1963. Per share earnings for the quarter were listed as up 15% over the period last year.

A company spokesman said: "Each of our major operating divisions is running ahead of last year, and it presently appears that 1964 should be another record year in sales, earnings and earnings per share."

Three months ended March 31:

	1964	1963
Earned per share*	\$0.38	\$0.33
Net sales	13,750,000	12,850,000
Income before taxes	2,000,000	1,800,000
Net income	1,040,000	900,000

\*Based on 2,739,526 shares outstanding.



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# McLendon has a big equal time problem

Candidate's three Texas AM's asked to provide Yarborough with 57 hours following FCC ruling

For two months, broadcast executive Gordon McLendon has been making extensive use of the three AM and two FM radio stations he heads in Texas in his campaign for that state's Democratic nomination to the U. S. Senate. Last week he was presented with a bill for 57 hours of equal time, to be provided free, before the May 2 primary.

The demand came from a representative of Senator Ralph Yarborough, Mr. McLendon's opponent in the primary and an old hand at equal-time ques-



Sen. Yarborough

tions. The senator is chairman of the Senate Watchdog Subcommittee, which oversees the way broadcasters cover political contests.

The demand followed an FCC ruling that Senator Yarborough was entitled to accumulate equal time without making specific requests each time his opponent went on the air. And Mr. McLendon has been using the stations about 18 minutes a day, every day, since Feb. 10. The commission held that the senator was entitled to equal time from Feb. 20.

**Suggests Mutual Solution** ■ However, the commission also said it was aware a true problem might be involved, in view of the rapidly approaching primary, and suggested the two sides attempt to reach a "reasonable solution." The FCC cited a 12-year-old ruling in which it held that a candidate cannot delay a request for equal time and expect the equal opportunities provision of the Communications Act to "give him the right to saturate pre-election broadcast time."

The first effort to reach an agreement failed. Emerson Stone Jr., the senator's campaign manager, on Thursday demanded 18 hours and 54 minutes on each of the three AM's—KLIF Dallas, KILT Houston and KTSA San Antonio. The two other McLendon stations in Texas, KLIF-FM Dallas and KOST(FM) Houston, duplicate their sister AM's during portions of the day.

Marcus Cohn, Washington counsel for Mr. McLendon, said he rejected this demand but would continue to seek a mutually satisfactory arrangement with the senator's representative in Texas.

The commission announced its decision in a letter to Mr. Stone that it made public. The letter stressed the particular obligation it felt Mr. McLendon carried as a result of his dual role as candidate and principal—he is president and stockholder—of the license corporation.

The commission vote was 5-0. Commissioner Robert T. Bartley, a Texan, abstained, and Commissioner Robert E. Lee was absent.

Mr. McLendon, who since February had continuously reminded the senator of his right to equal time, had argued that the senator was prevented from accumulating time by the commission's seven-day rule. This holds that a request for time must be made within seven days of an opponent's broadcast.

In rejecting this argument, the commission cited a letter written by Mr. Stone to Mr. McLendon on Feb. 27. It was in response to one, dated Feb. 10, in which Mr. McLendon disclosed his plan for using the stations, starting that day, and offering the senator equal time.

**'We'll Let You Know'** ■ Mr. Stone, in his reply, thanked Mr. McLendon for "advising us of the accumulation of time at the rate of 18 minutes per day" over the stations. He added that Mr. McLendon would be notified "when we decide to start using the accumulated time."

Mr. McLendon, in seven subsequent letters, informed his opponent of the use he, Mr. McLendon, was making of the stations and reminded the senator of his rights to equal time. How-



Mr. McLendon

## The mad scramble to get LBJ on the air

The travail that went on at television networks last week when President Johnson asked for time to report to the nation on the settlement of the railroad negotiations may have pushed nearer to agreement the proposal submitted four months ago by the networks to establish a permanent TV installation at the White House.

The President's request for time was made around 3:30 p.m. on April 22. His appearance on the air was at 6:45 p.m. In those 3 hours and 15 minutes the networks were required to clear time, arrange for patching into the CBS News studio in Washington and inform their affiliates of the special.

"What the President doesn't realize," one network bureau chief in Washington said the next day, "is that there has to be some scheduling. He has no idea what he's throwing off the air."

The first call to the CBS News bureau (it was CBS's turn to pool the coverage) was for a remote crew at the White House. CBS couldn't do it in the time allotted. The sec-

ond proposal was to have the President speed up Connecticut Avenue to ABC's newsroom, not far from the White House. The Presidential motorcade, however, rushed up Wisconsin Avenue to WTOP-TV's Broadcast House where CBS News maintains its studios. William L. Small, CBS News bureau chief, got the word 20 minutes before the President arrived that he was on his way.

By the time the President arrived, CBS News had cleared its large studio 11 and had patched into the AT&T's test board in downtown Washington from which point the other networks and independents picked up their feeds. Mr. Small had to ask the President to wait for one minute while he flashed the cue signal to the circuits.

After the 15-minute report was over, the President asked to see a rerun from tape. He and his party were taken up to the Broadcast House's conference room and the President's announcement was run for his benefit.

**Fish Room Facility** ■ At the request of George Reedy, news secre-

tary to the President, a meeting to further discuss the network's proposal to install three TV cameras permanently in the White House's Fish Room has been set for tomorrow (April 28) at 2:30 p.m. in Washington.

Attending the April 28 conference will be the same three network representatives who have previously met on the matter: Frank Stanton, CBS; Robert E. Kintner, NBC and James C. Hagerty, ABC.

The networks' proposal calls for four cameras to be installed in the Fish Room, across the hall from the President's office. Three fixed cameras are to be recessed into corners of the room, kept in warm-up condition and staffed six days a week by a crew of 12-men (nine on duty, three off). The \$1 million installation and the estimated \$200,000 a year operating costs will be underwritten by the networks. The plans also call for cables to various other key points of the White House and into the White House grounds, and for a permanent control board in the basement.

ever, he didn't hear from the Yarborough camp until April 14. At that time, Mr. Stone notified the McLendon stations the senator had started his campaign and would begin using the accumulated time.

**Rule cited** ■ The stations began playing taped messages supplied by the senator, but said the seven-day rule precluded their giving time equal to that used by Mr. McLendon since Feb. 10. Mr. Stone then contacted the FCC.

The commission held that Mr. Stone's Feb. 27 letter "clearly informed Mr. McLendon that Senator Yarborough regarded the Feb. 10th letter as bestowing upon him the right to use 18 minutes of station time for each day after Feb. 10th and that Mr. McLendon would be told when—not if—the senator decided to start using the accumulated time."

If the stations wanted to rely on the seven-day rule, the commission added, they should have informed the senator.

The commission said the purpose of the rule is to insure that licensees will be notified of demands for time promptly to make "orderly scheduling plans. . . On the facts here," it added, "and again we take into consideration the special obligation of the licensee where he or a principal is also the candidate, the letter of Feb. 27 reasonably constituted the notification under the rule. . . ."

## Payola charged by L.A. promoter

Huskey cites "unfair and illegal means" in \$230,000 suit against disk jockeys, record companies and others

Payola is not dead, despite the earnest efforts of Congress to eliminate it from the broadcast scene, according to Albert Huskey, Hollywood record promoter. But, Mr. Huskey asserts, record promoters who don't take part in the game by paying the right people might just as well be dead so far as getting their clients' recordings on the air at a number of radio stations.

In a \$230,000 damage suit, filed for Court by attorney Max Fink, the record promoter charges that a conspiracy of station executives, disk jockeys, record companies and record promoters has forced him out of his business because he refused to participate in the "surreptitious and devious means" employed by the defendants. As a result of the conspiracy, he alleges, during the past three years he has lost "employment, gainful occupation and earning ability and capacity, to his damage in the sum of \$30,000." In addition, Mr. Huskey is asking for \$200,000 punitive damages.

In his complaint, he charges that the conspiracy resulted in records getting on the air for the personal gain of the defendants rather than because of actual public demand. The defendants, he states, "have foisted upon the public by broadcast and otherwise false and misleading information of and concerning records, the desirability and popularity thereof and demand therefore, all to their own personal gain and benefit." These practices, in addition to deceiving the public, the complaint alleges, "were and are designed to and do preclude fair and honest competition and have prevented plaintiff [Mr. Huskey] and others similarly situated and records and musical compositions from competing upon a fair basis."

Specifically, Mr. Huskey charges the record companies and promoters named as defendants with inducing the disk jockeys and other station personnel to play their records by "unfair and illegal means and for improper considerations." The complaint lists these improper considerations as including pay-

ment of cash and of doctors and dentists bills "the furnishing of prostitutes and female company . . . use of apartments and hotel suites, alcoholic beverages, clothing . . . participation in ownership of record companies, participation in artists' management fees, delivery of commercial quantities of records without further charge . . . the services and appearances of performing artists at so-called 'hops' or shows" presented by the air personalities, from which they "reaped substantial benefits by reason of the appearance and services of such artists without appropriate compensation."

The defendants are listed as: Crowell-Collier Broadcasting Corp.; KFVB Los Angeles (owned by Crowell-Collier); James Hawthorne, Crowell-Collier vice president in charge of programs; Joseph J. Bernard, general manager of KFVB; Don Anti, record librarian at KFVB; Bill Angel, KFVB newsman, and W. Martindale, Roger Christian, Eugene Weed, Sam Riddle, William Balance, all KFVB disk jockeys, and James O'Neil, formerly at KFVB. Also named are the following disk jockeys: Herman Griffith, Hunter Hancock and William Mercer, all of KGFJ Los Angeles; Rudolph Harvey and Thomas Smalls, KDAY Santa Monica; Brian Lord, KMEN San Bernardino; Charles Daugherty,

KDEO San Diego; R. Foster, Ted Quilan and Casey Kasem, KRLA Pasadena. (Mr. Foster is also program director of KRLA.)

Other defendants are: Park Avenue Records Co.; Garex Records, Peter Gram, Gram Bros. Automotive Service, Liberty Records Co.; Swingin Records, Roger Davenport, Linda Records, Edward Davis, Dorothy Freeman, Buckeye Distributing Co., Record Sales Co., Al Sherman and 25 John Does. Mr. Huskey identified this group of defendants as record manufacturers, distributors and promoters.

Joe Drilling, president, Crowell-Collier Broadcasting Corp., said last Thursday the company has not been served with the Huskey complaint as yet and would make no comment on it until they have a chance to study it.

## AP adds 814 new subscribers

The Associated Press said last week it added 814 members and subscribers in the U. S. and abroad in 1963. The total included broadcasters and newspapers.

The AP board of directors in an annual report released in New York, said the news service now serves nine more countries, with growth particularly marked in Latin America. It was reported that AP had a total of more than 2,500 radio-TV subscribers as of the first of this year, and 8,500 worldwide.

As AP's general manager's report had noted in an earlier accounting of activities in 1963, "broadcast members continued to increase their contributions to the AP news report," the annual report stated. "In some states," it said "the increase over the previous year exceeded 100%."

During the year, the AP said, the news report for broadcasters in each state was subjected to "intense examination by task forces of newsmen who have specialized in producing news for radio and television" and that on the basis of findings, "outdated routine was eliminated" and broadcast writing improved while regional news was "packaged better for faster use by stations."

The AP directors reported revenues of \$44 million in 1963 compared with \$42.4 million the year previous. In their report, the directors gave special attention to KENI Anchorage for its cooperation during the earthquake disaster in Alaska—the teletype at the station provided the only link for days to the outside world of the staff of "45 men who eventually covered the disaster."

AP re-elected Paul Miller, president

## KFWB milestone

KFWB Los Angeles, which had been under attack by the Congress of Racial Equality for allegedly discriminatory employment practices and had been the subject of street demonstrations and sit-ins by CORE, last week hired Larry McCormick, Negro disk jockey. Joint announcement was made by Jim Hawthorne, vice president and national program director of Crowell-Collier Broadcasting Corp. (licensee of KFVB), and James Tolbert, president of the Hollywood-Beverly Hills chapter of the National Association for the Advancement of Colored People. The act was hailed as a milestone in the continuing program of cooperation between NAACP and CCBC, owner of KQWB Oakland-San Francisco and KDWB Minneapolis-St. Paul as well as KFVB.

of Gannett Newspapers (WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, both New York; WDAN Danville, Ill.; WREX-TV Rockford, Ill.) as its president. Re-elected to the board were: Kenneth MacDonald of the *Des Moines Tribune* (owned by Cowles, which also owns KRNT-AM-FM Des Moines, among other properties), as first vice president; Harry F. Byrd Jr. of the *Winchester* (Va.) *Evening Star*, as second vice president; Harry T. Montgomery, New York, secretary; and Robert Booth, New York, treasurer.

## UPI expands broadcast services

An expansion in the worldwide services of United Press International for broadcast stations and newspapers was pointed up in the annual report of UPI presented by Mims Thomason, president and general manager, during the annual meeting in New York last week.

He pointed out that the number of UPI subscribers was 5,846 in 114 countries, a net gain of 157 during the past year. The news agency has 3,015 radio-TV stations and organizations as subscribers for its various services.

Mr. Thomason reported that last October UPI established its own facilities for worldwide newsfilm coverage for television, with headquarters in New York and bureaus and processing facilities in Washington, Chicago, Seattle,

## bird-watchers

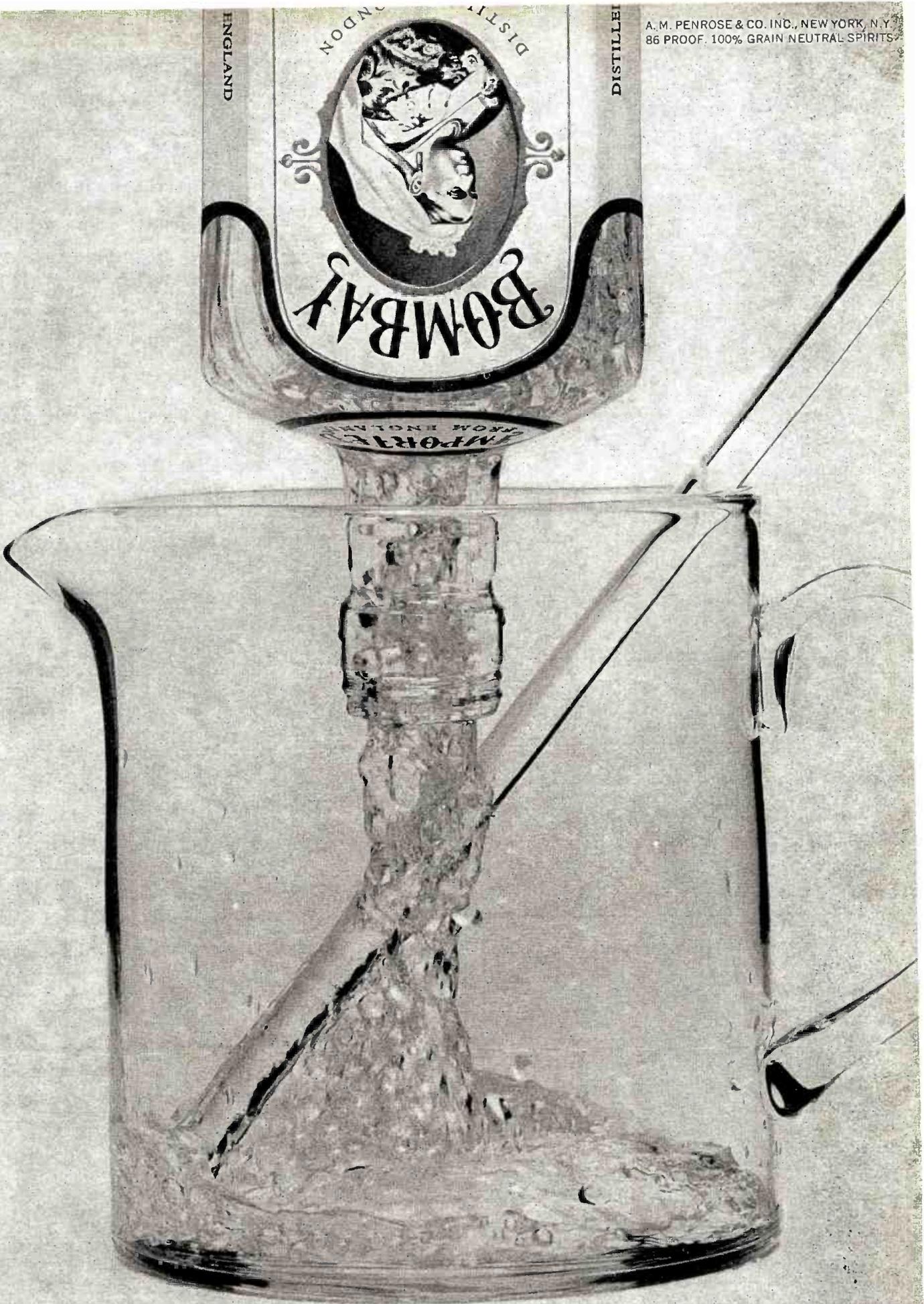


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A GENERAL ELECTRIC STATION



How to make a Bombay Martini. Take 4 parts gin.

## Too much 'hell' can be a bad thing

CBS-TV has cautioned its program producers and production companies on language used in adult drama.

In a memorandum sent to producers last week, Michael Dann, vice president for programs, said that "while we do not permit under any circumstances references to the Diety in other than reverent fashion, a number of dramatic episodes have employed 'hell,' 'damn' and the like."

Mr. Dann said CBS-TV didn't wish to "restrict creative effort as to emasculate or bowdlerize our programs," but that he was convinced that "the instances of the use of questionable slang can be further and significantly reduced."

Asked about the new directive, Mr. Dann said his memorandum had been

prompted by a "growing tendency in TV drama" to use questionable language, the increase notable particularly when compared to the earlier years of TV and radio drama. He acknowledged that the network had received complaints and noted, "the public is very sensitive" to questionable language used on the air.

Mr. Dann's memorandum referred to "increased presentations of realistic and meaningful drama" which he said he suspected had given rise to "an increase in the use of expressions which a significant number of viewers find unacceptable."

CBS-TV considers such programs as this season's *East Side/West Side*, *The Defenders* and *The Nurses* to be in the "adult drama" category.

San Francisco, London and Tokyo. Television staff bureaus also were opened by UPI Newsfilm Inc., in Nicosia, Rome, Johannesburg and Vienna. During the previous 12 years, UPI had distributed film coverage supplied by 20th Century-Fox.

UPI's audio news service for radio stations, called Univoice, extended its 24-hour line to subscribers in Vermont, Tennessee and Indiana, according to Mr. Thomason. Overseas audio service also was begun to South Africa during 1963. Mr. Thomason noted that Univoice's coverage of the Kennedy assassination was the basis of a record album, "Four Days That Shocked the World," produced in association with Colpix Records. The UPI broadcast wire, according to Mr. Thomason, expanded its regional news and sports coverage and added news features.

In Asia, Mr. Thomason reported, UPI began a 24-hour radiophoto beamcast from the U. S. to Japan, providing Japanese TV stations and newspapers with around-the-clock newpicture service for the first time.

UPI is operating with a budget of \$43.5 million per year, Mr. Thomason said, not including the multimillion dollar operation of its wholly owned subsidiary, UPI Newsfilm Inc.

## No. 1 son returns

Charlie Chan is back on the air after an absence of five years. Twentieth Century-Fox TV reported last week that it has placed into syndication *The Best of Charlie Chan*, a group of 21 selected feature films.

Initial sales were reported on the

package to WNBC-TV New York, KHJ-TV Los Angeles, WGN-TV Chicago, WFAA-TV Dallas-Fort Worth, WJAR-TV Providence, R. I., and WBNS-TV Columbus, Ohio. The features, which are pre-1948 and star Warner Oland and Sidney Toler in the title role, have not been in TV syndication for the past five years, according to a company spokesman.

## Official Films plans new first-run series

Official Films Inc. has sold its first-run actuality series, *Survival!*, in seven markets for a fall start and is negotiating with several regional advertisers for multicity purchases, Seymour Reed, Official president, said last week.

The half-hour series, which deals with individuals who have survived major catastrophes (Alaskan earthquake, Andrea Doria collision, Texas City fire), has been sold in New York; Los Angeles; Denver; Seattle; Portland, Ore.; Jacksonville, Fla., and Tampa-St. Petersburg, Fla., according to Mr. Reed.

He disclosed that Official plans to begin production in June on another first-run series, which will be ready for a January 1965 telecasting, but said he could not provide details on this project for several weeks. This increased activity, Mr. Reed said, has resulted in the appointment of Albert S. Goustin to the post of general sales manager for Official. Mr. Goustin formerly was with United Artists Television, Paramount Television Productions and Ziv Television Programs in various sales executive capacities.

## Westinghouse to make Shakespeare series

Westinghouse Broadcasting Co. will produce a series of 56 television and 26 half-hour radio programs narrated by Shakespearean authority Dr. Frank Baxter during this year's 400th anniversary of the birth of William Shakespeare.

*The Fair Adventure: Readings in the Plays of Shakespeare*, will be carried by the 11 Westinghouse stations and will be available for syndication. The series will be produced by KPX(TV) San Francisco, in association with the University of Southern California and the Shakespeare Birthplace Trust in England.

Dr. Baxter's narration of the life, times and plays of Shakespeare will constitute the bulk of the programs, though occasional film clips of some action of the plays will be included.

The series will be produced by Ray Hubbard, program manager of KPX and directed by Don Devendorf.

## Film sales . . .

*Constellation Features* (Republic): Sold to WATE-TV Knoxville, Tenn.; WICU(TV) Chicago; WOC-TV Davenport, Iowa; WINK-TV Fort Myers, Fla.; KTVF(TV) Fairbanks, Alaska; KIMA-TV Yakima, Wash.; KTVA(TV) Anchorage, Alaska; KCTV(TV) San Angelo, Tex.; KSHO-TV Las Vegas, and KHSL-TV Chico, Calif.

*Wells Fargo* (MCA-TV): Sold to WPTA(TV) Roanoke, Ind.; KOVR(TV) Stockton-Sacramento, Calif.; KPTV(TV) Portland, Ore., and WRBL-TV Columbus, Ga. Now in 28 markets.

*Leave It to Beaver* (MCA-TV): Sold to WPTA(TV) Roanoke, Ind.; WJAR-TV Providence, R. I.; WTOK-TV Meridian, Miss., and WSBT-TV South Bend, Ind.

*Frontier Circus* (MCA-TV): Sold to KPTV(TV) Portland, Ore.

*Bachelor Father* (MCA-TV): Sold to WAGA-TV Atlanta and WDSU-TV New Orleans.

*Johnny Staccato* (MCA-TV): Sold to KTBS-TV Shreveport, La.

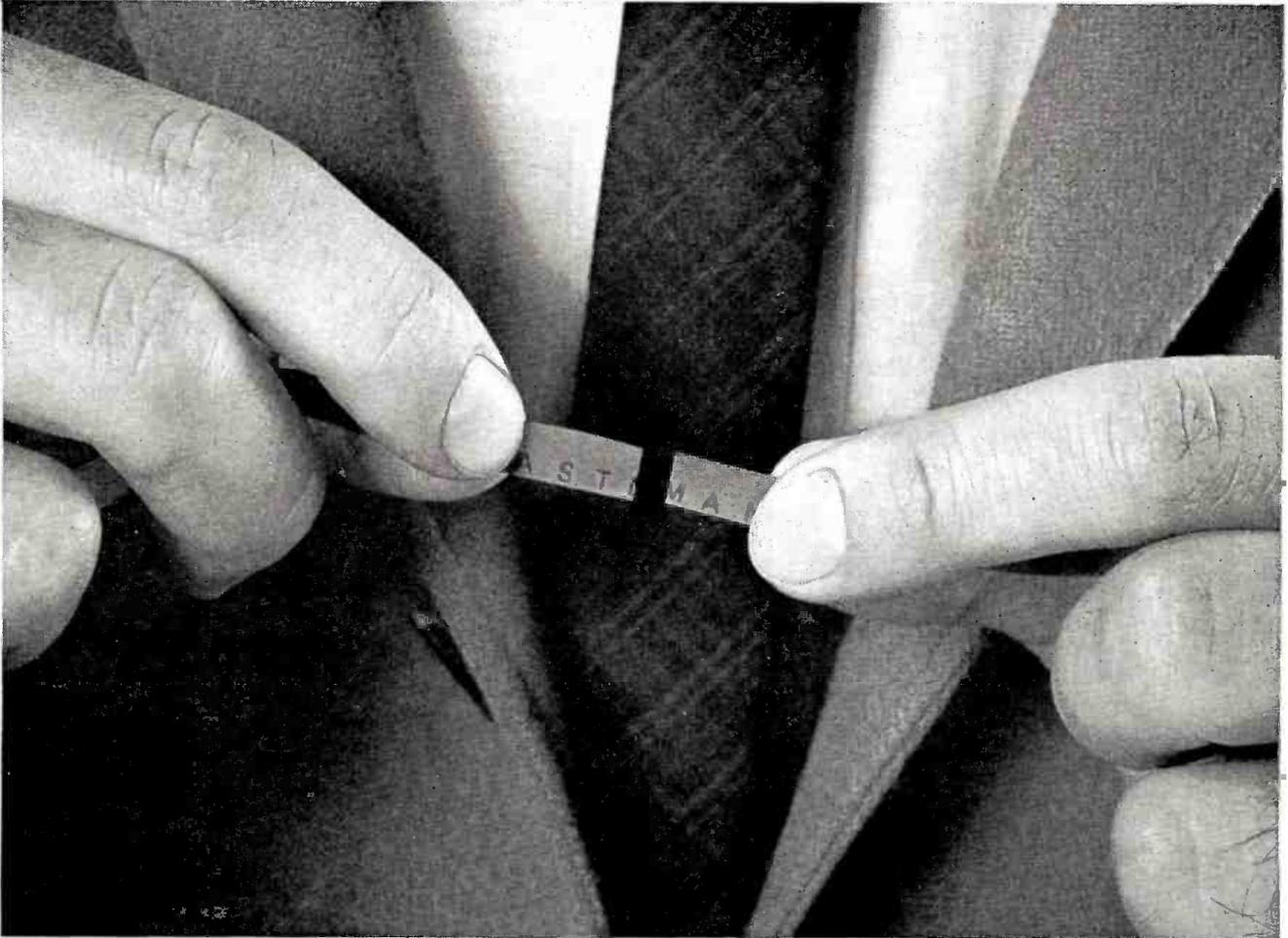
*Wide Country* (MCA-TV): Sold to KTVT(TV) Ft. Worth-Dallas.

*Checkmate* (MCA-TV): Sold to KSWO-TV Lawton, Okla.

*Broadway Goes Latin* (ITC): Sold to KCHU(TV) San Bernardino, Calif.; WTVK(TV) Knoxville, Tenn., and KGBT(TV) Harlingen, Tex.

*Brave Stallion* (ITC): Sold to WAFB-TV Baton Rouge; WTVY(TV) Dothan, Ala.; KCOY-TV Santa Maria, Calif., and KCMT(TV) Alexandria, Minn.

## Now...a new EASTMAN Sound Recording Tape!



Take a piece of the new Eastman tape. See how tough it is... how clean it breaks under stress.

### Look! No stretch...when it breaks—it breaks clean!

**NEW!** Support material for EASTMAN Sound Recording Tapes is DUROL Base. A specially prepared form of cellulose triacetate—smooth, tough, durable, highly flexible—provides high strength with low elongation. When equipment accidents happen, it breaks clean. Splices are made easily, quickly—with minimum program loss.

**Another important feature:** "Lifetime Coding," your assurance of highest quality. Printed on the back of all EASTMAN Sound Recording Tapes is a continuously repeated, permanent legend. This identifies Eastman Kodak Company as the manufacturer and provides a convenient means of indexing these tapes.

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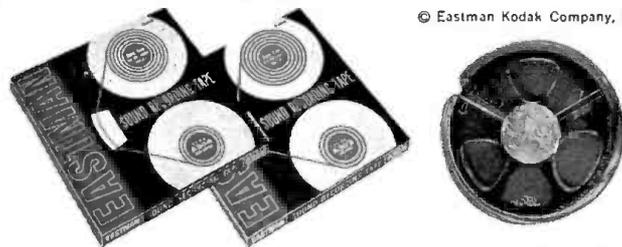
**EASTMAN KODAK COMPANY**  
**Rochester 4, N.Y.**

BROADCASTING, April 27, 1964

**New "R-type" binder.** This gives a smoother, tougher surface, thereby reducing tape noise and distortion. In addition, it provides extreme abrasion resistance, preventing oxide build-up at the head. Even more important, however, are the amazing magnetic properties of coatings of "R-type" binder which make possible two superlative tapes—both available now...

**At leading electronic supply houses:** Ask for Type A303 for all general recording work. It has vastly superior low-print through characteristics. Need a special purpose high-output tape with remarkably low noise performance? Try Type A304!

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Unique ultra-handly Thread-Easy Reel with indexing scale and built-in splicing jig.

# Moore's plan: instant baseball

Suggested 60-game season plus changes in other athletic fields isn't too palatable to sports executives, rival networks

"Unrealistic" was the way baseball executives reacted to suggestion of Thomas W. Moore, ABC-TV president, that the major league baseball season should be shortened to 60 games, to be played on Saturdays and Sundays. And CBS and NBC spokesmen said their viewpoints didn't coincide with Mr. Moore's.

In a talk to the Hollywood Advertising Club Monday (April 20), Mr. Moore cited the "happy marriage" of television and professional football as an example which might well be taken to heart by other major sports. The TV network president said he had no doubts "that baseball is suffering from a malady similar to some television comedians, some political candidates and one or two of Hollywood's uninhibited sirens—overexposure." Under the present 162-game schedule "the major league teams today play so many games and carry a roster of so many players that it is impossible for anyone but the most dedicated aficionado to follow the daily gyrations of the teams and players," he stated.

Instead, Mr. Moore proposed a 60-game weekend schedule, winding up early in September to avoid the present overlap of the baseball and football seasons. "These games would be televised nationally with blackouts of only those areas where the games are played and always the team's away games would be seen back in its home town," Mr. Moore said. "The teams would be able to reduce their rosters, fielding only their best players. A team would need only three or four top pitchers. I believe this would increase attendance at the games, greatly increase television audiences of baseball and put the game on a much sounder financial basis all over the country and not just in a few selected towns."

**Some Good, Some Impractical** ■ A CBS spokesman said that some of Mr. Moore's suggestions were good, but that some also were impractical at the present time. He added that none of the suggestions necessarily reflected CBS-TV's viewpoint.

Carl Lindemann, vice president of NBC Sports, said he hoped Mr. Moore's remarks would not be interpreted as an industry position. He said that NBC-TV was more involved in telecasting sports than ABC-TV, and that NBC-TV certainly had no intention or idea of dictating how sports events should be run.

Bob Reynolds, president of the Los

Angeles Angels and Buzzie Bavasi, general manager of the Los Angeles Dodgers disagreed with Mr. Moore. "It's unrealistic so far as baseball is set up today and out of line with the economics of the sport," Mr. Reynolds observed. "The only thing that would bring about so drastic a change would be for TV to become baseball's paramount source of income, which it certainly is not today."

Mr. Bavasi noted that under the present schedule a ball team plays 26 weeks a year, whereas the Moore-shortened season would run 30 weeks. The Dodgers played to some 2.7 million fans in its home games during the 1963 season and Mr. Bavasi observed that it would be difficult to reach this total in



ABC-TV's Moore  
A new deal in every field

30 games (assuming that none was to be rained out) in a park that seats 55,000.

**Other Areas** ■ For college football Mr. Moore recommended a retention of the present system set up by the National Collegiate Athletic Association—up to a point. The large schools and the small schools would compete in their own class for the regional or conference championships. Then, there should be an elimination play-off "to establish the national champion in each category," Mr. Moore suggested, with the playoff games replacing "the present multiplicity of post-season bowl

games. And he added that "if this plan seems impractical, remember that a similar system is now used in college basketball."

**On the Links** ■ Mr. Moore said that his plan for golf would be for the "tour" of professionals from city to city under the aegis of the Professional Golfers Association to continue much as it does now, "starting with the Los Angeles Open in early January and . . . climaxing with the PGA championship in late summer." But he suggested "a definite pattern of awarding points to the touring golfers," in addition to the prize money. The week-to-week changes in standing, he said, would add interest—and audience—to the tour.

Mr. Moore suggested that hockey could get much greater interest if it lined up with the requirements of TV instead of the present schedule of Stanley Cup playoffs, which "couldn't be less suitable for television coverage if it had been deliberately planned to avoid the medium." Auto racing also needs better organization with TV kept in mind to achieve its maximum mass audience appeal.

**Shiny Coin** ■ Professional football, Mr. Moore said, "is the shiniest example of a sport properly using television," but the medium has found millions of new fans for track and field meets as well. Because, "when radio and television came on the scene, the track and field promoters were quick to break with tradition," drop the "frequent periods of deadly dull activity," and reorganize for TV coverage.

But the sports-TV picture is not completely bright, Mr. Moore admitted. Boxing, he said, "is dead as a major TV sport." The reason is economics, with the knockout punch delivered by theatre television.

"Advertiser-supported television," Mr. Moore said, "can no longer pay the price of a championship fight when there is no assurance that the fight will last as long as it takes you to get one of those quick, clean shaves with Gillette. Because a boxing match is of an unpredictable length, it is too big a risk for an advertiser," he commented, adding that recent championship fights would have cost a sponsor around \$1 million a minute had they been on commercial television, and at that price no advertiser could afford it.

The loss was not only to commercial television when boxing moved into theater TV, Mr. Moore stated. Boxing, too, "lost millions of viewers and the public support they represent. Other sports that are suitable for advertiser-supported television might keep this lesson in mind—once the television viewer has to purchase a ticket of admission either by theater or subscription TV, the audience and public interest in that sport must diminish to the same

degree that the audience is reduced."

**View from Gallery** ■ Thomas S. Gallery, in charge of sports programming for Subscription Television Inc., said he couldn't understand Mr. Moore's logic when he proposes to shorten the baseball season by a schedule that would extend it five weeks. Noting how few games have actually been played since the opening of the major league season for reasons of adverse weather, Mr. Gallery said adoption of the ABC-TV president's proposal would necessitate starting the season in March—"when this year we couldn't have played anywhere in the U. S., including Los Angeles"—or running it to October 15, really into the football season.

Mr. Gallery also took a dim view of Mr. Moore's comment about the diminishing audience for boxing with the move of the major bouts from advertiser-sponsored television to theaters via closed-circuit TV. "I dropped fights seven years ago at NBC," he commented, referring to the time when he was director of sports for NBC's radio and TV networks.

"Why? Because the fights which at one time had given us as much as 59% of the audience had dropped to 1-2%. We figured that was time to drop them and that was when ABC-TV picked them up, not a very forward-looking thing to do. They couldn't compete with the other two TV networks with fights between a pair of boys that neither Tom Moore or I or their managers ever heard of before."

## 94-game NFL schedule announced by CBS-TV

CBS-TV last week announced that it will telecast 94 regular season National Football League games on 19 dates next fall, including five consecutive Sunday doubleheaders.

The schedule, which begins Sept. 13 and ends Dec. 13, includes regional telecasts on 14 Sundays, three national telecasts on Thanksgiving Day and two December Saturday afternoons and two local telecasts of Monday night games.

The doubleheaders will be divided into eastern and western games, with CBS-TV affiliates, except in cities where NFL games are being played that day, carrying both contests.

The three nationally telecast games will be Chicago at Detroit on Thanksgiving; Green Bay at Chicago, Saturday, Dec. 5, and Cleveland at New York, Saturday, Dec. 12. The Green Bay at Detroit game on Monday night, Sept. 28 will be carried only in the Green Bay-Milwaukee area, and the Baltimore at St. Louis game on the night of Oct. 12 will be telecast only in the Baltimore area.

# Access problems in the Midwest

## Radio stations fight actions of city governments to keep microphones turned on in public meetings

In Hutchinson, Kan., KWHK has filed for a permanent injunction against the city and its five commissioners. In Cincinnati, WCKY is engaged in a battle with the majority leader of the city council.

In both cases the catalyst is access to public proceedings.

KWHK's action filed April 17 charges the city commission with violating the free speech provisions of the U. S. and Kansas constitutions by prohibiting microphones or tape recording equipment for broadcast in the chamber during commission sessions.

(In a similar case in 1951, the New Jersey superior court ruled that the Asbury Park City Council had violated the freedom of the press provisions of the Constitution by refusing to allow WJLK Asbury Park to broadcast a tax hearing. The court applied federal and state constitutional protection to radio, and by inference, to television [BROADCASTING, Oct. 1, 1951].)

The city commission, KWHK said in its filing with the Kansas district court in Hutchinson, has acted in a "capricious, arbitrary and discriminatory" manner. The station said the commission denies radio reporters the tools of their trade, but permits newspapers to take photos and allows silent TV filming of its proceedings.

In January the commission voted 4-1 against live broadcasts, and when the station attempted to tape the proceedings for delayed broadcast, the commission voted 4-1 against this procedure.

**Opposition Voice** ■ The sole supporter for the broadcasts was Hod Humiston, city commissioner, mayor and KWHK's sports director. Mr. Humiston's term as mayor expired last Tuesday (April 21), however he is still a member of the commission.

The city said it would fight the court action and noted that it had banned live broadcasts in June 1961 because some people used the broadcasts to "grandstand" and others were afraid to speak because of the live microphones.

Both KWHK and KWBW Hutchinson had carried live commission broadcasts prior to the 1961 ruling.

David R. Mackey, vice president and general manager of KWHK, said he felt "very definitely" that the station's editorial position on "certain city matters" played a role in the radio ban.

Robert E. Schmidt, vice president and general manager of KAYS Hays, Kan., and president of the Kansas Association of Radio Broadcasters, said

the association would "give every possible assistance in the suit" and would probably file a friend of the court brief.

**In Ohio** ■ Last Wednesday (April 22) in Cincinnati WCKY attacked the action of that city council's majority leader when he called for a ban on tape recorders during the council session and then a censure motion against a minority member for taping a statement.

A 5-4 vote passed both motions offered by Republican Vice Mayor Eugene Ruehlman. The votes followed party lines.

According to a UPI account of the session, Councilman Theodore Berry requested Dave Nichols of WCKY to tape a speech the councilman was going to make on a fair housing ordinance.

Mr. Ruehlman tried to stop Mr. Berry and called for a vote banning use of tape recorders during a council session. However, Mr. Berry insisted on delivering the statement before the microphone and then Mr. Ruehlman called for the censure motion. The motion was sent to the law committee of which Mr. Berry is a member.

In an editorial broadcast following the council session and again Thursday (April 23), Paul Miller, WCKY station manager, accused the majority leader of "a double set of standards as they apply to the press." He charged newspaper reporters and photographers receive favored treatment since "two newspapermen sit at a desk right smack-dab in the middle of the council floor. Why not move the radio reporters up to the same desk, or remove the desk and provide equal space for all reporters?"

Mr. Miller also noted that Councilman Berry previously had openly recorded his comments during a council session.

## Chamber wants news access

A new policy endorsing freedom of information is on the agenda of the U. S. Chamber of Commerce during its 52d annual meeting April 26-29.

The proposed policy, which will be voted on by delegates, states that "Except for matters clearly affecting national security or otherwise covered by statute, all business of government should be fully disclosed to the public. The burden of proof must rest with government in every instance to justify withholding any information from the public."

# The detail is still around

Commission offers its new model in TV program reporting forms; issues separate one for renewal applicants; oral hearing set for May 8

Television broadcasters have a chance this week to start examining the FCC's latest proposal in its four-year-old effort to revise its program reporting form.

The proposal, issued last week, involves two forms—one to be used by renewal applicants, the other to be filed in connection with applications for assignment and transfer, new stations and major changes in facilities (BROADCASTING, April 20).

The documents supersede a proposed form issued in December (BROADCASTING, Dec. 23, 1963), and are the product, largely, of a special committee composed of broadcasters, federal communications bar attorneys and FCC staffers.

The special committee was created after the commission's form attracted heavy criticism from broadcasters who felt it would be too burdensome.

The commission, which plans an oral proceeding on the proposed form on May 8, made it clear it wasn't endorsing all aspects of the forms. Because of its desire to resolve the matter "with

reasonable speed," the commission said it decided to issue the forms without giving full consideration to every problem.

Even so, the vote to issue the forms was only 4-2. Commissioners Robert T. Bartley and Frederick W. Ford dissented, Commissioner Robert E. Lee was absent.

**Three-year Report** ■ The commission accepted the committee's view that annual filing, which would have been required in the December proposal, should be dropped. The proposed forms would be filed every three years by renewal applicants.

However, the commission asked for comments on annual filing of information on determining community needs and on the programing development to meet those needs, as well as on commercial practices.

The new proposal also seeks comments on alternative approaches to the ascertainment of community needs. One, similar to that included in commission's December proposal, includes consider-

able detail. It requires renewal applicants provide a narrative statement in efforts to determine needs and interests, to list the names and positions of persons in 11 different categories who have been consulted on programing needs, to evaluate the responses and to list the programing to be carried as a result of the study.

The other alternative, suggested by the committee, would simply require a broadcaster to give "a reasonably detailed statement" on his efforts to inform himself of the needs and interests of his community.

**New Stations** ■ The commission asks for comments on the same alternatives with respect to applicants for new stations. However, it proposes only the committee's approach in determining how proposed assignees and transferees determine community needs.

Renewal applicants would have to report on past programing in terms of composite weeks for each of the three years in the license period. A statistical evaluation of programing would not be required, as at present, but licensees would have to identify programs by name, time-slot, frequency, length, and source (local exchange, network, recorded), and to break down the programing according to eight major categories.

To determine the applicant's effort to program for minority tastes, the commission would ask him to indicate those programs which were designed specifically for portions of the audience "smaller than the general viewing public."

Little is asked in the way of future programing. Applicants would only be required to indicate whether they intend any substantial change in their schedule and, if so, to explain it in "reasonable detail." The commission, however, asks for comments on whether "a further showing should be required."

Those proposing to sell or transfer control of stations would be required to complete a past programing form similar to that for renewal applicants.

Applicants for new stations and proposed purchasers, would have to submit a more detailed report on their programing plans. They would be asked to list the local and exchange and network and recorded programs (except entertainment) that they intend to carry, and to specify the minimum time to be devoted to news, public affairs and religious, agricultural and instructional programing.

In addition, they would be asked to

## A strong dissent from Taft's Rogers

"Frankly, I do not agree with . . . advocates of the abolition of Section 315," Lawrence H. Rogers II, president of Taft Broadcasting Co., said in a speech in Cincinnati in defense of the FCC's fairness doctrine.

Mr. Rogers said that as long as a licensee's program decision "is not capricious, he knows perfectly well he is in a defensible position under the law and the rules and regulations of the FCC." On the other hand, Mr. Rogers said, were it not for the fairness doctrine "it would be no problem at all for a small-town radio operator to be taken over by a machine boss," who might try to buy all a station's time and freeze out an opposing candidate for public office.

"I may be a vanishing breed," Mr. Rogers said, "but I'm all for the preservation of Section 315."



Mr. Rogers

report, in terms of a proposed typical week, on the time to be devoted to entertainment, sports, news and "other" programs, and in the source of that programming.

**Commercial Practices** - Both forms would also seek information on past commercial practices. Licensees would have to report on the amount and percentage of time devoted to commercial matter and public service announcements during the composite week. They would also be asked the number of program interruptions during 60-minute segments.

These questions are similar to those in the December form. However, the new proposal does not require a detailed exposition of future programming plans, as the December form does. Instead, it asks only the maximum number of interruptions in any 60-minute segment which the applicant expects.

The commission asked comments on whether public service announcements which break into program continuity be counted as interruptions. The commission said such announcements may have the "same character" as commercials. But, the commission added, if they are treated as commercials, stations might put them between programs and add to the clutter of announcements.

The commission also asked for comments on the extent to which promotional announcements not involving advertising should be considered interruptions.

## Warner Bros. adds more TV cartoons

Warner Bros. Television is stepping up its activities in the cartoon program production area, with *The Sylvester and Tweety Show*, a likely candidate to follow *The Porky Pig Show* into television.

Joseph Kotler, vice president of Warner Bros. TV, last week noted the company intends to use the same approach for *Sylvester and Tweety* that it has used for *Porky Pig*. The latter cartoon series was sold recently to ABC-TV (BROADCASTING, April 20). It consists of theatrical cartoons that are reinforced by new animated bridges. Mr. Kotler indicated there is a strong possibility that the company will use other cartoons from its theatrical backlog, add animated bridges and emerge with additional TV series.

Under its contract with ABC-TV, Warner Bros. retained its rights for simultaneous syndication. Exposure on each side will help the other.

Mr. Kotler noted that Warner Bros.

no longer produces cartoons especially for presentation in theaters, but he said there is a possibility that such production may be resumed. He indicated that cartoons would be presented initially in theaters and subsequently released for network and syndication presentations.

## Allied Artists reports brisk feature film sales

Sales of various feature film packages have been announced by Allied Artists Television Corp., which noted that many of the transactions were completed during the NAB convention.

Robert B. Morin, AATV vice president, said that the sales activity was headed by the "Cavalcade of the 60's Group III" package of 17 features, introduced during the convention. Known also as "The Billy Budd Package" because the feature of that name is in the group, it has been sold to WOR-TV New York; KHJ-TV Los Angeles; KOIN-TV Portland, Ore.; KONO-TV San Antonio, Tex.; WTEV(TV) New Bedford, Mass.; WLOS-TV Asheville, N.C.; WHEN-TV Syracuse, N. Y.; WTVJ(TV) Miami, and WFGA-TV Jacksonville, Fla. Some of the features in the package were sold on a delayed basis, pending the completion of theater play dates.

Sales also were reported on "Cavalcade of the 60's Group I" (40 features) to WBRC-TV Birmingham, Ala.; WQAD-TV Moline, Ill.; KSL-TV Salt Lake City; WTVJ(TV) Miami and WFGA-TV Jacksonville, and on "Group II" (32 features) to KONO-TV San Antonio; KUTV(TV) Salt Lake City; WTVJ(TV) Miami; WFGA-TV Jacksonville; WQAD-TV Moline and WBRC-TV Birmingham.

## TV program conference set for May in Dallas

The Eighth Annual Television Programming Conference will be held May 3, 4, and 5 at the Holiday Inn Central, Dallas, John Renshaw of KSLA-TV Shreveport, La., announced last week.

Southern and southwestern program directors will hear speeches by FCC Commissioner Lee Loevinger; Dr. George Crothers of CBS; Craig Fisher, NBC, producer of *Sunday*; Lawrence DuPont, vice president of Tracy-Locke, Dallas advertising agency; Robert Gould, program director of WBAP-TV Fort Worth; A. C. Kellner of the American Research Bureau, and others.

Events include panels on programming, and a luncheon Monday at which Commissioner Loevinger will speak. The

conference is open to anyone wishing to attend. Registration is \$25. Further information may be obtained from Mr. Renshaw at KSLA-TV or Jay Watson, WFAA-TV Dallas.

## 20th Century sells 30 features to ABC

ABC-TV last week paid a reported \$9 million to 20th Century-Fox for a package of 30 recent feature films.

The purchase gives the network exclusive rights to the films for two years, after which ABC-TV's five owned and operated stations get the rights for the following seven years.

A network official said the films probably wouldn't be telecast before the fall of 1965 because another recent purchase by ABC-TV of 30 United Artists movies will fill the Sunday evening time slot to be devoted to movies next season.

Some titles of the 20th Century-Fox package include "A Farewell to Arms," "From the Terrace," "The Hustler," "Carousel," "Inn of the Sixth Happiness," "Compulsion," "Carmen Jones," "Call Me Madame," "Streetcar Named Desire," "Sound and the Fury," "High Time," "Journey to the Center of the Earth" and "Anastasia."

### stock-exchangers



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A GENERAL ELECTRIC STATION

# Syncom may be used for live Olympics TV

Tests last week show that satellite system is usable, but time difference poses problem

A test of the Syncom II satellite last week has increased the possibility that NBC-TV will be able to relay portions of next fall's Olympic Games from Tokyo live to U. S. audiences.

The test picture, carried by landline to Fort Dix, N. J., then relayed to Syncom II and bounced back to Andover, Me., where it was fed back via landline to New York, was below standard network quality. But NBC-TV felt it was good enough for use in emergency situations or for telecasts of a few minutes duration.

Thus, the network said it would intensify its study as to the feasibility of carrying live pictures of the Olympics. Because of a 14-hour time difference between Tokyo and New York, network officials felt that most live pictures that would be carried to the U. S. would be taped for airing at a more convenient time. Most events will be taking place in Tokyo during the pre-dawn hours in the U. S.

NBC-TV particularly hopes to carry

the opening-day ceremonies live Oct. 10. This program will be one of the few colorcasts and, if carried live, would be telecast sometime after midnight in the U. S.

Otherwise, NBC-TV will fly tapes of each day's events to Seattle, where its affiliate, KING-TV, will feed the programs to the network.

NBC-TV tentatively expects to program a minimum of 14½ hours of Olympics competition during the two weeks of action. There will be a short report each evening with longer programs during the weekends. It was not disclosed how the possibility of live telecasts each day would affect this scheduling.

The network announced that Bud Palmer, Jim Simpson, and Bill Henry will handle the commentary of the events from Tokyo.

**British Interested** ■ Britain's Independent Television Authority has approached the Communications Satellite Corp. seeking to make arrangements to

pick up tapes of the Olympics in the United States and to fly them to London. This would permit the showing of Olympic events the same day in London. ITA had planned to fly films to London but this would not permit their showing until the next day. Comsat officials, who are bullish on the possibility of live coverage of the Tokyo games, were told an official request was on its way from ITA.

Some government space-communications experts were, however, still dubious. Even if the pictures from the next Syncom are passable, they say, there's still a real question about the efficiency of adapted antennas in Tokyo for transmission and at Point Magu, Calif., for reception. Syncom III is now scheduled to be launched in the next 60 days.

## Three companies make 'Around the World' series

A three-way production effort involving Screen Gems, Pacific Film Productions of Melbourne, Australia, and the TBS Network of Japan has been announced by Lloyd Burns, Screen Gems vice president in charge of international operations. The three production companies are cooperating on a series of 39 seven-minute episodes, *My Friends Around the World*, travelogs as seen through the eyes of children.

Mr. Burns reported that sales already have been made on the series in Argentina, Mexico, Brazil, Venezuela and

## Radio Moscow leads increased Red radio broadcasts

Communist international broadcasting efforts continued to grow in 1963, reaching a high of 4,288 hours a week, a growth of about 11% over 1962, according to a research report by the U. S. Information Agency.

The most spectacular expansion was Radio Moscow's 500% increase in Russian-language programming directed at Soviets living abroad. It instituted a worldwide, around-the-clock service.

The much-publicized ideological squabble between Russia and Red China also was reflected in those countries' international broadcasting. In early 1963, Soviet broadcasts in Mandarin and Red China's Russian programming were about equal, but since then China has stepped up its

efforts, the USSR reciprocated, and China spurted ahead again.

The Red radio shows have an edge to them, and China's Russian broadcasts no longer start "Dear friends," but "Dear radio listeners." Russia has retaliated by accusing Red China of pirating radio frequencies, and it has been reported that the Soviets have begun to jam Radio Peking's Russian broadcasts. The Soviet Union has not jammed USIA's Voice of America broadcasts since June 1963.

In a USIA breakdown of the Red world effort, the USSR increased its international broadcasts 11%, Communist China 14%. Eastern European countries and North Viet Nam expanded their joint broadcasts

abroad by 20%. Cuba was up about 10%. Communist international broadcasting by the end of 1963 was in 67 languages.

Communist nations in 1963 leaned more heavily than ever on contests among their listeners. Propaganda is often a prime element of these contests. Arab listeners, for instance, at one time were asked to write in "the best examples you know of in illustration of Soviet-Arab friendship." A winner of one of the contests might get a free trip to Russia.

The USSR last year halted its massive broadcasts to Cuba, first started in late 1962. But Cuba beamed two English-language programs into the U. S., *The Friendly Voice of Cuba* and *Radio Free Dixie*.

Japan. Thirteen of the 39 segments have been filmed in such locations as Japan, Manila, New Zealand, Samoa, Fiji, Australia, Lebanon, Germany, Cambodia, Italy, Hong Kong and France and more are planned in Canada, the U. S. and other parts of Europe.

## BBC-2 starts TV operations day late

Great Britain's half-million UHF-equipped viewers got their first look at BBC-2 last week as the country's third TV network made its belated debut April 21. The new channel was scheduled to begin April 20, featuring a first night dominated by clowning, musical comedy and fireworks. Unfortunately, a fire at London's electrical works resulted in a first night featuring blank screens and dominated by music and apologies.

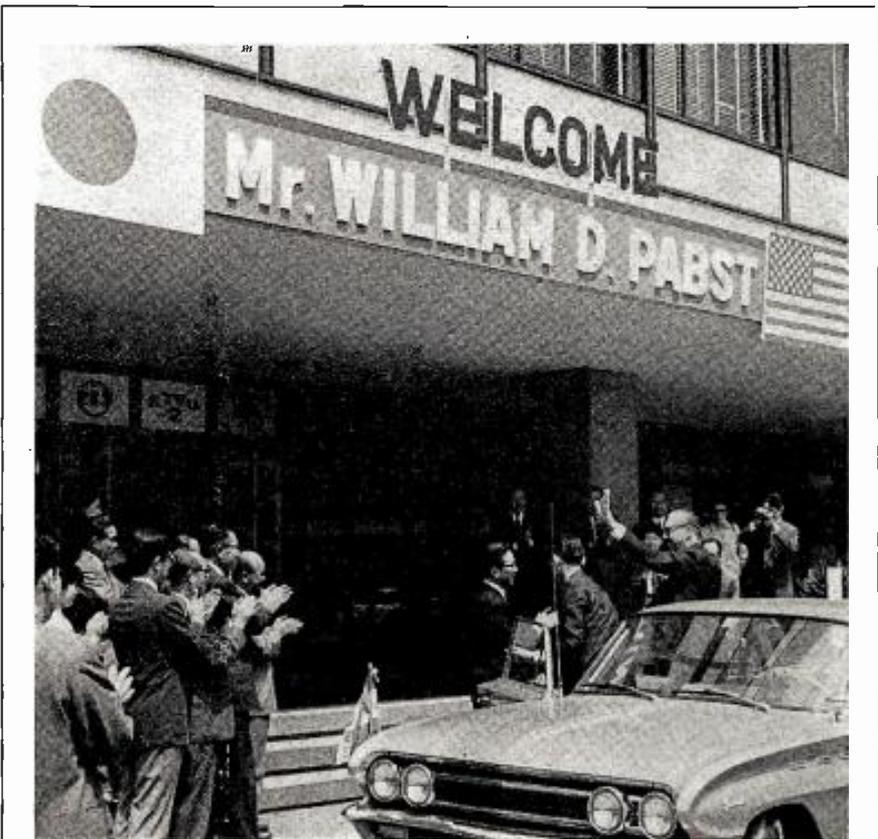
BBC-2, like BBC-1, is government owned, though operated in a semi-independent status. Unlike BBC-1 and the Independent Television Authority, established in 1955, the newcomer broadcasts in the UHF band, producing a theoretically superior 625-line picture (BBC-1 and ITV use 405-line VHF). Coverage is presently limited to the comparatively few UHF receivers within a 60-mile radius of London, but all new sets are equipped for VHF and UHF reception, and 17 additional transmitters will eventually cover the entire country.

Technically, the new network is designed to be compatible with other European systems. Its programming will fall somewhere in between the older networks. Program Director Michael Peacock is looking for something "new and different." He doesn't want to "simply present new kinds of program, but new approaches to old ones, and especially new faces." BBC-2 is committed to block programming—it will reserve one night for education, one for comedy, one for reruns and so on. It plans to be on the air 30 hours a week, compared to 50 each for BBC-1 and ITV.

## BBC TV overseas sales up 50% in 1963

More than a 50% increase in the number of programs sold overseas was reported last week by BBC TV Enterprises. The program sales arm of the British Broadcasting Corp. said a total of 6,975 TV programs were sold and distributed in 95 territories last year compared to 4,357 in 83 territories the

BROADCASTING, April 27, 1964



## A blue-ribbon reception for Pabst

Personnel at KRB(TV) Fukuoka, Japan, came out on the front steps to extend a warm welcome to Bill Pabst, general manager of KTVU(TV) Oakland-San Francisco. Returning from the Joint American-Japanese Cultural and Educational TV Conference in Tokyo, he stopped by KTVU's sister-station to discuss in-

creased exchanges under an agreement KTVU and KRB made in 1962 (BROADCASTING, Oct. 29, 1962). The two have already exchanged news units, numerous programs and filmed news stories, and now plan to film documentaries for each other, based on request in the form of rough shooting scripts.

previous year. Of that amount in 1963, 200 programs were sold in the United States. Other main purchasers were Australia (693 programs) Kenya (684), Canada (548) and Rhodesia (377).

In the U. S., BBC TV Enterprises' most recent sales were *The Man Shakespeare* and nine plays to educational TV; a Shakespearean series of nine programs, *The Spread of the Eagle*, to six RKO General stations; 10 plays to WOR-TV New York; 18 plays to KHJ-TV San Francisco, and coverage of the Grand National and Oxford-Cambridge Boat Race for ABC-TV.

## 'Rudolph' to go overseas

Videocraft Productions, New York, is dubbing its 60-minute color special, *Rudolph the Red Nosed Reindeer* into German, French and Spanish for sale overseas during the 1964 Christmas

season. The program will be carried in the U. S. on NBC-TV, sponsored by General Electric, on Dec. 6 (4:30-5:30 p.m.). The special is being produced with a budget of approximately \$500,000. Producer Arthur Rankin reported last week that Burl Ives has been signed as narrator of the program.

## TV homes in UK more than 14 million

According to a survey by Television Audience Measurement Ltd., 45.52 million people in 14.3 million private households in the United Kingdom can now watch television.

Of these, says TAM, 42.11 million people in 13 million homes can receive both the commercial network and BBC transmissions. This is an increase in the potential commercial network audience

of 690,000 since September 1963. The survey also shows that 2.97 million private households in Britain are without a television set.

The figures are estimates for January 1964, based on TAM's survey data and the Registrar General's estimates of population. The Channel Islands are excluded from the television set count, it was said.

## K&E CPV buy minority interests in each other

Kenyon & Eckhardt Inc., New York, and Colman Prentis & Varley Ltd., a major British agency, last week announced that they had entered into an agreement under which each has acquired a minority interest in the other company.

Overseas offices will operate separate-

ly where appropriate or jointly when advisable, it was said, but Kenyon & Eckhardt and Colman Prentis & Varley will continue as independently managed companies. The combination of K&E and CPV offices abroad now will total 25, including Belgium, France, Germany, Italy, Spain, Switzerland, United Kingdom, Iran, Colombia, Chile, Venezuela, Mexico, Guatemala, Panama, Nicaragua, Jamaica and Trinidad.

## Abroad in brief . . .

**British Bits** ■ British Information Services, New York, is offering a new series of quarter-hour TV programs featuring various news events in Britain.

**Agency change** ■ Ralston Purina Co.'s international division has appointed Intergard, the international subsidiary of Gardner Advertising, St. Louis, to han-

dle its Latin American advertising effective Oct. 1. D'Arcy Advertising, St. Louis, currently handles the account.

**Rep signal** ■ CFSL Weyburn, and CJSL Estevan, both Saskatchewan, are now represented by National Times Sales Ltd., Toronto.

**Film sales** ■ United Artists Television, New York, reported last week that it has sold *Lee Marvin Presents—Lawbreaker* in 13 foreign countries. Among the purchasers of the series were ATN-HSV Australia; Associated Rediffusion, Hong Kong; Tokyo Broadcasting System, Japan; Republic Broadcasting System, Philippines; Oi Mainos TV Reklam Ab, Finland; and Thai Television, Thailand.

**Swedish electronics exhibit** ■ American electronics manufacturers are being invited to participate in the U. S. exhibition at the annual Stockholm Technical Fair, Oct. 2-8.

## FANFARE

## Petry report emphasizes TV sports programming

A report issued by the Television Division of Edward Petry & Co. emphasizes that the growing accent on sports in network, local station and special service programming has increased the potentialities for spot television packages.

The study offers statistics showing that TV audience figures for sports programs have grown and that women represent a substantial segment of the over-all audience, and, in some instances, outnumber men. It stresses that interest will be heightened this year because of the Olympic Games.

The Petry study lists national TV sports events from March 1 through Jan. 1, 1965, as scheduled by the networks and such independent services as the Sports Network and the Fourth Network. In addition, the presentation illustrates the scope of the local sports programs to be offered on Petry-represented TV stations.

The report suggests that spot TV campaigns can be built around this programming and points out that advertisers can key their sales efforts to their distribution patterns and marketing objectives through the use of the medium.

## Drumbeats . . .

**New address** ■ Public relations firm of McFadden, Strauss, Eddy, Irwin & Goodman, formed from the merger of Cleary-Strauss-Irwin & Goodman and

McFadden & Eddy Associates, has moved from the former offices of the companies into new combined headquarters at 1017 North La Cienega Boulevard, Los Angeles. Zip Code: 90069. Telephone: Olympia 7-4330.

**Traveling news** ■ A \$100,000 traveling message unit on the new Gulf American Land Corp. building in Miami will go into operation May 11, with news supplied by WCKT(TV), that city. The sign, more than twice the size of the one in Times Square, New York, uses more than 2,000 traffic signal lamps and operates from a transmitter in the WCKT newsroom.

**Group greeting** ■ Executives of Speidel Broadcasters, Columbia, S. C., and managers of Speidel stations inaugurated the newest addition to the group, WHIH Norfolk, Va., with a tour of businesses in the Norfolk area. A reception for agencies and clients in the area was held and efforts were made to sell the stations as a group.

## ABC-TV O&O meeting set

Advertising and publicity director of ABC-owned TV stations meet May 4-6 in New York on plans for the fall season and a review of current activities. The group will meet May 5 with Leonard H. Goldenson, president, and Simon B. Siegel, executive vice president of American Broadcasting-Paramount Theaters Inc., and Theodore F. Shaker, president of ABC Owned Television Stations Division.

Also attending work sessions: Symon

B. Cowles, director of advertising and publicity for the group; Don Foley, vice president in charge of advertising for the broadcast division; Michael J. Foster, vice president in charge of ABC's press information, and Gerald Flesher, sales promotion manager, ABC Television Spot Sales. ABC-owned stations are WABC-TV New York, WXYZ-TV Detroit, WBKB(TV) Chicago, KGO-TV San Francisco, and KABC-TV Los Angeles.

## WLW's Ruth Lyons wins McCalls' top award

Ruth Lyons, hostess of the 50-50 Club radio show aired on WLW Cincinnati, has been named Top Award winner of McCalls Publication's 13th annual Golden Mike Awards. Miss Lyons was cited for her continuing role in the Children's Christmas Fund which she organized in Cincinnati 24 years ago.

Other Golden Mike winners and the categories involved are: Service to the Community in general—Marlene Sanders, WNEW New York; Helen Kimball, KIRO Seattle; Service to the family—Alice Weston, WUC(TV) Pittsburgh; Service to the American future—Ella F. Harlee, WRC-TV Washington; Lucy Jarvis, NBC-TV, and Marty Camp, KOMO-AM-TV Seattle.

The awards will be presented to the broadcasters at the annual dinner (May 2) of the American Women in Radio and Television at the Tulsa Assembly Center (also see page 66).

**BROADCAST ADVERTISING**



Mr. Fowle

**Wilson F. Fowle Jr.** elected VP-director of marketing for toilet articles division of Colgate-Palmolive Co., New York. He was named director of marketing for division in October 1963, following division assignments as general product manager, group product manager, and product manager since joining C-P in 1960.

**Neil Reagan**, administrative VP and program director of television programming of McCann-Erickson, Los Angeles, assigned expanded responsibilities as director of television program operations in that office.

**Mary Hardin**, associate creative director of Compton Advertising, Chicago, joins Needham, Louis & Brorby there as VP and copy supervisor. Miss Hardin becomes only woman VP at NL&B.

**John Nazzaro**, with Chirurg & Cairns, New York, since 1956, elected VP and creative director of Boston office.

**Arthur H. Hawkins** joins Grey Adv., New York, as VP and creative supervisor. He was formerly VP and associate creative director at McCann-Marschalk, that city.

**Robert Cronin**, for past three years with Chicago office of The Bolling Co. and before that with Blair Television Associates there, joins George P. Hollingbery Co., Chicago, as TV account executive.



Mr. Mergener

**Philip Mergener**, formerly sales manager in Chicago for United Artists Television, appointed general sales manager of WEEK-TV Peoria and WEEQ-TV La Salle, both Illinois. Stations are licensed to West

Central Broadcasting Co., owned by Kerr-McGee interests.

**Russell R. Kelly**, since 1961 creative director and account executive at Strauchen & McKim Inc., Cincinnati advertising agency, elected VP. He also will continue to serve as account executive.

**Austin D'Alton**, former VP of McCann-Marschalk and head of agency's Chicago office, joins The Gumbinner-North Co., New York, as VP and supervisor on Elgin National Watch Co. and Ruppert Knickerbocker accounts.

**Jules Trieb**, account supervisor at McCann-Erickson and formerly direc-

**Gredell honored**



Mr. Gredell

**Gordon Gredell**, timebuyer at D'Arcy Advertising, Chicago, elected "Timebuyer of Year" Thursday by Chicago chapter of Station Representatives Association. Award was presented at annual luncheon meeting by chapter President Harry Smart, John Blair & Co., Chicago. Mr. Gredell has been with D'Arcy five years and before that was with Needham, Louis & Brorby. National SRA will give its annual top awards in New York Tuesday.

tor of advertising for B. T. Babbitt Co., joins Doyle Dane Bernbach, New York, as account supervisor.

**James B. Devlin, Douglas Slye and Sam Eadie** join WBBM-TV Chicago as account executives. Mr. Devlin formerly was with Peters, Griffin, Woodward. Mr. Slye previously was with Robert E. Eastman & Co., and Mr. Eadie was with Storer Television Sales, Chicago. **Warren B. Beardow**, formerly space sales-

man with Westchester County Newspapers, New York, joins WBBM-TV as national sales service manager.

**Jack Richter**, formerly with Stanley Arnold & Associates, New York, joins Papert, Koenig, Lois, that city, as VP in charge of sales development.

**Gene H. Samuelson**, formerly with Sunbeam Corp., Chicago, joins Clinton E. Frank Inc., that city, as account supervisor.



Mr. Dunkerton

**Thomas H. Dunkerton**, VP and research director of Compton Adv., New York, elected senior VP of agency. Mr. Dunkerton returned to Compton in July 1961 after six years as market research director for Vick Chemical Co. From 1950 to 1955 he had been research account executive at Compton.

**Jayne Shannon**, media supervisor at J. Walter Thompson, New York, resigns May 8 to start work on law degree at New York University in New York, with plans to go into communications law. She has been with JWT for 20 years.

**Walter M. Erickson**, VP of Gray & Rogers, Philadelphia and Newark, named director of agency's radio-TV

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department. **Chester R. Cooper**, also VP of agency, named director of radio-television production. **Edmund H. Rogers**, senior VP and director of department since its inception and original partner of Gray & Rogers will continue as consultant to radio-television department.

**John Malone Jr.**, previously advertising and sales promotion director of Victor Fischel & Co., joins Kudner Agency, New York, as VP and supervisor on National Distillers Products account. **Joan R. Heller**, VP of Johnstone Inc., New York, joins Kudner also as executive on Tussy Cosmetics account.



Mr. Malone

**Sanford T. Beldon**, PR director for P. F. Collier Inc., subsidiary of Crowell-Collier Publishing Co., New York, joins Grant Adv., in executive position not yet defined.

**Duane Eastvold** and **Bob Janecek** appointed local sales managers of KMMT-TV Austin, Minn., and KWVL-TV Waterloo, Iowa, respectively. Stations are owned by Black Hawk Broadcasting group.

**Cuyler Caldwell**, for past 5½ years director of market research for Dr. Pepper Co., Dallas, appointed product manager for Pommac, company's new imported soft drink from Sweden.

**Charles F. Schroeder** joins J. M. Mathes, New York, as account executive. He was formerly at Rockmore Adv., that city, and prior to that was advertising director of Reeves Brothers

Inc., textile manufacturers, New York, for 15 years.

**Lewis S. Krone**, account executive at wicc Fairfield, Conn., joins WINS New York in same capacity. He replaces **Jack Magan**, who resigned.

**Edward L. Koblitz** has opened his own agency, The Koblitz Co., at 915 North La Cienega Blvd., Los Angeles. 90046. He was formerly principal in Beckman, Koblitz Inc., agency which has been dissolved.

**Schuyler F. Otteson**, chairman of marketing department at Indiana University, Bloomington, elected president of American Marketing Association for 1965-66 and joins AMA executive committee this July 1 for one-year term as president-elect. He will succeed **Edwin H. Sonneck**, Goodyear Tire and Rubber Co., 1964-65 president, who takes office July 1 replacing **Dr. William R. Davidson**, professor of business organization, Ohio State University, Columbus. Dr. Davidson continues on AMA executive committee as immediate past president.



Mr. Frerichs

**George R. Frerichs**, director of research at Earle Ludgin & Co., Chicago, elected VP of agency. Mr. Frerichs joined Ludgin in August 1963 and before that was with The Pure Oil Co., Palatine, Ill.

**Marvin S. Mord**, regional sales manager of ABC-TV network, and **Alain J. Tessier**, of *Chicago Tribune*, join Networks - Agencies - Film - Advertisers (NAFA) sales division of American

Research Bureau as account executives. Mr. Mord will make his headquarters in New York; Mr. Tessier in Chicago.

**Albert R. Pezzillo Jr.** named senior product manager at Colgate-Palmolive Co., New York. He joined Colgate in 1962 as assistant product manager in new products department.



Mr. McLean

**Walter S. McLean**, VP of Campbell-Ewald Co., Detroit, appointed assistant to President Thomas B. Adams. Mr. McLean joined Campbell-Ewald in 1954.

**James M. McMullin**, for past 2½ years radio account executive at Advertising Time Sales, New York, joins CBS Radio Spot Sales, that city, in same capacity.

**Athur L. Iger**, marketing consultant to grocery products industry and previously director of marketing for American Kitchen Products Co., joins Cunningham & Walsh, New York, as account executive.

**Jack Tormey**, San Francisco manager of Fawcett Publications, joins McCann-Erickson, that city, as account executive.

**John D. Clarke**, formerly copy group head at Compton Adv., Chicago, joins Leo Burnett Co., that city, as copy supervisor.

**William H. Loughran** promoted from account executive to account service director and assistant marketing manager at Ball & Davidson, Denver. **Virginia Likins**, formerly media and production director at International Adv., joins B&D as director of media. **Noble de Roin** joins agency as VP supervising industrial accounts and directing marketing and servicing of technical and aerospace accounts.

**Milton Schwartz** appointed copy supervisor at Kenyon & Eckhardt, New York.

**Evelyn Stern**, assistant art director at McCann-Marschalk, New York, joins radio-TV department of Hoefer, Dieterich & Brown, San Francisco, as assistant to Don Cusenbery, radio-TV director.

**Colonel Richard F. Whitcomb** appointed sales manager of WDHA-FM Dover, N. J.

**Kenneth H. Alstad**, **Robert Kuelper**, **Hal Weinstein** and **Otto N. Whittaker**, copy supervisors at Leo Burnett Co., Chicago, promoted to associate creative directors.

**William H. Norris**, VP and account supervisor at Edward H. Weiss & Co., Chicago, joins Chas. Pfizer & Co., New York, as director of marketing for agri-

## F.C. Brokaw retires after 31 years with Raymer

**Fred C. Brokaw**, executive VP and partner of Paul H. Raymer Co., New York, is ending 31-year association with station representative organization and is retiring May 1.



Mr. Brokaw

Mr. Brokaw plans to spend his retirement years on farm in Lake Winnepesaukee, N. H., which he bought several years ago. He has one immediate project in mind but has declined to reveal it, even to his friend of 44 years, Paul H. Raymer, president of company bearing his name.

"But we suspect strongly that Fred will be writing a book," Mr. Raymer ventured, "and we believe that all of us here at Raymer are going to be in it."

Mr. Brokaw became acquainted with Mr. Raymer at Cornell University, Ithaca, N. Y., in 1919. In 1933, year after Mr. Raymer organized his representation company, Mr. Brokaw, who had been sales representative for *Forum* magazine, joined Raymer for stint that ultimately lasted three decades and a year.

During his years with Raymer, Mr. Brokaw concentrated on sales. Mr. Raymer, who devoted himself largely to the administrative functions, commented last week:

"We balanced one another wonderfully. We never had an unpleasant word between us."



Mr. Blum

Mr. Fein

Mr. Hoyt

Mr. Jones

Mr. Pratt

Mr. Severo

Mr. Thawley

Mr. Threlkeld

## Eight newsmen receive grants from CBS Foundation

CBS Foundation last week announced selection of eight CBS Foundation News Fellowships for 1964-65. Fellowships, established in 1957, offer men and women broadcast journalists year of study at Columbia University, New York, to devote to special subject areas and generally increase their understanding of radio and television news and public affairs programing.

Awards, worth approximately \$8,000 each, went to **Robert P. Blum**, WCBS New York; **Norman B. Fein**, WTAR-AM-TV, Norfolk, Va.; **William F. Hoyt Jr.**, KOIN-TV Portland, Ore.; **J. Kenley Jones**, KRNT-AM-TV Des Moines, Iowa; **James D. Pratt**, KFDA-TV Amarillo, Tex.; **Richard Severo**, CBS News, New York; **John Thawley**, KTBC Austin, Tex., and **Richard D. Threlkeld**, WMT-TV Cedar Rapids, Iowa.

cultural division.

**Joseph Noonan** appointed merchandising manager of Falstaff Brewing Corp., St. Louis.

**Robert J. Hennessy**, management consultant, joins Westinghouse Broadcasting Co., New York, as controller.



Mr. Warner

**Charles H. Warner**, formerly local and regional manager of WSPA-TV Spartanburg, S. C., joins WTOP-AM-FM Washington as assistant sales manager. Previously, Mr. Warner held sales posts with WTOP-TV as well as Avery-Knodel and WCBS-TV New York.

**Wayne A. Welsh**, Denver advertising and PR man who for past two years has been operating his company in conjunction with other firms, is now operating independently again as Wayne Welsh Inc., at 1711 Pennsylvania Street.

**James M. Shivas** joins Morse International, New York, as account supervisor. He was formerly with Young & Rubicam, that city.

**William Gaspar**, VP-general manager of WYFI(FM), Norfolk, joins WTAR-FM, that city, as local sales manager.

**Jerry M. Sawyer**, formerly station manager of KHAT Phoenix, joins KRUX, that city, as account executive.

**Sandra Allen**, for past five years traffic manager in Los Angeles office of Doyle Dane Bernbach, joins San Francisco office of Campbell-Ewald Co. in same capacity.

**Don Staley**, of New York TV sales staff of The Katz Agency and 24-year

broadcast veteran, retires April 30. After three-month vacation in Europe, Mr. Staley will join Recording for the Blind Inc., New York, as assistant national director. He joined Katz in 1947 as manager of San Francisco office.

**Charles C. O'Brien** named market development manager of radio products for Zenith Sales Corp., Chicago.

### THE MEDIA

**Arthur M. Wirtz** elected board chairman of Milwaukee Broadcasting Co. (WEMP-AM-FM Milwaukee) and Kwk Radio Inc. (KWK St. Louis) upon purchase of controlling interest of both companies from **Hugh K. Boice**. Other new directors and officers elected: **James E. Coston**, president and director of both companies; **William W. Wirtz**, VP-treasurer and director of both companies; **R. Mortenson**, VP-director of Milwaukee Broadcasting; **Emory Jones**, VP-director of Kwk Radio; **Arthur M. Solo-**

**mon**, director-secretary of Milwaukee Broadcasting and secretary of Kwk Radio; and **Frank Hughes**, assistant secretary and assistant treasurer of Milwaukee Broadcasting.



Mr. Carino

Storer Broadcasting Co., Miami, last week elected **Lawrence M. Carino**, general manager of WJBK-TV Detroit, **Harry A. Steensen**, company treasurer, and **Abiah A. Church**, attorney and assistant secretary, as VP's. Named assistant treasurer was **Arno W. Mueller**, budget director. Mr. Carino, formerly general manager of WWL-TV New Orleans, joined Storer in 1961 as WJBK-TV general manager.

**Deane D. Osborne**, station manager of WMGS Bowling Green, Ohio, resigns to accept similar post at WEAU-AM-FM Evanston, Ill.

## SUBSCRIPTION APPLICATION

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## Snelgrove elected president of TvB of Canada

**Ralph T. Snelgrove** (seated second from left), president and general manager of CKVR-TV Barrie, Ont., elected president of TvB of Canada, succeeding **Jean A. Pouliot** (standing second from left), managing director

of CFCM-TV and CKMI-TV, both Quebec City.

Other officers elected at association's second annual meeting in Quebec City are **Orville J. W. Shugg**, director of sales planning and policy

for Canadian Broadcasting Corp., Ottawa, first VP; **Henri Audet**, president and general manager of CKTM-TV Trois Rivieres, Que., second VP, and **William D. Byles**, president of Stovin-Byles Inc., Toronto, secretary-treasurer.

Newly elected directors are **Fred A. Lynds**, president and managing director of CKCW-TV Moncton, N.B.; **Maurice Valiquette**, director of sales for Canadian Broadcasting Corp., Montreal; **Al Bruner**, director of sales and marketing for CHCH-TV Hamilton; **Spence W. Caldwell** (not in photograph), president of CTV Television Network Ltd.; **Gordon L. Carter**, executive VP of CFCN-TV Calgary, Alberta; **Gordon Ferris**, president of Radio-TV Representatives Ltd., Toronto, and **Roy G. Chapman**, general manager of CHBC-TV Kelowna, B. C.

Seated (l-r) are Messrs. Shugg, Snelgrove, Ferris, Chapman and Byles.

Standing (l-r) are Messrs. Audet, Pouliot, E.P. Lawless (executive VP of TvB of Canada), Bruner, Carter and Lynds.



Mr. Small

**David W. Small**, formerly with sales department of KILT Houston, appointed general manager of KBGO Waco, Tex.

**Donald J. Kelly**, with Metromedia Inc. since 1962 and most recently as program consultant for WCBM-AM-FM Baltimore, named assistant to John W. Kluge, Metromedia president-board chairman.

**Paul Bragg**, formerly of KUEN Wenatchee, Wash., joins KXRO Aberdeen Wash., as assistant manager and director of operations.

**Patrick Driscoll** appointed to newly created post of assistant to treasurer of Taft Broadcasting Co., Cincinnati. **George Castrucci** replaces Mr. Driscoll as chief accountant for Taft's WKRC-AM-FM-TV Cincinnati.



Mr. Alexander

**Dean Alexander**, news director of KDWB St. Paul, Minn., resigns to become general manager of WRCR, that city, new daytime outlet to go on air next month with 250 w on 1010 kc. Studio and transmitter are at 406 South Century Ave. in Maplewood, Minn. Station is authorized to

WRCR Broadcasting Co., owned by Gerald H. Bell, St. Paul businessman.

## NEWS



Mr. Mitgang

and executive editor. Appointment is effective May 1.

**Herbert Mitgang**, for past 18 years editor, writer and critic with *New York Times* and on newspaper's editorial board for past year, joins CBS News in newly created post of assistant to Fred W. Friendly, president

**Harley R. Drew Jr.**, formerly of WFNL Augusta, Ga., named news director of WBBQ-AM-FM, that city. He replaces **Mike Collins**, who has resigned.

**John B. Swainson**, former governor of Michigan (1960-62), has been signed by WJBK-TV Detroit as on-air news analyst for Democratic National Convention Aug. 24-28. Mr. Swainson now practices law in Detroit.

**Jim Brown**, for past two years newscaster at KPOL Los Angeles, joins KNXT (TV), that city.

**George Zarry**, former editor and general manager of *Dowagiac* (Mich.) *Daily News* and for past year with Ann Arbor PR firm of D. J. Mitchell & As-



## Texans elect Jones

**Bill Jones**, advertising manager of Frito-Lay Co., Dallas, elected president of Association of Broadcasting Executives of Texas, that city, succeeding **Dave Rutledge**, manager of Dallas office of The Katz Agency. Other ABET officers elected: **Jim Terrell**, station manager of KTVT(TV) Dallas-Fort Worth, VP; **George Watts**, VP-advertising director of Republic National Bank of Dallas, treasurer, and **Julie Lane**, media buyer at Norsworthy-Mercer Adv., Dallas, secretary.

sociates, joins Grand Rapids, Mich., bureau of United Press International. He succeeds **Keith Carew**, who resigned.

**Bill Robbins** and **Glenn Wilson** appointed news editors for WLW and WLWT(TV) Cincinnati, respectively.

**James W. Hardiman**, director of publicity for Screen Gems, New York, moves early in May to CBS-TV, Hollywood, as director of press information, succeeding late **Ernie Stern**. Mr. Hardiman was director of special projects for CBS-TV Hollywood press information department in 1958-59, leaving to go to Walt Disney Productions as director of radio-TV promotion. From there he moved to Screen Gems.

**Michael McClellan**, previously news director of WVON Cicero, Ill., joins news staff of WTOP-AM-FM-TV Washington.

**Ed Pyle** joins news staff of WFLA Tampa, Fla.



Mr. Scheibel

**Kenneth M. Scheibel**, Washington correspondent for several midwestern and western newspapers and author of weekly agricultural column for North American Newspaper Alliance, named chief of Washington bureau for Donrey Media Group (Donald W. Reynolds publisher-broadcaster). Among present clients is Reynolds-owned KOLO-AM-TV Reno, Nev. New Donrey bureau opens May 1 and will serve Reynolds' 14 newspapers in Arkansas, Oklahoma, Texas, Nevada, Alaska and Hawaii, and, in addition to

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the KOLO stations, KFSM-AM-TV Fort Smith, KBRS Springdale, KFOY-TV Hot Springs, all Arkansas, KORK-AM-FM-TV Las Vegas, Nev.; KOKL Okmulgee, Okla., and KGNS-AM-TV Laredo, Tex.

**Paul Archinard**, manager of NBC News' Paris bureau, retires Thursday (April 30) after 25 years with NBC. Mr. Archinard, 65, has been manager of Paris bureau since 1952.

## INTERNATIONAL

**Ralph Hart**, advertising manager of Lever Bros. Ltd., Toronto, elected president of Bureau of Broadcast Measurement, that city, industry cooperative audience survey organization, succeeding **Jack Glasier**, advertising manager of Ford Motor Co. of Canada Ltd., Oakville, Ont. Elected VP's were **Ralph Draper**, Foster Advertising Ltd., and **Doug Trowell**, CKEY, both Toronto.

**Fred J. Sorrell**, account executive with CBE Windsor, Ont., joins CKLW-TV Windsor-Detroit in similar capacity.

**Morley Safer**, for three years London correspondent for Canadian Broadcasting Corp., joins CBS News there. Mr. Safer joins **Alexander Kendrick**, CBS News' London correspondent and bureau chief, replacing **Josh Darsa**, who has returned to New York as reporter-assignment editor at CBS News headquarters.

**Keith MacMillan**, staff producer for Canadian Broadcasting Corp., Toronto, appointed executive secretary of Canadian Music Center, succeeding late **John Adaskin**.

## PROGRAMING

**Jerry Thorpe**, who earlier this month resigned post of VP-programing at Desilu Productions (BROADCASTING, April 6), joins MGM-TV, New York, effective May 1, to develop new TV properties and produce feature motion picture for theatrical release. This marks Mr. Thorpe's return to MGM where he started as script supervisor in 1944. He left in 1952 to join Desilu where he produced and directed 12 *Westinghouse Playhouse* shows and was executive producer of *The Untouchables* for three years before becoming VP.

**Seymour Berns**, director of *The Red Skelton Hour* on CBS-TV, appointed producer of program, succeeding **Cecil Barker**, who has terminated long association with program and network to form his own production company.

**Bertram Berman** appointed production executive of *Bob Hope Chrysler Theater* series at Revue Studios, where weekly hour-long NBC-TV show is produced. He formerly served program

## Retired program VP dies

**Bernard L. Mullins**, 66, retired VP-programs for WTIC-AM-FM Hartford, Conn., died April 23 at St. Francis Hospital, that city, following four-month illness. Mr. Mullins, who retired last October, joined Travelers Broadcasting Service Corp. (licensee of WTIC-AM-FM-TV) in 1935 as announcer. He was appointed PR director in 1947, elected VP in charge of PR for WTIC-AM-FM-TV in 1957 and named VP-programing for WTIC-AM-FM in 1959. He was elected director of Travelers in 1961.

in similar capacity at Young & Rubicam, Hollywood (Y&R is agency for Chrysler). Mr. Berman will be in charge of production for next five weeks, while **Dick Berg**, Revue VP and executive producer of series, is holding writer-story conferences in New York and Europe.

**Carlton Skinner** appointed Northern California manager of Subscription Television, in charge of new STV office at 30 Van Ness Ave., San Francisco. His background includes service as first civilian governor of Guam; executive

## elbow-benders



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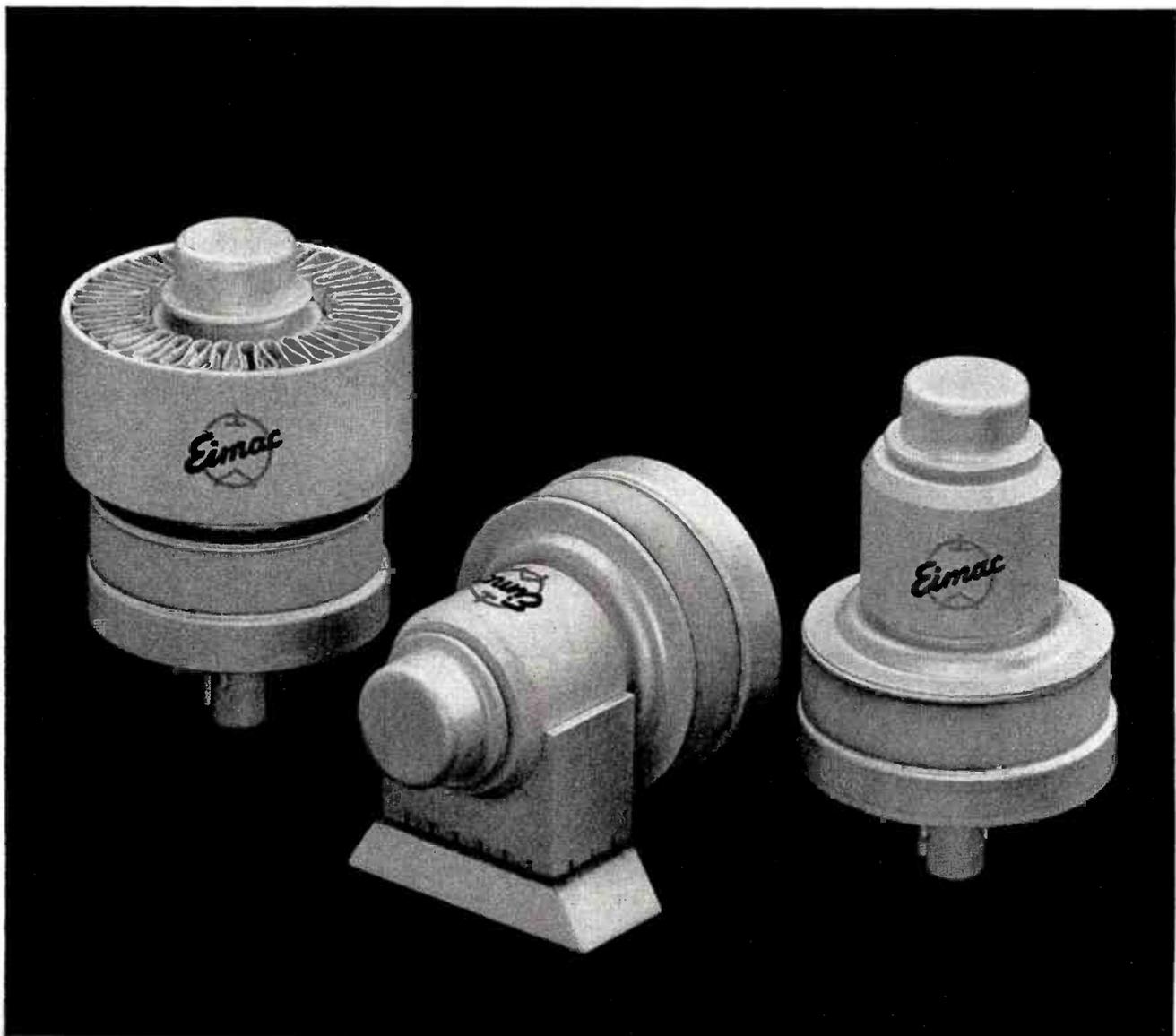
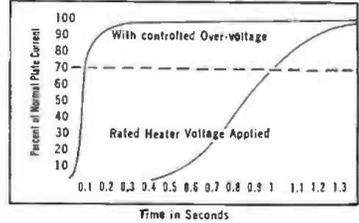
A GENERAL ELECTRIC STATION

# NEW IDEA FROM EIMAC: a power tube with the quick-heat characteristics of a transistor

It used to take up to a minute for the cathode of a power tube to warm up. Now it takes mere tenths of a second with Eimac's new 250 watt X2013 series of tetrodes. These new tubes reach 70% of full plate current in 100 milliseconds with simple "hot-shot" circuitry: just apply three times rated voltage to the heater to start up—a built-in control diode switches to normal voltage when current reaches operating value. They make possible *high power* push-to-talk vacuum tube final amplifiers in circuitry using solid state driver stages—with no compromise for warm-up. How is it done? Eimac has invented an ingenious new *directly* heated oxide coated cathode. Now heater voltage is applied directly to the cathode. Result? With simple design, an X2013-powered transmitter will warm up from a cold start to full effective output power faster than the user can push and talk. The X2013 series also offers compactness, ruggedness and reliability. Available in three versions: convection cooled, conduction cooled, or forced-air cooled—with plate-dissipation ratings of 15, 100 and 250 watts respectively. That's why the most advanced mobile, hand carried and airborne transmitters from now on will be designed around this new idea from Eimac. Eitel-McCullough, Inc., San Carlos, California. Subsidiaries: National Electronics, Inc., Geneva Illinois and Eitel-McCullough, S.A., Geneva, Switzerland.



X2013 CHARACTERISTICS	
Cathode: Directly heated, oxide coated	
• Power	17 watts
• Heating time at rated voltage	1.0 seconds
• Heating time with "hot-shot"	0.1 second
Interelectrode Capacitance	
(grounded cathode):	
Input	28.0 uuf
Output	6.0 uuf
Feed-through	0.07 uuf
Base	9 pin, Special
Socket	Eimac X-4011
Operating Position	Any
MAXIMUM RATINGS	
DC Plate Voltage	2000 Max. Volts
DC Screen Voltage	400 Max. Volts
DC Grid Voltage	-250 Max. Volts
DC Plate Current	250 Max. MA
Plate Dissipation*	250 Max. Watts
*Dependent on tube version and cooling method	



## Canadians install

Ten directors were installed at third annual meeting of Radio Sales Bureau of Canada, at Quebec City, representing various sections of country. They are: **John J. Hirtle**, CKBW Bridgewater, N.S., representing Atlantic Association of Broadcasters. **Jean-Paul Lemire**, CKCH Hull, Que., French-language broadcasters; **Waldo Holden**, CFRB Toronto, Central Canada Broadcasters Association; **Donald Hartford**, CFAC Calgary, Alta., Western Association of Broadcasters, and **Clare Copeland**, CFXA Victoria, B. C., representing British Columbia Association of Broadcasters.

From Canadian Association of Broadcasters directors appointed were **Allan Waters**, CHUM Toronto; **John Moore**, CHLO St. Thomas, Ont.; **Conrad Lavigne**, CFCL Timmins, Ont.; and **Don Jamieson**, CJon St. John's, Newfoundland. **Andy McDermott**, Radio & Television Sales Inc., Toronto, is director for Canadian Station Representatives Association.

assistant to president of American President Lines; financial VP of Fairbanks Whitney Corp. and U. S. commissioner of South Pacific Commission.

**Ira Gottlieb**, president of Flamingo Telefilm Sales, New York, resigns to become VP and director of Wolper Productions' East Coast headquarters with temporary offices at 529 Fifth Ave., New York. After June, permanent offices will be 555 Madison Ave.



Mr. Lang

**Jennings Lang**, manager of new products division of Universal City Studios, Universal City, Calif., elected senior VP in charge of TV production at Universal. Mr. Lang joined Universal in 1950.

**Dan Donahue**, formerly with National Screen Service, joins Sandler Film Commercials, Hollywood, in charge of all post production activities. **William Hesk** appointed production head. **Morley Skolnek** named account executive, coming from National Silver Corp.

**Merrill McClatchey**, formerly producer for National Educational Television and Radio Center at University of Michigan, Ann Arbor, joins WDTM(FM) Detroit as program director.

**Dale Starkey**, formerly of KCMO Kansas City, Mo., appointed program direc-

tor of KQWZ Everett, Wash.

**Sheldon Cooper**, executive producer at WGN-TV Chicago, named assistant program manager in addition to present duties. He joined WGN-TV in 1950. **Paul Salinger**, on-air personality at WGN, joins radio promotion and research department.

**Bob Rosen** joins Screen Gem's merchandising division, New York. He was formerly national sales manager for Colpix Records, that city.

**Henry Slesar**, who has written for *Alfred Hitchcock Presents* and *The Twilight Zone*, signed by NBC-TV in New York to develop half-hour comedy series.

**Everett Freeman**, writer-producer of CBS-TV's *Bachelor Father* series, signed by network to develop new comedy series for 1965 season.

**Mildred F. Alberg**, Milberg Enterprises, appointed to board of governors of New York chapter of National Academy of Television Arts and Sciences, filling post left vacant by resignation of **Garry Moore**. Mrs. Alberg, former producer of *The Hallmark Hall of Fame* and *Our American Heritage* TV shows, is currently producing feature motion picture.

**Jack Wilson**, former NBC Radio scriptwriter and editor, named story editor for ABC Radio's forthcoming drama series *Theater Five*. Also joining *Theater Five*, as directors, are **Warren Somerville** and **Frederick Bell**, both staff producer-directors at ABC Radio.

**Richard Goldstone** named producer of *Peyton Place*, series which 20th Century-Fox is making for ABC-TV for airing in 1964-65 season. **Paul Monash** is executive producer of series, which will be broadcast in two installments weekly, Tuesday and Thursday at 9:30-10 p.m. Mr. Goldstone produced 49 episodes of *Adventures in Paradise* for same studio and network a few years back.

**Jerry Olin** named sports director and production manager of WMOU-AM-FM Berlin, N. H.

**Fred Hessler** named sports director of KMPC Los Angeles.

**Fred Cusick**, president of Beacon Sports Network, Boston, appointed TV director of Boston Bruins hockey club. Mr. Cusick recently resigned as sports director of WEEI Boston to assume new duties.

**Milton L. Levy** named industrial sales manager of Pike Productions, Newton Centre, Mass.

**Joseph Weber** named associate director at KYW-TV Cleveland.

**Alex Daybreak** named director of spe-

cial events and executive producer of New York World's Fair programs at WEVD-AM-FM New York. Mr. Daybreak will produce live programs Monday-Friday, 3-4:30 p.m. EDT.

**Robert A. Armstrong**, program director of WMBV Belleville, Ill., joins United Fund of Greater St. Louis as assistant to director of PR—radio-TV representative.

**Tom Evans** named public service director of WCOP-AM-FM Boston.

## EQUIPMENT & ENGINEERING



Mr. Kalb

**Roland J. Kalb** elected group VP and director of newly formed electronic home entertainment and special products division of The Jerrold Corp., Philadelphia. New division will be responsible for overall direction of Pilot Radio Corp. of which Mr. Kalb is VP-general manager.

**Mark Druck**, formerly head of his own film production company, appointed to newly created post of industrial production director for MGM Teletudios, New York.

**George A. Louis** joins semiconductor products division of Motorola Inc.,

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Phoenix, as manager of microwave devices.

Robert Peticolas joins engineering staff of WGBB Freeport, N. Y.

## FANFARE

Stephen J. Krasula, with promotion department of WMAQ and WNBQ(TV) Chicago since 1953, named manager of advertising, press and promotion for WMAQ under new policy establishing new departments for NBC-owned radio and TV outlets. Chet Campbell continues as director of advertising, promotion and press for WNBQ. Dave Hart, promotion manager, and Dan Anderson, press manager, continue to report to Mr. Campbell.



Mr. Hankla

William B. Hankla, since 1950 on staff of Automobile Manufacturers Association, joins promotion department of WPRO-TV Providence, R. I., succeeding Ben Petersen, who has resigned to join Peace Corps.

Malcolm D. Potter joins promotion department of WPRO-TV Providence, R. I., succeeding Ben Petersen, who has resigned to join Peace Corps.

Nancy Gallagher, formerly with Avery-Knodel, joins promotion and ad-

vertising department of WXYZ Detroit.

Virginia West, director of publicity at KABC-AM-FM Los Angeles, joins ABC-TV press information department in Hollywood as unit publicist. Ed Velarde, TV network unit publicist for 11 years, succeeds Miss West at KABC.

## ALLIED FIELDS



Mr. Heffner

Richard D. Heffner, communications consultant and former VP and general manager of WNDR(TV) (educational ch. 13) Newark-New York, appointed professor of communications and public policy at Rutgers University, New Brunswick, N. J., effective July 1.

Gerald L. Appy, associate director of Center for Continuing Education at University of Georgia, Athens, named VP of Educational Television Stations. ETS is newly organized division of National Association of Educational Broadcasters, Washington. C. Scott Fletcher, formerly head of Fund for Adult Education of Ford Foundation, is director of ETS. Hartford N. Gunn Jr., general manager of WGBH-TV (educational ch. 2) Cambridge (Boston), Mass., succeeds Mr.

Appy as member of ETS board of directors.

## DEATHS



Mr. Zolp

Junius Zolp, 40, general manager of St. Louis office of Edward Petry & Co., died at his home there Wednesday (April 22) following heart attack. He had been in St. Louis for several years and before that for many years with Petry in Chicago.

William S. Zimmerman, VP and production supervisor at Embassy Pictures Corp., New York, died April 14 at Mt. Sinai Hospital in that city. Mr. Zimmerman, formerly with MGM, joined Embassy last year.

David H. Elton, 55, account executive at Young & Rubicam, New York, died April 18 of heart ailment at Bellevue Hospital in that city. Mr. Elton, who has been with agency since 1943, was in charge of national radio and TV programs for The Borden Co., milk and food products firm.

Robert E. Blackburn, 43, creative director at Wade Adv., Chicago, died at home in suburban Northfield April 10 following long illness.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 16 through April 22, 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.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—

watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*educational. Ann.—announced.

#### New AM stations

##### ACTIONS BY FCC

Pinellas Park, Fla.—Pinellas Radio Co. Granted CP for new AM on 570 kc, 500 w, DA, D. P. O. address 354 44th Ave., St. Petersburg, Fla. Estimated construction cost \$35,030, first year operating cost \$38,000, revenue \$51,000. Principals include William D. Mangold, 60%, Edward P. Landt and

Francis G. Bonsey, 20% each. Mr. Mangold has interest in WILZ St. Petersburg which must be sold before program tests will be authorized. Mr. Landt is in construction. Mr. Bonsey is architect. Action April 15.

Dalton, Ga.—Cherokee Broadcasters Granted CP for new AM on 1530 kc, 10 kw, DA-2, D. P. O. address c/o Sanford J. Willis, Route One, Rocky Face, Ga. Estimated construction cost \$37,731; first year operating cost \$36,000; revenue \$50,000. Principals: A. H. and S. J. Willis (each 50%). Mr. A. H. Willis is local businessman; Mr. S. J. Willis is employe of WRCD Dalton, Ga. Action April 15.

Covington, Ky.—Kenton County Broadcasters. Granted CP for new AM on 1320 kc, 500 w, DA, D. P. O. address 500 Oak St., Kansas City, Mo. Estimated construction cost \$74,488; first year operating cost \$70,000, revenue \$76,000. Irving Schwartz, sole owner, is general manager of KUDL Kansas City. Action April 15.

#### APPLICATION

Pasadena, Calif.—Radio Eleven Ten Inc. 1110 kc, 10 kw, 50 kw-LS, DA-2, unl. (Requesting interim operation only and facilities relinquished by KRLA) P. O. address 10889 Wilshire Boulevard, Los Angeles, Calif. Estimated construction cost \$4,000; first year operating cost \$600,000; revenue \$1,000,000. Principals: Radio Southern California Inc., Orange Radio Inc., Pasadena Civic Broadcasting Co., Pacific Fine Music Inc., Pasadena Community Station Inc. (each 20%). (All of above parties are applicants separately for permanent use of KRLA facilities.) Ann. April 21.

#### Existing AM stations

##### ACTION BY FCC

WROL Fountain City, Tenn.—Granted application to increase daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; and waived Sect. 73.188(b) of rules to permit designation of station location as Knoxville, to which

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## & COMPANY, INC.



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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Fountain City is now annexed. Action April 22.

## New FM stations

### ACTIONS BY FCC

Bay Minette, Ala.—Faulkner Radio Inc. Granted CP for new FM on 105.5 mc, channel 288A, ERP 3 kw. Ant. height above average terrain 250 feet. P. O. address Box 426, Bay Minette. Estimated construction cost \$15,037; first year operating cost \$8,800; revenue \$9,600. Faulkner Radio is licensee of WBCA Bay Minette. Action April 15.

Mobile, Ala.—Mobile Broadcast Service. Granted CP for new FM on 96.1 mc, channel 241, ERP 39.7 kw. Ant. height above average terrain 185 feet. P. O. address Route 1, Box 181-C, Mobile. Estimated construction cost \$29,280; first year operating cost \$36,000; revenue \$48,000. Principals: E. Howard Smith and Howard L. Smith (each 50%). E. H. Smith is Air Force officer; H. L. Smith is past broadcast employe. Action April 15.

\*Stanford, Calif.—Board of Trustees of Leland Stanford Junior University. Granted CP for new FM on 90.1 mc, channel 211, ERP 6.9 w, unli. Ant. height above average terrain minus 238 feet. P. O. address Alf E. Brandin, 105 Encina Hall, Stanford University, Stanford, Calif. Estimated construction cost \$2,047; first year operating cost \$2,050. Principals: board of trustees. Action April 15.

Melbourne, Fla.—Indian River Radio Inc. Granted CP for new FM on 102.3 mc, channel 272, ERP 3 kw. Ant. height above average terrain 200 feet. P. O. address Franklin A. Hardy, c/o WMMB Melbourne. Estimated construction cost \$36,503; first year operating cost \$36,000; revenue \$42,000. Indian River Radio is licensee of WMMB Melbourne. Action April 15.

Pensacola, Fla.—WCOA Radio Inc. Granted CP for new FM on 100.7 mc, channel 264, ERP 25.73 kw. unli. Ant. height above average terrain 157 feet. P. O. address Box 1669, Pensacola. Estimated construction cost \$24,832; first year operating cost \$36,000; revenue \$34,500. Principal: WCOA Radio Inc. (100%). WCOA Radio Inc. is licensee of WCOA Pensacola. Action April 15.

Columbus, Ga.—WGBA Inc. Granted CP for new FM on 107.3 mc, channel 226, ERP 40 kw. Ant. height above average terrain 321 feet. P. O. address C. A. McClure, Box 1537, Columbus. Estimated construction cost \$6,000; first year operating cost \$8,000; revenue \$8,000. Principals: C. A. McClure (87.72%) and F. K. Brown (12.28%). Messrs. McClure and Brown have interest in WMGY Montgomery. Action April 22.

Moultrie, Ga.—Colquitt Broadcasting Co. Granted CP for new FM on 93.9 mc, channel 230, ERP 27.4 kw. Ant. height above average terrain 165 feet. P. O. address Moultrie. Estimated construction cost \$15,600; revenue \$18,000. Colquitt Broadcasting is licensee of WMTM Moultrie. Action April 15.

Streator, Ill.—Streator Broadcasting Co. Granted CP for new FM on 97.7 mc, channel 249, ERP 2.71 kw. Ant. height above average terrain 145 feet. P. O. address c/o Joel W. Townsend, 526 Market Street, Mount Carmel, Ill. Estimated construction cost \$9,945; first year operating cost \$8,000; revenue \$10,000. Streater Broadcasting is licensee of WIZZ Streater. Action April 15.

Campbellsville, Ky.—Taylor County Broadcasting Inc. Granted CP for new FM on 103.9 mc, channel 280A, 2.35 kw. Ant. height above average terrain 330 feet. P. O. address Box 28, Campbellsville. Estimated construction cost \$15,162; first year operating cost \$7,000; revenue \$8,000. Applicant is licensee of WTCO Campbellsville. Action April 15.

Somerset, Ky.—Southeastern Broadcasting Inc. Granted CP for new FM on 96.7 mc, channel 244A, ERP 3 kw. Ant. height above average terrain 214 feet. P. O. address Box 740, Somerset. Estimated construction cost \$11,223; first year operating cost \$10,000; revenue \$12,000. Southeastern Broadcasting Inc. is licensee of WSFC Somerset. Action April 15.

Waynesville, Mo.—Fred Briesacher Jr. Granted CP for new FM on 97.7 mc, channel 249, ERP 3 kw. Ant. height above average terrain 295 feet. P. O. address Route #2, Box 25, Waynesville. Estimated construction cost \$15,260; first year operating cost \$29,300; revenue \$29,700. Mr. Briesacher owns radio-TV service firm. Action April 17.

\*Exeter, N. H.—Trustees of The Phillips Exeter Academy. Granted CP for new FM

on 88.1 mc, channel 201, ERP 10 w, Ant. height above average terrain 74 feet. P. O. address James W. Griswold, Exeter. Estimated construction cost \$5,000; first year operating cost \$300. Principals: board of trustees. Action April 15.

Humboldt, Tenn.—Gibson County Broadcasting Co. Granted CP for new FM on 102.3 mc, channel 272A, ERP 3 kw, unli. Ant. height above average terrain 211 feet. P. O. address 210 22d Avenue, Humboldt. Estimated construction cost \$16,897; first year operating cost \$6,240; revenue \$8,850. Principal: J. Frank Warmath (100%). Mr. Warmath is owner of WIRJ Humboldt. Action April 17.

Jasper, Tex.—Jasper Broadcasting Service. Granted CP for new FM on 102.3 mc, channel 272A, ERP 2.92 kw. Ant. height above average terrain 142 feet. P. O. address Box 6090, Jasper. Estimated construction cost \$12,480; first year operating cost \$5,500; revenue \$6,700. Jasper Broadcasting Service is licensee of KTXJ Jasper. Action April 15.

### APPLICATIONS

Jacksonville, Florida—WIVY Inc. 92.5 mc, ch. 223, 28.9 kw. Ant. height above average terrain 207 feet. P. O. address c/o Edward J. Oberle, 1639 Atlantic Boulevard, Jacksonville 7, Florida. Estimated construction cost \$14,790; first year operating cost \$12,000; revenue \$12,000. Principals: Edward J. (99½%) and Constance P. Oberle (½%). Mr. Oberle has 25% interest in WNVY Pensacola, Florida. Ann. April 22.

\*Lewisburg, Pa.—Bucknell University, 90.5 mc, ch. 213, .08 kw. Ant. height above average terrain 100 feet. P. O. address c/o Professor Philip Withim, English Department, Bucknell University. Estimated construction cost \$2,875; first year operating cost \$1,339.50. Principals: board of trustees. Ann. April 22.

Dyersburg, Tenn.—State Gazette Broadcasting Co. 100 mc, ch. 261, 3 kw. Ant. height above average terrain 151.9 feet. P. O. address Box 627, Dyersburg, Tenn. Estimated construction cost \$12,940; first year operating cost \$8,240; revenue \$10,000. Principals: Robert W. (75%) and Jo Ann Ward (25%). State Gazette Broadcasting Co. also owns WDSG-AM Dyersburg, Tenn. Ann. April 22.

Superior, Wisconsin—Twin Ports Christian Broadcasting Corp. 105.1 mc, channel 286, ERP 100 kw. Ant. height above average terrain 366 feet. P. O. address 1120 East McCuen Street, Duluth 8, Minn. Estimated construction cost \$32,000; first year operating cost \$60,000; revenue \$60,000. Applicant is non-profit corporation controlled by Don and Margaret Swanson, Gordon and Barbara Jean Roberts and Roger Elm. (each 20%); licensee of WWJC Superior. Ann. April 20.

## Ownership Changes

### ACTIONS BY FCC

KKAN Phillipsburg, Kansas—Granted assignment of license from North Central Broadcasting Inc., owned by Guy (97.5%) and Ann Christian (2.5%) to KKAN Inc., owned by KIMB Inc. (87%) and Douglas (6.5%) and Pat Lyon (6.5%). Consideration \$72,000. KIMB Inc. is licensee of KIMB Kimball, Neb. Action April 16.

WMOU Berlin N. H.—Granted assignment of license from Berlin Broadcasting Co., owned by John (52.33%) and Elizabeth Bowman (47.67%) to Coos County Broadcasting Inc., owned by Thomas S. Christensen (100%). Consideration \$89,569. Mr. Bowman is sole stockholder of station WLTN Littleton, N. H. Mr. Christensen is past advertising manager of Phillip Morris Inc., New York.

WMTW-FM Mount Washington, N. H., and WMTW-TV Poland Springs, Me.—Granted assignment of licenses from Mount Washington TV Inc. (Maine corporation), owned by John W. Guider and others, to firm of same name (but Delaware corporation) owned by Dolphin Enterprises Inc. (80.5%) and Mr. Guider (19.5%); Dolphin is 100% owned by Jack and Miriam Paar. Consideration \$3,675,000. Mr. Paar is television personality. Action April 15.

WSLT Ocean City-Somers Point, N. J.—Granted assignment of CP from Chandler W. Drummond (51%) and E. Theodore Mallick (49%), d/b as Bi-States Broadcasters, to Salt-Tee Radio, owned by E. Theodore Mallick (51%) and Allau Corp. (49%). Consideration \$3,174. Bi-States has 25% interest in WCHE West Chester, Pa.; Allau Corp.

is licensee of WBCI-AM-FM Williamsburg, Va. Action April 17.

KBEK Elk City, Okla.—Granted assignment of license and CP from Bob D. Garrison (100%), deceased, to Shirley L. Garrison (100%), executrix of estate of Mr. Garrison. No financial consideration involved. Action April 17.

### APPLICATIONS

WKLF-AM-FM Clanton, Ala.—Seeks acquisition of positive control of licensee corporation, Southeastern Broadcasting Inc., by J. T. O'Neal (33½% before, 65½% after), through transfer of stock from J. B. Lawrence (33½% before). Consideration \$6,000 and assumption of \$19,000 liability. Mr. O'Neal is giving two shares of stock to his wife, Clara O. O'Neal (1%). Ann. April 16.

KGUN-TV Tucson, Ariz.; WEHT(TV) Evansville, Ind.—Seeks transfer of control of licensee corporations, KGUN-TV Inc. and WEHT Inc., respectively, through transfer of control of WEHT Inc. (parent corp. of KGUN-TV Inc.) from Henry S. Hilberg, individually (17.3%) and as trustee (17.2%), Edwin G. Richter Jr. (20.7%), Mary J. B. Clark (14%), James R. Clark Jr. (votes 34.4%) and others to Gilmore Broadcasting Corp. of Arizona (55%) and Gilmore Broadcasting Corp. of Indiana (45%), both owned by James S. Gilmore Jr. (100%). Consideration (total) \$4,200,000. Mr. Gilmore also owns Gilmore Broadcasting Corp., licensee of KODE-AM-TV Joplin, Mo. Ann. April 16.

KMBY Monterey, Calif.—Seeks assignment of license from John Burroughs Inc., owned by John L. and Muriel L. Burroughs (each 50%), to Johnston Broadcasting Co., owned by Stoddard P. (60%) and Patricia Kelly Johnston (40%). Consideration \$325,000. Mrs. Johnston is housewife; Mr. Johnston is vice president of Kenco Enterprises Inc., former licensee of KRGV-AM-TV Westlaco, Tex. Ann. April 16.

KHUM Santa Rosa, Calif.—Seeks transfer of control of licensee corporation, Bay Area Electronics Inc., from John F. Egan (51% before) to Frances S. De Golia (49% before, 100% after). Consideration \$90,500. Ann. April 20.

KWME-FM Walnut Creek, Calif.—Seeks assignment of license from Eugene N. Warner and Wellington Morse (each 50%), d/b as Walnut Creek Broadcasters, to Stereophonic Broadcasters Inc., owned by Alfred M. Pettler (51%) and Harold Hirschmann (49%). Consideration \$65,000. Mr. Pettler owns Pettler Advertising, Orinda, Calif.; Mr. Hirschmann is employe of KDIA Oakland, Calif. Ann. April 17.

WLAD-AM-FM Danbury, Conn.—Seeks transfer of control of licensee corporation, Berkshire Broadcasting Corp., from James B. Lee, deceased, (67.5%) to City Trust Co. of Danbury, executor. No financial consideration involved. Ann. April 16.

WDMV Pocomoke City, Md.—Seeks assignment of license from Ernest Tannen to Eastern Shore Broadcasting Inc., owned by Ernest Tannen (100%). No financial consideration involved. Ann. April 16.

KGON Oregon City, Ore.—Seeks assignment of license from Clackamas Broadcasters Inc., owned by Robert J. Hartke (50%) and Irwin S. (33½%) and Priscilla K. Adams (16½%), to Republic Broadcasting Inc., owned by KIMN Broadcasting Co. (Kenneth E. Palmer [30%], John C. Hunter [30%], Robert Donner Jr. [30%] and J. Elliott Knoll [10%]). Consideration \$605,000. KIMN Broadcasting is licensee of KIMN Denver. Ann. April 21.

WHIM-AM-FM Providence, R. I.—Seeks assignment of license for AM and CP for FM from Buckley-Jaeger Broadcasting Corp., owned by Richard D. Buckley (71.7%) and John B. Jaeger (28.3%), to Golden Gate Corp., owned by Harold C. Arcaro (68%) and others. Consideration \$140,000. Mr. Arcaro is attorney, has 40% interest in New England TV Inc., which has 45% interest in WTEV(TV) New Bedford, Conn.; and 33½% interest in permittee of UHF channel 16, Providence, R. I. Messrs. Buckley and Jaeger have 80% and 10% interests, respectively, in Buckley-Jaeger Broadcasting Corp. of California (KGIL San Francisco, Calif., and KKHI-AM-FM San Fernando); and 76% and 19%, respectively, in Buckley-Jaeger Broadcasting Corp. of Connecticut (WDRG-AM-FM Hartford, Conn.). Ann. April 21.

WLIV Livingston, Tenn.—Seeks assignment of license from F. L. Crowder and

R. H. McCain (each 50%), d/b as Audio Broadcasters, to R. H. McCain (100%), tr/as Audio Broadcasters. Consideration \$50,000. Ann. April 16.

WRGM Richmond, Va.—Seeks transfer of control of Eastern States Radio Corp. (parent corporation of licensee corporation, Southern States Radio Corp.) from Robert A. Monroe (50% of voting stock and assignable right to acquire other 50% now, 45% after) to Richard S. Reynolds III and J. Sargeant Reynolds (55% together, after). Total consideration \$32,000 and transfer of stock. Mr. R. S. Reynolds is employe of Capital City Publishing Co., Trenton, N. J.; Mr. J. S. Reynolds is Virginia businessman. Ann. April 21.

## Hearing Cases

### INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Manuel G. Davila and Willie G. Egerton, d/b as D and E Broadcasting Co. for new daytime AM on 1540 kc, 1 kw, in San Antonio, Texas; condition, and (2) denying application of Great State Broadcasters Inc. seeking new station on same frequency with 10 kw, DA, in San Antonio. Action April 22.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Raul Santiago Roman for CP for new AM at Vega Baja, P. R., on 1460 kc, 500 w, D, DA; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Docket 14419. Action April 21.

### DESIGNATED FOR HEARING

Dover Broadcasting Inc. Dover-New Philadelphia, Ohio; Tuscarawas Broadcasting Co., New Philadelphia, Ohio.—Designated for consolidated hearing applications for new FM's to 101.7 mc with 3 kw—Dover Broadcasting ant. height 33 feet and Tuscarawas ant. height 229.6 feet; issues include Sect. 73.240(a) multiple ownership determination as to Dover Broadcasting application. Action April 22.

■ By memorandum opinion and order, Commission designated for hearing application of Mid-Utah Broadcasting Co. to increase daytime power of KEYW Provo, Utah, from 250 w to 1 kw, continued nighttime operation with 250 w; issues include Sect. 73.37 overlap determination; made KONI Spanish Fork, Utah, which filed opposing petition, party to proceeding. Action April 22.

United Audio Corp. Rochester, Minn.—Designated for consolidated hearing applications for new FM's on 97.5 mc—United with 27 kw, ant. height 440 feet and Northland with 28 kw, ant. height 225 feet. Action April 15.

Central Broadcasting Corp., Ware, Mass.; WCRB Inc., Springfield, Mass.—Designated for consolidated hearing applications for new FM's on 102.1 mc—Central Broadcasting with 5.16 kw, ant. height 837 feet and WCRB Inc. with 27.1 kw, ant. height 649 feet. Action April 15.

WPFR(FM), Paul Dean Ford; WTHI-FM, Wabash Valley Broadcasting Corp.; Radio WBOW Inc.; all Terre Haute, Ind.—Designated for consolidated hearing applications for change of facilities of WPFR from 102.7 mc, 1.1 kw, ant. height 26 feet to 107.5 mc, 50 kw, ant. height 435 feet; WTHI-FM from 99.9 mc, 7.40 kw, ant. height 330 feet to 107.5 mc, 38.76 kw, ant. height 416 feet; and Radio WBOW Inc. for new FM on 107.5 mc, 46.3 kw, ant. height 183.5 feet. Action April 15.

### OTHER ACTIONS

■ By order, commission waived "freeze" rule on new AM applications to accept for filing five applications to jointly operate facilities of KRLA Pasadena, Calif., pending determination of future regular operation. Commission, by separate action, extended for one month from May 1 time for Eleven Ten Broadcasting Corp. to relinquish KRLA facilities. Action April 22.

■ Commission gives notice that Feb. 26 initial decision which looked toward granting application of Whiteville Broadcasting Co. to increase power of WENC Whiteville, N. C., on 1220 kc, D, from 1 kw to 5 kw; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Docket 14419, became effective April 16 pursuant to Sect. 1.276 of rules. Action April 21.

■ Commission gives notice that Feb. 26 initial decision which looked toward (1) granting applications of Wellersburg TV Inc. for three new VHF TV translators on channels 8, 11, and 13, Wellersburg, Pa., to rebroadcast programs of WJAC-TV (ch. 6), Johnstown, Pa., WMAL-TV (ch. 7) and WTOP-TV (ch. 9), Washington, D. C. respectively; conditioned that operation shall not commence until appropriate applications have been filed and granted whereby three translator antennas shall be oriented in direction approximately 105 degrees true toward Wellersburg, and (2) denying for failure to prosecute applications of People's Community Television Assn. Inc., LaVale, Md., for three new VHF TV translators on channels 7, 9, and 12, became effective April 16 pursuant to Sect. 1.276 of rules. Action April 21.

■ Commission gives notice that Feb. 25 initial decision which looked toward dismissing with prejudice, for failure to prosecute, application of Big Chief Broadcasting Inc. for nighttime operation of KLPK Oklahoma City, with 500 w, DA-N, continued operation on 1140 kc, 1 kw, D, became effective April 15 pursuant to Sect. 1.276 of rules. Action April 20.

■ On April 1, 1964, commission amended Section 73.682(a)(15) [formerly 3.682(a)(15)] of rules, effective May 11, 1964, to permit VHF TV stations, as well as UHF, to operate with aur. power between 10 and 70% of peak vis. power.

Any station desiring to permanently reduce its aur. ERP must file application on FCC form 301. Application should be accompanied by full description of exact means proposed to accomplish change. FCC will determine whether proposed change may be authorized by mod. of license or, because of mod. of existing circuitry or elimination of certain trans. stages, by CP.

Where CP is issued, license application on FCC form 302 to cover CP must ultimately be filed. Such applications will normally require new performance measurements, but only on aur. portion of facilities.

Informal requests for STA to operate with reduced aur. power will be considered where station wants to determine exact reduced aur. level best suited for individual service area requirements. Such authority will be limited to maximum of 90 days, within which station will have determined at what power level it wishes to operate and will have filed application for permanent operation on FCC form 301. Action April 17.

■ By order, commission denied joint petition by Genesee Valley Television Inc., Star Television Inc., Community Broadcasting Inc., Heritage Radio and Television Broadcasting Inc., Main Broadcast Co. Inc., Federal Broadcasting System Inc. and Citizens Television Corp. for further extension of time to file exceptions to initial decision in Rochester, N. Y., TV channel 13 proceeding. Action April 17.

■ Commission announces selection of Henry Geller for promotion to position of general counsel, subject to approval of Civil Service Commission. Mr. Geller succeeds Max Paglin who is leaving FCC May 1 to enter private law practice. Action April 16.

■ Commission has revised its list of transmitters and monitors considered acceptable, as of March 16, 1964, for use in aural broadcast services (AM and FM). List, "Radio Equipment List, Part B," includes transmitters which had been type-approved under rules existing prior to June 30, 1955. Under present rules, type-acceptance is required for trans. listing; for monitors, type approval requirements continue applicable. It is available for inspection at offices of commission and is reprinted for public sale by Seabrooke Printing Inc. (514 10th Street, N. W., Washington, D. C. 20004). Action April 16.

■ By order, commission rescheduled for June 5 oral argument on exceptions in proceeding involving renewal of licenses of Tipton County Broadcasters (WKBL), Covington, and Shelby County Broadcasters Inc. (WHEY), Millington, both Tennessee, which was to have been held April 27; denied certain requests for time allocation. Chairman Henry and Commissioner Cox not participating. Action April 15.

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from May 3 to Sept. 6, 1964. Action April 15.

■ By decision, commission found that applications of Smackover Radio Inc. for new

AM on 610 kc, 500 w, D, in Sma and Magnolia Broadcasting Co. power of KVMA Magnolia, Ark to 5 kw, DA, continued operation D, were filed in good faith and application was filed solely for the purpose of preventing grant of application of Ouachita Valley Radio Corp. for new station in Camden; also, corrected transcript of oral argument. Commissioners Lee and Cox not participating. Because of "freeze," Smackover and KVMA applications were placed in pending file and, upon request of parties, "good faith" issue was heard separately. Sept. 23, 1963 initial decision also resolved "good faith" issue in favor of applicants. Action April 15.

■ By memorandum opinion and order, commission (1) granted application of Radio Chippewa Inc. to change trans. site of WAXX (1150 kc, 5 kw, D) from point approximately 2 miles north of Chippewa Falls, Wis., to site 2½ miles south of that city and change ground system; and (2) denied opposing petitions by WECL Inc. (WECL) and Broadcaster Services Inc. (WEAQ), both Eau Claire. Commissioner Cox abstained from voting. Action April 15.

■ By memorandum opinion and order, commission waived co-mileage separation requirements of Sect. 73.610 and principal city signal specifications of Sect. 73.685 and granted application of St. Anthony Television Corp. to change trans. location of KHMA(TV) (ch. 11), Houma, La., to site 47 miles northwest of that city (38 miles north of present site) and 18 miles from Baton Rouge, to serve both Houma and Baton Rouge; conditions include "equivalent protection" to WTOK-TV Meridian, Miss., as agreed in exchange for latter's consent to 20-mile co-channel short spacing. Also denied opposing petition by Louisiana Television Corp., WBRZ(TV) (ch. 2), Baton Rouge and objection by Association of Maximum Service Telecasters Inc. Commissioners Bartley, Lee and Cox dissented, latter with statement. Action April 15.

## Routine Roundup

### ACTIONS BY REVIEW BOARD

■ Granted request by parties in proceeding on applications of Valparaiso Broadcasting Co. and Porter County Broadcasting Co. for new AM's in Valparaiso, Ind., and continued without date April 20 oral argument. Action April 21.

■ Granted request by Superior Broadcasting Corp. to extend time to April 24 to file oppositions to Cleveland Telecasting Corp. supplement to appeal from Examiner's adverse ruling on its petition for leave to amend in proceeding on their applications for new TV's on channel 65 in Cleveland. Action April 21.

■ In proceeding on AM applications of Rockland Broadcasting Co., Blauvelt, Rockland Radio Corp. and Rockland Broadcasters Inc., Spring Valley, all New York, in Dockets 14510 et al., granted Rockland Broadcasting Co. petition to extend time to April 23 to file replies to oppositions to its petition for reconsideration. Member Nelson not participating. Action April 20.

■ In proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting-Paramount Theatres Inc. (KGO-TV), both San Francisco, for increases in ant. heights, etc., in Dockets 12865-6, granted motion by KGO-TV to extend time to April 23 to file oppositions or replies to oppositions to petitions by KRON-TV, Westinghouse Broadcasting Inc. and KGO-TV, for modification of issues. Action April 20.

■ By memorandum opinion and order in proceeding on applications of Cleveland Telecasting Corp. and Superior Broadcasting Corp. for new TV's on channel 65 in Cleveland, in Dockets 15249-50, (1) certified to commission for determination petitions by United Artists Broadcasting Inc. to enlarge issues as to Cleveland Telecasting and Superior Broadcasting qualifications to operate UHF which is fourth station in community with three VHF's; and (2) granted petition by Superior for leave to file reply to broadcast bureau's response to United Artists' petitions to enlarge issues. Action April 17.

■ Members Berkemeyer, Nelson and Slone adopted decision granting application of Z-B Broadcasting Co. for new AM on 1500 kc, 250 w, DA, D, in Zion, Ill., conditions include precluding pre-sunrise operation with daytime facilities pending final deci-

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 22

	ON AIR		NOT ON AIR	TOTAL APPLICATIONS
			CP's	Lic. CP's
AM	3,869	78	105	329
FM	1,119	43	197	256
TV	521 <sup>1</sup>	60	80	138

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 22

	VHF	UHF	TV
Commercial	476	95 <sup>2</sup>	571 <sup>1</sup>
Noncommercial	53	29	82

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

	AM	FM	TV
Licensed (all on air)	3,869	1,119	521 <sup>1</sup>
CP's on air (new stations)	78	43	60
CP' not on air (new stations)	94	156	80
Total authorized stations	4,042	1,318	668
Applications for new stations (not in hearing)	202	245	64
Applications for new stations (in hearing)	100	21	66
Total applications for new stations	302	266	130
Applications for major changes (not in hearing)	198	60	43
Applications for major changes (in hearing)	43	1	7
Total applications for major changes	241	61	50
Licenses deleted	2	0	0
CP's deleted	2	0	1

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

sion in Docket 14419, and denying application of Service Broadcasting Corp. for same facilities in Kenosha, Wis. Oct. 2, 1963 initial decision looked toward action. Action April 17.

■ By memorandum opinion and order in consolidated proceeding on applications of Community Broadcasting Service Inc. and Mortimer Hendrickson and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., granted Community's petition to enlarge issues to determine whether staff proposed by Mortimer and Vivian Eliza Hendrickson is adequate to operate their proposed FM in conjunction with WDWL Vineland. Action April 16.

■ Granted petition by KSRO Santa Rosa, Calif., to extend time to April 24 to file replies to Bay Shore Broadcasting Co. appeal from examiner's ruling in proceeding on Bay Shore's application for new AM in Hayward, Calif. Action April 16.

■ Granted request by Higson-Frank Radio Enterprises to correct transcript of March 16 oral argument in proceeding on its application for new AM in Houston. Action April 16.

■ By memorandum opinion and order, denied petition by James R. Williams for reconsideration of Jan. 15 decision which denied Williams' application for new AM on 540 kc, 250 w, D, in Anadarko, Okla. Member Nelson dissented. Action April 15.

■ Granted motions by Outlet Co. and Pinellas Radio Co. to correct transcript of March 16 oral argument in proceeding on Pinellas' application for new AM in Pinellas Park, Fla. Action April 15.

■ In proceeding on applications of Great Northern Broadcasting System and Midwestern Broadcasting Co. for new AM's in Traverse City, Mich., granted joint petition to waive Sect. 1.594 of rules insofar as it requires publication of hearing issues immediately following release of order specifying time and place of hearing. Action April 15.

■ Members Berkemeyer, Pincock and Stone adopted decision (1) granting application of Connecticut Coast Broadcasting Co. for new AM on 1530 kc, 10 kw, DA, D, in Bridgeport, Conn., conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Docket

14419, and (2) denying application of Garo W. Ray for new station on same frequency with 250 w, D, in Seymour, Conn. July 5, 1963 initial decision looked toward action. Action April 14.

## ACTIONS ON MOTIONS

By Chief Hearing Examiner

James D. Cunningham

■ Designated Examiner Elizabeth C. Smith to preside at hearing in proceeding on applications of United Audio Corp. and Northland Broadcasting Corp. for new FM's in Rochester, Minn.; scheduled prehearing conference for May 19 and hearing for June 23. Action April 20.

■ Designated Examiner Charles J. Frederick to preside at hearing in proceeding on applications of Central Broadcasting Corp. and WCRB Inc. for new FM's in Ware and Springfield, respectively, both Massachusetts; scheduled prehearing conference for May 18 and hearing for June 22. Action April 20.

■ Designated Examiner Forest L. McClenning to preside at hearing in proceeding on FM applications of Paul Dean Ford (WFFR), Wabash Valley Broadcasting Corp. (WTHI) and Radio WBOW Inc., all Terre Haute, Ind.; scheduled prehearing conference for May 18 and hearing for July 6. Action April 20.

■ Granted petition by Pepino Broadcasters Inc. to extent of continuing April 16 hearing, but without date, and ordered that new hearing date will be specified by presiding officer in proceeding on Pepino's application for new AM in San Sebastian, P. R. Action April 15.

■ In proceeding on applications of Guadalupe Valley Telecasting Inc. and Victoria Television for new TV's on channel 19 in Victoria, Tex., granted petition by Guadalupe to extent of dismissing, but with prejudice, its application and retained in hearing status Victoria application. Action April 14.

By Hearing Examiner Basil P. Cooper

■ Scheduled further prehearing conference for April 16 in proceeding on applications of Ultravision Broadcasting Co. and WEBR Inc. for new TV's on channel 29 in Buffalo. Action April 13.

By Hearing Examiner Thomas H. Donahue

■ By memorandum opinion and order in proceeding on AM applications of Meredith Colon Johnston (WECP), Carthage, and William Howard Cole (WHOC), Philadelphia, both Mississippi, in Dockets 15289-70, directed that depositions will be taken in Ackerman, Miss., on April 23, under terms outlined in Cole's April 6 notice of intention to take depositions, and denied pleadings by Johnston and broadcast bureau to extent that they oppose taking of depositions under those terms or seek some other form of relief. Action April 20.

■ In proceeding on application of Franklin Broadcasting Co. to transfer control of WLOD Inc. (WLOD), Pompano Beach, Fla., to William F. Johns Sr. and William F. Johns Jr., granted motion by transferor and transferees to extend time from April 20 to May 20 to exchange exhibits and to continue May 4 hearing to June 3. Action April 17.

■ In Miami TV channel 7 proceeding in Dockets 15185-6, granted joint motion by Sunbeam Television Corp. (WCKT) and Community Broadcasting Corp. to extend time from April 16 to April 23 to file replies to their proposed findings of fact and conclusions of law. Action April 15.

■ In proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM's in Boardman and Warren, respectively, both Ohio, in Dockets 15190-1, granted petition by Boardman to extend time from April 21 to April 29 to file proposed findings. Action April 15.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Blackhawk Broadcasting Co. (WSDR), Sterling, Ill., to continue without date prehearing conference (now scheduled for April 24) and hearing (now scheduled for May 28) in proceeding on AM application. Action April 17.

By Hearing Examiner Millard F. French

■ Granted petition by Saul M. Miller to continue April 22 hearing to May 7 in proceeding on his application and that of Bi-States Broadcasters for new AM's in Kutztown and Annville-Cleona, respectively, both Pennsylvania. Action April 21.

By Hearing Examiner Walther W. Guenther

■ Granted request of broadcast bureau for further prehearing conference on April 22 in proceeding on applications of Coosa Valley Radio Co. and Rome Broadcasting Corp. for new FM's in Rome, Ga. Action April 17.

By Hearing Examiner Isadore A. Honig

■ Granted motion by Charles L. Hamilton Sr. and Mildred B. Hamilton (KBAB), Indianola, Iowa, to receive in evidence its Exhibits 5, 6 and 7, cancel May 1 further hearing, designate May 21 to file proposed findings and June 2 for replies and close record in proceeding on their AM application. Action April 21.

By Hearing Examiner H. Gifford Irion

■ Cancelled May 1 further prehearing conference in proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. (KNDX-FM), Yakima, Wash. Action April 21.

■ In proceeding on applications of D and E Broadcasting Co. and Great State Broadcasters Inc. for new AM's in San Antonio, Tex., redesignated by new numbers certain exhibits tendered by Great State which inadvertently received duplicate numbers during course of hearing. Action April 21.

■ Scheduled further prehearing conference for April 21 in proceeding on FM applications of Cascade Broadcasting Co. and David Zander Pugsley, tr/as Sunset Broadcasting Co. (KNDX-FM), both Yakima, Wash. Action April 20.

By Hearing Examiner Jay A. Kyle

■ By memorandum opinion and order, granted petition by Pepino Broadcasters Inc. for leave to amend application for new AM in San Sebastian, P. R., to reflect withdrawal of Felix Bonnet Velez from corporation with option to repurchase stock, with commission approval, after grant of application; returned amended application to

processing line and cancelled May 6 hearing. Action April 21.

■ Granted petition by Progress Broadcasting Corp. (WHOM), New York, to reschedule for May 6 date for exchange of exhibits and June 8 for commencement of hearing in proceeding on AM application. Action April 20.

■ On own motion, scheduled hearing for May 6 in proceeding on application of Pepino Broadcasters Inc. for new AM in San Sebastian, P. R. Action April 17.

By Hearing Examiner  
Chester F. Naumowicz Jr.

■ Granted petition by Broadcast Bureau to extend time from April 20 to May 1 to file proposed findings and from May 1 to May 22 for replies in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM's in Edina and Bloomington, respectively, both Minnesota. Action April 16.

■ Reopened record in proceeding on application of Charles County Broadcasting Inc. for new AM in La Plata, Md., et al., in Dockets 14748 et al., for purpose of adducing evidence directed to contingent standard comparative issue added by review board on April 14, and scheduled hearing conference for April 23 for purpose of establishing schedule for presentation of such evidence. Action April 15.

■ Formalized by order certain agreements reached and certain rulings made at April 13 prehearing conference in proceeding on applications of Northwestern Indiana Radio Inc., Valley Broadcasting and Livingston County Broadcasting Co. for new AM's in Valparaiso, Ind., Kankakee and Pontiac, both Illinois, respectively, in Dockets 8218 et al., and scheduled certain procedural dates and continued May 25 hearing to July 6. Action April 13.

By Hearing Examiner Sol Schildhouse

■ Denied joint petition by respondent stations KFYO Clayton, Mo., and WFOX Milwaukee, to reopen record to receive without further examination certain climatological data in form of proposed exhibit to be marked "Respondents Exhibit 4-A," in proceeding on application of Lake-Valley Broadcasters Inc. for new AM in Crystal Lake, Ill. Action April 16.

By Hearing Examiner Herbert Sharfman

■ Rescheduled April 20 hearing for May 11 in Boston TV channel 5 proceeding. Action April 17.

■ In proceeding on applications of Great Northern Broadcasting System and Midwestern Broadcasting Co. for new FM's in Traverse City, Mich., in Dockets 15299, 15300, pending action on Midwestern's petition for rulemaking to add channel 278 to Traverse City, and without objection by other parties, rescheduled May 12 hearing for July 13 and extended 60 days other dates mentioned in statement and order release March 10. Action April 15.

■ Granted unopposed petition by Victoria Television for leave to amend its application for new TV on channel 19 in Victoria, Tex., by setting forth additional business interests of partners. Action April 10.

#### BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 21

■ WJWR(FM) Palmyra, Pa.—Granted SCA on subcarrier frequency of 87 kc.

■ Granted renewal of licenses for following: WDIC Clinchco, Va.; WWIL and auxiliary, Fort Lauderdale, Fla.; WMLS-FM Sylacauga, Ala.; WFMI-FM and SCA, Montgomery, Ala.; WTUX and auxiliary, Wilmington, Del.; WTSB-AM-FM Lumberton, N. C.; WKTZ-FM Jacksonville, Fla.; WMPT South Williamsport, Pa.; WGAF Valdosta, Ga.; WAAG Adel, Ga.

■ K13FQ Rural Minidoka County, Burley and Rural Cassia County, Idaho—Granted license covering changes for VHF TV translator.

■ K02CV Summer, Wash.—Granted CP to include Puyallup, Wash., in principal community, change trans. location to Puyallup, and make changes in ant. system for VHF TV translator.

■ WVCA-FM Gloucester, Mass.—Granted mod. of CP to change main studio and ant.-trans. location, and decrease ant. height to 50 feet; condition.

Actions of April 20

■ Granted CP's for following VHF TV translators: WOW Inc., on channel 9, Clarinda, Iowa, to rebroadcast programs of WOW-TV (ch. 6) Omaha, Neb.; May Broadcast-

ing Co., on channel 11, Clarinda, Iowa, KMTV(TV) (ch. 3) Omaha.

■ WCPC Houston, Miss.—Granted license covering changes in frequency, power and ground system, and installation of DA and new trans.

■ WLIR(FM) Garden City, N. Y.—Granted CP to install new horizontal and vertical ant.; ERP 750 w horizontally and vertically polarized; ant. height 140 feet.

■ WHHY Montgomery, Ala.—Granted CP to change auxiliary trans.

■ WGEN Geneseo, Ill.—Granted CP to make changes in ant. system (increase height).

■ \*WICB(FM) Ithaca, N. Y.—Granted CP to move main studio and ant.-trans. location.

■ \*WQED(TV) (ch. 13) Pittsburgh—Granted mod. of CP to change ERP to vis. 316 kw, aur. 158 kw and type ant.

■ \*WNJE-TV (ch. 77) Glen Ridge, N. J.—Granted extension of completion date to Sept. 1.

■ WWOL-FM Buffalo—Granted mod. of CP to change type trans., ant., decrease ERP to 13 kw and increase ant. height to 240 feet.

■ KHFP-FM Phoenix, Ariz.—Granted mod. of CP to change type trans., ant. (dual polarization); ERP 28 kw horizontally polarized and 11 kw vertically polarized; conditions.

Actions of April 17

■ KBCA(FM) Los Angeles—Granted CP to make changes in ant. and trans. systems; conditions.

■ WPTN-FM Cookeville, Tenn.—Granted CP to change ant.-trans. location, and studio location to Cookeville, Tenn., and increase ant. height to 210 feet; conditions.

■ WHIS-TV (ch. 6) Bluefield, W. Va.—Granted renewal of license.

■ WSLT Ocean City-Somers Point, N. J.—Granted mod. of CP to change ant.-trans. location, add second main studio location in Ocean City, and change type trans.; and extension of completion date to Oct. 17.

Actions of April 16

■ Granted renewal of licenses for following: WUSN-TV Charleston, S. C.; WEGO-AM-FM Concord, N. C.; WTSV-FM Claremont, N. H.; WAAA Winston-Salem, N. C.; WGAA Cedartown, Ga.; WVNA-FM Tusculumbia, Ala.

■ WPRM-FM San Juan, P. R.—Granted CP to increase ant. height to 80.9 feet and make changes in ant. system.

Actions of April 15

■ Texas Television Improvement Co., Co-tulla, Tex.—Granted CP's for new UHF TV translators on channels 76 and 80, to rebroadcast programs of WOAI-TV (ch. 4) and KONO-TV (ch. 12), both San Antonio, Tex., respectively.

■ White Bird T. V. Assn., White Bird, Idaho—Granted CP for new translator on channel 9, to rebroadcast programs of KREM-TV (ch. 2) Spokane, Wash.

Actions of April 13

■ KSEL-FM Lubbock, Tex.—Granted CP to increase ERP to 30 kw and decrease ant. height to 155 feet.

■ Goldfield Television District Goldfield, Nev.—Granted CP for new translator on channel 10, to rebroadcast programs of KOLO-TV (ch. 8) Reno.

Actions of April 6

■ Granted CP's for following translators: Spartan Radiocasting Co. on channel 9, Sylva, Webster, Love Field, Cullowhee and Dillsboro, all North Carolina, to rebroadcast programs of WSPA-TV (ch. 7) Spartanburg, S. C.; condition; Southeastern Broadcasting Corp. on channels 6, 4 and 2, respectively, Clayton, Dillard, Mountain City and Environs, Ga., Middlesboro, Ky., and Sylva, N. C., WFBC-TV (ch. 4) Greenville, S. C., and WBIR-TV (ch. 10) Knoxville, Tenn.

■ Skyway Broadcasting Co., Sylva, Franklin, Spruce Pine and Cherokee, all North Carolina—Granted CP's for new VHF TV translators on channels 5, 11 and 6 to rebroadcast programs of WLOS-TV (ch. 13) Asheville, N. C.

#### Nonrenewal

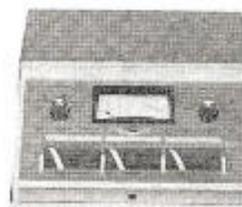
■ By decision, commission denied application by Melody Music Inc. (equally owned by Jack Barry and Daniel Enright) for renewal of license for WGMA Hollywood, Fla., and allowed Melody Music until June 20, 1964, to operate WGMA in order to wind up its affairs. Commissioner Lee dissented and

Continued on page 103



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## RADIO—Help Wanted

### Management

New Jersey station needs experienced manager. Must have successful background of sales and management. Salary plus percentage of gross in rapidly growing area! Resume, photo, present earnings to Box D-203, BROADCASTING.

Midwest—manager for group owned station in competitive market. City population 35,000. Compensation geared to profits. Must have clean and successful record. Send resume and snapshot. Box D-213, BROADCASTING.

Station manager . . . To head dynamic crew at newly opened profitable lively adult east coast station. . . . Background must include sales and public relations. Box D-282, BROADCASTING.

Combination top manager—star salesman. We are seeking an experience administrator and proven star salesman to completely run with autonomy, and a competent staff. A long established radio station in medium size Massachusetts market which has substantial growth potential. Must have sound eastern client and agency contacts. Position offers liberal base salary plus a generous profit sharing program. If you are fully qualified and interested please send resume, photo and five personal and five business references with addresses to Box D-327, BROADCASTING.

Opportunity for qualified manager at FM-stereo station in Port Clinton, Ohio. Must be able to assume full responsibility for station operation. Excellent position for growth in five-station group. Send complete resume to J. A. Landot, P.O. Box 547, Norwalk, Ohio.

### Sales

Large East Coast market. Chain operation. Intelligence, hard work at adult programed station will provide decent living. Apply in confidence. Box P-292, BROADCASTING.

Baltimore. Experienced top salesman, capable of management. Good salary plus with top station, multiple chain. Please write fully. Box B-262, BROADCASTING.

Midwest—sales openings with group serving cities of 8,000 to 40,000. Draw against commission with guarantee first few months. Send resume, photo, Box D-212, BROADCASTING.

The man we need is a professional radio salesman, young, aggressive and a self-starter. Real opportunity in California with fast growing major market chain. Top salary and incentive. All replies held in confidence. Box D-261, BROADCASTING.

Sales trainees (2) . . . Group stations in east instituting sales training program, recent college grad. or other radio background helpful. . . . Good salary . . . car required. Box D-283, BROADCASTING.

If you have a proven record and want an opportunity to work into an aggressive group of seven stations in the Midwest join us at our newest. Good salary, commissions and training available. Send resume to Richard Creamer, Sales Manager, WITL, Lansing, Michigan.

To big for present station? Come to Indianapolis. Guarantee against 15%. Radios' most creative sound. Everything's right. Are you? Call or write today, Roger Kiley, WNDY, Indianapolis.

## Announcers

Experienced staff announcer on way up for strong community-news and middle road music New York City area. Adult alert personality, quality warm voice, know music, take directions. Program manager potential. Starting range \$440 monthly. Tape and resume to Box D-101, BROADCASTING.

Wanted immediately — DJ for afternoon show, 3rd class ticket necessary for resort area station. No. 1 in market. Reply immediately to Box D-253, BROADCASTING.

2-combo announcer. 1st phone. One swinger for early AM show. One swinger for late afternoon. Both must be top flite production men. 1-Capable newsmen. Get it and report it. 1-Junior salesman. Staff expanding. #1 station in metro midwest market. Complete details and tape in first letter. Box D-267, BROADCASTING.

1000 Watt—central Illinois radio has immediate opening for announcer with first phone. Must have good voice and reasonable vocabulary. Send tape, picture and resume' (quick) to Box D-269, BROADCASTING.

Announcer . . . Near NYC . . . Lively middle road music . . . heavy news . . . 1st class ticket helpful . . . car required. Box D-284, BROADCASTING.

New Jersey: Capable dj-newsman for adult music station. Must be experienced. Will pay for top quality. Send resume, tape Box D-304, BROADCASTING.

Full-time, small market independent in growth area western North Carolina has one, possibly two openings. Middle road programing; no screaming or chatter. Will consider beginners if you have third ticket with endorsement, aptitude, and want to work and learn under veteran, competent owners. Rush complete background er, with tape. Box D-305, BROADCASTING.

Top C&W fulltime station in the nations' 5th largest market needs 2 men immediately. 1st—a disc jockey who has all the tools—knowledge, top air salesmanship, and clean delivery. 2nd—a strong authoritative newsmen capable of strong air sales, news background should include news gathering and rewrite. Send tape, salary requirements, and marital status to Box D-322, BROADCASTING.

Immediate opening for mature announcer. Middle-of-the road music and production work. Excellent working conditions with the finest equipment. Send tape and resume. Ken Stahl, KFOR, Lincoln, Nebraska.

1st phone announcer for top 100 5-10 PM trick. Present man going into expanding local news department. Prefer married man with two years board experience. Top starting salary, regular increases. Many side benefits. No screamers please. Phone Jim Jae, Manager, KHMO, Hannibal, Missouri, Academy 1-3450 or if in area stop by for interview. Position is open now.

Experienced announcer. Send tape, complete information. Good pay. KLIC, Monroe, Louisiana.

Immediate opening—young single announcer with third class license. Adult quality format. KVWM, Showlow, Arizona.

Immediate opening. Announcer or newsmen announcer. Rush tape, letter with full resume. KWCO, Chickasha, Oklahoma.

## Announcers—(Cont'd)

Florida Calling djs and newsmen. Top station offers you great chance modified top 40. We want jock who can deliver and newsmen who people will turn on just to hear them. Tapes and complete Bio. to Dick Oppenheimer, WALT, Tampa, Fla.

Announcer for summer replacement. Station WAMD, Aberdeen, Md.

First phone-announcer. Send tape, resume WGSB-St. Charles, Illinois.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Announcer needed with 1st phone license. No maintenance. Modern well equipped station playing up tempo big band music. Send tape, and resume to: E. D. Baydush, WLPM, Suffolk, Virginia.

Immediate opening capable of running tight board with pop format and happy sound. Send resume, tape, photo and reference to Frank Wilson, WMBG, P.O.B. 5229, Richmond, Va.

Experienced announcer with first phone. Afternoon shift. No maintenance. Adult format. New college town AM. Send tape, resume, references to WNRK, Box 425, Newark, Del.

WRMF Titusville, Florida, Cape Kennedy Space Center needs morning man.

Modern personality deejays: "Up your ratings!" Ideas Ink weekly "Why not be funny" service still open on an exclusive basis in some markets. Is yours one? Ideas Ink, Box 53332, New Orleans, Louisiana.

Fast pace clever dj for tight top 40 operation in medium size market. Send tape, resume, and photo to Channel One Radio, P.O. Box 1709, Hickory, N. C. No phone calls.

Expansion has created openings for newsmen-announcers, salesmen and engineers. Five station group in Ohio. Only qualified people need apply. Send complete resume to James A. Londt, P.O. Box 547, Norwalk, Ohio.

## Technical

Two first class engineers wanted. Minimal announcing schedule required. 5000 watt daytimer. Medium market. Maintenance a must. Send resume to Box D-221, BROADCASTING.

Experienced studio-transmitter engineer for regional station. Apply Box D-243, BROADCASTING.

Chief engineer/audio. Major market, east coast. Must be experienced chief. Reliable. No announcing. Excellent equipment, working conditions. Rare opportunity. Send resume, references and picture to Box D-298, BROADCASTING.

Video switcher, immediate opening, first phone. KCRL, Reno, Nevada.

Central Massachusetts station desires chief engineer. Contact: A. Robert, Radio Station WARE, Ware, Mass. Chance for real opportunity.

Immediate opening for qualified first phone engineer. Light announcing. WSYB, Rutland, Vermont.

Are you a 1st class engineer with directional experience, capable of assuming full engineering authority? We have a good job for you. Send resume or call, Orv Koch, Box 391, Lincoln, Nebraska. Phone 432-6606, Stuart Broadcasting Co.

## Production—Programing, Others

Experienced news editor on way up for strong community news orientated New York City area. Must have quality, authoritative voice, be imaginative, good writer and interviewer. News director potential. Starting range \$440 monthly. Tape and resume to Box D-102, BROADCASTING.

Program Director for North Carolina day-timer. Need man who can handle details and production. Some air work. Box D-169, BROADCASTING.

Veteran newsman, writer, reporter, sober, reliable, want quality Florida station. Box D-188, BROADCASTING.

Texas medium-market needs qualified program director to handle short shift plus internal operations of responsive radio station. Excellent chance for assistant manager duties. Top salary Box D-256, BROADCASTING.

News editor, qualified through experience or schooling, wanted for long established full time kilowatt, strong in news coverage. Three newsmen already on staff, also new mobile unit in operation. Pleasant, prosperous eastern Illinois city. Better than average situation as to pay, extra benefits and opportunity. Give full details of experience, training, references to Box D-258, BROADCASTING.

Dominant station in one of the 10 largest markets (East coast) is looking for best top 40 production manager in business. Send resume, references and picture to Box D-297, BROADCASTING.

Top paying program directors job open. Send tape. Middle of the road top 40. Box D-336, BROADCASTING.

News director for gathering, writing, broadcasting news. Good salary. Write KTOE, Mankato, Minn.

Creative? Stiffed? New full-timer. Need good inside man, possible P.D. A real future. On air May 1st. Send tape, resume to: Don Wohlenhaus, KVBR, Brainerd, Minnesota.

News director. Need experienced, professional announcer with news background and good public relations ability. Send tape, resume and photo or call for interview. Northern Michigan's top market in rich four season vacationland. WCCW. Traverse City, Michigan.

Operation manager needed for 1 of our larger market mid west stations. A responsible position for a responsible person. Send tape, resume, at once to Orv Koch, Box 391, Lincoln, Nebraska.

## RADIO—Situations Wanted

### Management

Nets, groups, reps, stations—college graduate, 35, family, seeking position in major market as supervisor, administrator or sales. Now major market TV sales, formerly radio owner-manager. Sixteen years experience. Box D-238, BROADCASTING.

Hard working, imaginative, creative, unemployed, these adjectives describe one of the nations better managerial talents. Box D-241, BROADCASTING.

Experienced, stable, young family man seeks general management with stable organization. Box D-268, BROADCASTING.

I can write copy, announce, program, direct, manage production, sell, manage a station and think. Have done all successfully. Ten years experience includes two major markets. Make excellent right hand for busy top executive. Let's talk seriously. Box D-272, BROADCASTING.

Trade? Station managership in small, progressive market for professional, aggressive, young idea man. Program manager, sales manager, announcer, sports. Family. Box D-281, BROADCASTING.

## Management—(Cont'd)

Do you need a good station or general manager? I'm 32, married, caucasian, no family or personal problems. Have good record and currently manager of station in mid-west. Fourteen years experience and know how to sell, program & promote. Any size market ok. Confidential and all inquiries answered promptly. Prefer Carolinas, Georgia, Virginia or West Virginia. Station I now manage is being sold. Available in May. Box D-286, BROADCASTING.

Wish to move to the Florida west coast. Mature salesman management experience. Presently employed. Box D-290, BROADCASTING.

Aggressive radio man with 20 years background in management, sales, all phases of radio and public relations now available. Family. Prefer East. Box D-292, BROADCASTING.

Mr. Pro. Age 39, family. Eighteen years radio. First eight: announcer, P.D., News director, assistant manager. Next ten: manager, corporate officer, partner in ownership. Excellent record each level. Strong administrator; local/national sales. Seeking station and/or sales management or executive assistant post, AM or TV. Consider all markets if operation and opportunity substantial and honestly sound. Box D-301, BROADCASTING.

From red ink to black in seven months. My success as manager (in FM yet) major market can make your operation profitable. Seek return to east coast. Preferably Florida. Box D-310, BROADCASTING.

Long and consistent record of experience and success in all phases of broadcasting, including management. Mature, respected family man, active in community and church affairs. Box D-312, BROADCASTING.

Radio manager, TV sales manager; strong on sales, community relations; high industry, present employer recommendations. Box D-314, BROADCASTING.

Presently employed General Manager in small market would like to move to a larger market. 17 years experience as announcer, sports announcer, program director, salesman. 5 of this experience as manager, 5 more as salesman. Married, 5 children. Active in community affairs. 35 years old. Box D-321, BROADCASTING.

Aggressive-knowledgeable broadcaster desires change. General and Sales management (both radio and TV) covering 16 years in both major and medium-sized markets. Rep. experience, too. Thorough background in national spot and local business procedures and contacts. Married. Age 40. 4 children. College degree. Currently employed. Box D-328, BROADCASTING.

CATV manager desires return to broadcasting. Experience includes advertising and promotion, sales planning, public relations. Several years radio including dj, news, sports, special events. Will combine CATV-broadcasting position. Box D-334, BROADCASTING.

Manager—Polished professional eager return radio. Long successful record small-medium-large markets. Former owner. Ideas, energy, initiative; bondable, reliable. Familiar FCC forms, regulations. Tackle promising situation anywhere, east-west. Write wire: Manager, 1032 Albany, Los Angeles. 90015.

### Sales

Young, aggressive sales manager looking for greater opportunity. Proven sales record. Family man . . . active in community . . . college. Plenty of good ideas, and willing to consider any reasonable offer in sales, sales management or management. Willing to locate anywhere. Write Box D-259, BROADCASTING.

Interested in tech, rep sales, engineering. Experienced all phases AM, FM radio. Solid engineering experience. Construction, proof AM, FM, stereo, SCA. Present employment in black, FM major market. 35, married. Box D-277, BROADCASTING.

Good salesman! Now make five figures. 32. 10 years radio-TV talent, production, news. Box D-302, BROADCASTING.

## Sales—(Cont'd)

Young broadcaster, experienced in announcing and sales looking for "adult music" station in east. Box D-319, BROADCASTING.

Salesman & manager, 15 years. Experience will add \$10,000 extra business short term. No gimmicks—High commission on collections—no sales no pay. Available now. P.O. Box 183, Lancaster, Ohio.

### Announcers

Married professional announcer, good music, news, sports, \$125 per week, available immediately. Box C-424, BROADCASTING.

Announcer D.J.—cut all shows, good board—combo—married—veteran—and reliable, 4 years experience—good references—all offers will be considered. Box D-184, BROADCASTING.

E Pluribus Unum. Coin for yourself this twenty year veteran of personality sell radio. Big station proven success. Rating therapist—music specialist. Adaptable, dependable, available. Tape, resume, references upon request. Box D-242, BROADCASTING.

Swinging personality top 40 DJ with voices. Number one in top ten market. Wish to relocate. Box D-245, BROADCASTING.

Two of us—grassy green from Broadcast School, seeking first job in industry—radio TV: 1. Sports/announcing oriented; 2. production/writing oriented; Take us one or both. Write: (1.) Box D-249 (2.) Box D-250, BROADCASTING.

Announcer-DJ, experienced, personable, fast board, authoritative newscaster, no floater. Box D-254, BROADCASTING.

Two friendly sounding adult type jocks currently in non-progressive medium market want to move up to a more progressive medium market station. 3 years experience. Mainly interested in air-work. Minimum \$475.00 per month. Box D-260, BROADCASTING.

Radio-TV 20 years experience production, news, sales potential, currently employed Pacific Northwest quality radio, desires relocation California. Tape & resume on request. Box D-266, BROADCASTING.

Experienced—first phone announcer seeking major market. Presently No. 1 in large metro area. Family man—prefer top-forty. Top talent for top price. Box D-270, BROADCASTING.

Radio showman—Ambitious young, personality jock wants jumpin' opportunity. Likes hops, remotes, activity. Married, college, honorably discharged. Box D-273, BROADCASTING.

Announcer. Married. Vet. Prefer east, dependable. Now employed as pd. Box D-275, BROADCASTING.

Newscaster 3 years experience, mature sound, family, bright dj, dependable, personable, will settle. Box D-280, BROADCASTING.

Versatile announcer available June 1 for twelve weeks replacement. First phone. Box D-287, BROADCASTING.

Used personality in good condition. Plenty of trouble free miles left. Now metro morning man. Box D-288, BROADCASTING.

Weekend winner/number one station, medium market. Desires swinger. Anywhere. Box D-289, BROADCASTING.

Too cold here! Top northeastern air personality, sportscaster seeks southeast, far west operation. No top 40. Available immediately. Box D-294, BROADCASTING.

Sportscaster/announcer. Excellent experience TV/radio. Solid performer. Employed. Family. Box D-295, BROADCASTING.

First phone showman—6 years major markets. Personality plus morning man, pd, production, play by play. \$175.00 minimum. Box D-299, BROADCASTING.

If you are the station that would like to give a recent Broadcasting School graduate a start in the announcing field then here is your chance. If you don't then don't bother to reply. Box D-300, BROADCASTING.

## Announcers—(Cont'd)

Announcer, fully experienced and mature seeking employment with adult programed station. Third class license. Completely sober and reliable. Box D-306, BROADCASTING.

College junior seeks vacation employment. Four years experience in nearly all phases and types of air work. Box D-307, BROADCASTING.

6 years announcing experience prefer east coast. Good voice—dependable. Box D-308, BROADCASTING.

Tennessee or Kentucky preferred. First phone, announcer, disc jockey. Available. Box D-311, BROADCASTING.

Highest rated dj in one of nation's first 40 markets. Have the figures to prove it. One liners and taped inserts my specialty. Magnetic personality. Dependable, young, married with a dedication to radio. 4 years solid experience. College degree. Seek dj position with possible MD on side. Sharp ear for picking hits. \$165 minimum. Available 5 weeks. Top 40 stations. . . . Let's talk. Box D-316, BROADCASTING.

Looking for a relaxed, breezy morning Pro, with first phone license. Presently program director . . . interested in moving up to a heavily civic slanted, promotion minded, non chain station. Box D-323, BROADCASTING.

Smooth, first phone morning man. Experienced all phases. Please state salary. Box D-324, BROADCASTING.

Veteran, eight years, desires position with all country music station. Prefer south central or south west. Reply Box D-325, BROADCASTING.

Announcer, dj. Personable, married, family experienced, tight production, sales. Authoritative newscaster. Not "floater" or "premadonna." Box D-329, BROADCASTING.

Staff announcer looking for an opportunity with station, agency or race track that needs a "color man," could do running description after minimal familiarization. Anywhere. Box D-332, BROADCASTING.

DJ that isn't looking for news opening. Can sell and converse intelligently. Authoritative sound. Renumeration should be commensurate for position. Medium-major markets. Anywhere. Box D-333, BROADCASTING.

Who'll give a college senior his first taste of the cold cruel commercial world? College senior, graduation in June, desires announcing job. 4 years experience college radio, music news, etc. Pleasant "late night" voice, willing to locate anywhere and work. For tape, pic, resume, write Don Breitkreutz, Brandt Hall, Valparaiso, Indiana.

Attention fun radio: Do you need a young, energetic dj with 1st phone this summer? Now doing weekends in nation's 28th; must be back in college in September. Jim Bartlett, 822 Howard Ave., Clearwater, Florida.

Michigan first phone . . . modern or contemporary experienced dj with ideas, available immediately. Write Box 212, Tawas City, Michigan.

First phone, good voice, ready for your job. Johnny Simmons, 3929 Lively Lane, Dallas, Tex.

Available August 3rd. Married college graduate; three year's experience; knowledge of music, intelligent news delivery. Prefer eastern middle-of-road or adult format; others considered. Gene Galusha, Route 1, Box 82, Williamsburg, Virginia, 23185.

Announcer, engineer, 1st phone available now. References, Frank, 246-3541. 507 Mills St., Bainbridge, Ga.

College graduate, 25, broadcasting endorsement, seeks first position in midwest. Two years school broadcast training, Sports, specialty. References. Contact Matt Hart, 2025 Granville, Chicago, Illinois.

## Announcers—(Cont'd)

Young, country and western personality will travel anywhere. Outstanding references and background. Single, ten years experience, and available immediately. Jimmy Brown, 1735 North Elinor Street, Appleton, Wisconsin. REgent 9-3762.

First phone license—Good voice dependable, married—prefer California and vicinity—Frank Capp—8533 West Knoll Dr., West Hollywood, 69, Calif. Phone OL 7-2077.

Veteran, degree accounting, single, 30, sincere, wants start Western States, details tape, Box 1334, Denver, Colorado, 80201.

## Situations Wanted

### Technical

First phone combo: Sober, experienced, college. You like? Right? Write! Box D-126, BROADCASTING.

Chief Engr.—Announcer—seeks permanent position. Prefer Colorado radio or TV, but all offers considered. Box D-247, BROADCASTING.

Engineer, 1st class, 2 years technical school, 3 months experience at 1000/250 AM and 214 KW FM stereo station. Prefer southeast. Box D-251, BROADCASTING.

Experienced all phases AM, FM, radio. Solid engineering experience. Construction, proof AM, FM, stereo, SCA. Present employment in black, FM major market. 35, married. Box D-278, BROADCASTING.

No experience—First phone. Willing to learn. 12212 Brisbane, Farmers Branch, Texas.

### Production—Programing, Others

Newsman—Six years experience. 31. Missouri graduate. Married. Currently \$135. Want a permanent home. Box D-178, BROADCASTING.

Sportscaster, major market. Extensive radio-TV play-by-play and sports review experience. Intimate knowledge of sports, creative. Box D-239, BROADCASTING.

Sports director—7 years experience basketball, football, play-by-play. Family, college grad, veteran. Box D-278, BROADCASTING.

Copywriter, Radio and agency background. Good commercial and news voice. Currently employed. Box D-293, BROADCASTING.

Program director experienced. Top sportscaster/announcer. Desire permanent career, good operation. Box D-296, BROADCASTING.

Looking for dynamic sportscaster? Eight years experience, all sports. Married, looking for bigger challenge in radio or TV. Tape and resume available. Tops in news and special events also. Box D-317, BROADCASTING.

Quality FM program director, announcer (Experienced AM, TV) Handle entire FM operation. Mature, quality voice. Music, theater, business background. Strong classical, popular music, news. Versatile, creative copywriting, production. Active community affairs. Box D-318, BROADCASTING.

Newsman available soon. A widely experienced man with a history of success. Seven years commercial and educational radio-TV. Management experience in allied field. Capable of solid one-man operation or directing staff. Can handle sports also. Married, responsible, college degree. Midwest preferred but will relocate anywhere for good offer. Box D-335, BROADCASTING.

## TELEVISION—Help Wanted

### Technical

Chief engineer, UHF, must be good supervisor as well as studio and transmitter technician. Small staff. Box C-312, BROADCASTING.

## TELEVISION—Help Wanted

### Technical—(Cont'd)

Travel Russia-Video tape engineer-6 months available 1 June 64; operate and maintain Ampex recorder; send complete resume. Box D-309, BROADCASTING.

CBS affiliate in mid south has immediate opening for TV technician experienced in studio maintenance and operation. Must be ambitious, dependable and have 1st phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tenn.

### Production—Programing, Others

Traffic manager sought by leading NE VHF. Salary depends on experience and ability. Box D-32, BROADCASTING.

Newscaster. Aggressive, proficient newsmen for top-rated newscast on midwestern group station. You will prepare your own newscast as part of a three-man news staff which ranks at the top in our area. We will consider a radio newsmen interested in TV. Send details of training, experience to Box D-206, BROADCASTING.

If you're on your way up here's an outstanding opportunity. Southeastern VHF in top 100 market needs all around newsmen that can shoot, write, edit and present news on the air. Send picture, resume, audio or video tape to Box D-217, BROADCASTING.

Newsmen for combination radio-TV operation, this is excellent opportunity for right man, must be married, no drinkers or drifters. You will be thoroughly checked, send tape, picture, complete resume and references to Ray Lansing, KFBC-TV, Cheyenne, Wyoming.

## TELEVISION—Situations Wanted

### Management

Mature individual seeks permanent association either as sales manager in top 100 markets or local sales manager in top 50. Experienced in both large and small market operations. Forte is in organization and supervision. College graduate. Married. Box D-172, BROADCASTING.

Television station manager — Thoroughly qualified, 23 years experience in all phases of broadcasting: sales, programing, production, research, promotion, public and FCC responsibilities, employer-employee relations, etc. Presently station manager, but anxious to relocate with small or medium market management or assistant to major market executive. References and resume upon request. Box D-240, BROADCASTING.

Experienced, successful, hard-driving. Former ZIV-TV salesman. Now in management. Exceptional salesman-administrator. Box D-271, BROADCASTING.

### Sales

Managers. Tired of paying for nothing? Self starting, aggressive, know how salesman with proven record, interested in future. 6 years TV all phases, 2 years radio. commission preferred. Box D-248, BROADCASTING.

Good salesman! Now make five figures. 32. 10 years radio-TV talent, production, news. Box D-303, BROADCASTING.

## Announcers

Experienced TV announcer, college graduate; weather, commercials, interviews. VTR air check, brochure on request. Box D-208, BROADCASTING.

Major markets only: Top rated major market radio-television announcer available. Box D-257, BROADCASTING.

### Technical

Technician . . . can't eat titles or live on glamour. 10 years of experience in electronics. Currently employed as TV transmitter supervisor. Box D-315, BROADCASTING.

## Production—Programing, Others

Television news. Aggressive newsman, proficient in gathering, writing and filming. College degree. Desires strong news market position with air work. Local show outranks opposing networks. Audition film available. Box D-148, BROADCASTING.

Writer-Producer for ETV. Master's degree. Commercial and educational radio and TV background. Strong on documentaries and music. Will teach. Currently in top ten market commercial TV. Salary secondary to opportunity for creative production. Box D-173, BROADCASTING.

Newscaster, 4 years radio, 4½ years TV (TV Esso reporter). Edit and writes. Experienced in all phases except photography. Emphasis on air. Video tape on request. Box D-209, BROADCASTING.

Director versatility . . . Imagination . . . a creative industrious man for television. Three years experience in all phases of production, directing, photography. Professional organist. Key man, 25, single, will relocate immediately. Salary open. Box D-252, BROADCASTING.

Top TV news man. Twenty years in radio/TV news management, reporting and editorial writing. Former network "on camera" reporter and producer. Finest references. Box D-255, BROADCASTING.

Television newsman—news and documentaries. College degree. Wants to re-settle with family on East coast. Film available. Please state job details and salary. Box D-264, BROADCASTING.

Creative photographer experienced in news and sports, seeks news, documentary, and sports production position. Young—college graduate, experienced in writing and announcing. Good references. Box D-313, BROADCASTING.

Dynamic young man with experience in all phases of production, direction, and performance seeking position with "room at the top." Stu Langer, 135 Craig Avenue, Madison, Wisconsin 53705.

## WANTED TO BUY

### Equipment

One 5 kw video amplifier/UHF in good working condition. Write Box D-24, BROADCASTING.

RCA-TRR-1A microwave receiver and control, working condition, contact Chief Engineer, WTAP-TV, Parkersburg, West Virginia.

Equipment wanted, test equipment all types. TV, AM, FM, Xmtrs. Cameras. Microwave links, all types. BC Equip. Tech systems. 42 W. 15th St. N. Y. 11, N. Y.

Wanted: Excellent Ampex 600 or 601, with or without accessories. Box D-246, BROADCASTING.

Need several used Ampex 1000A or C VTRs. Write stating location, model, condition, accessories, and price. Box D-263, BROADCASTING.

Wanted to buy—One 5 or 10 kw transmitter VHF. 1 channel 13 antenna. Box D-244, BROADCASTING.

## FOR SALE

### Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind. 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

## FOR SALE

### Equipment—(Cont'd)

For sale: RCA type TTU1B UHF 1 kilowatt transmitter, excellent condition—\$15,000. Box C-308, BROADCASTING.

RCA BTF-3B 3 kw FM transmitter in excellent condition. Will dismantle and prepare for shipment. Available in 90 days. \$4,500 F.O.B. Chicago, Box D-226, BROADCASTING.

250 ft. self supporting galvanized tower. Excellent condition. Make offer. Eastside Broadcasting 114 Lakeside, Seattle, Washington.

TV antenna and transmission line. RCA TF6AH six bay, Channel 12, 560 feet 3¼ inch Teflon, Andrew, flanged both ends. 360 feet 3¼ inch Steatite, RCA, flanged both ends. 29 expansion hangers for dual run of 3¼ inch line, clamps for angle, mounts. Dumont 50 kilowatt hydrid diplexer, type 5211A. All items used, good condition. Will sell in piece lots. Extra discount if bought as complete package. Chief engineer, WRVA TV, P. O. Box 2370, Richmond, Virginia.

180 ft. Tower, beacon included, dismantled, ready for shipping. F.O.B. St. Paul, Minn. \$500.00. Box D-262, BROADCASTING.

GR modulation monitor type 731-A \$75. Eight new sealed 833-A's, \$30 each. 213-786-1214 or Box D-279, BROADCASTING.

Two Collins 642A1 cartridge play backs \$350.00 each. Two Collins 216C-1 record amplifiers \$225.00 each. Two Mohawk midge tape recorders \$75.00 each. One 313T-4 remote control panel \$30.00. All equipment good condition. Cartridge equipment less than 2 years old. Inland Broadcast Company, Mervin V. Ling, President, Rupert, Idaho. Phone 208-436-4754.

One Dumont I.O. television camera pickup head type 5098-C. One camera equipment friction head, one camera equipment tripod, one television associates dolly, 100 feet camera cable, one control unit and monitor, one power supply, and one auxiliary pickup. These items in good condition and available for reasonable price. Please contact Ralph L. Weir, Jr., 724½ North Washington Street, Junction City, Kansas.

Two (2) Stancil-Hoffman M-9 minitape recorders, 7½—F.T. Used very few hours. . . . Each \$375.00. Two (2) BC-9 battery chargers. Used very few hours . . . each \$45.00. Contact Mr. Cook, Shrader Sound, Inc., 2803 M St. NW, Washington, D. C., telephone 202-965-1300.

Xmission line, RCA Stealite, insulated, 3¼", rigid, 20 foot sections, like new. Also new 125' Ideco galvanized self-supporting tower, disassembled. University of South Florida, Tampa, Florida.

Two Blaw-Knox type CK self-supporting tapered, square cross section towers. One 399 feet, one 325 feet. Write Box C-451, BROADCASTING.

Ampex 601 tape recorder, 620 playback. Both \$450. Kravitz, 13734 Judah, Hawthorne, California.

Equipment For Sale. Test equipment. TV, AM, FM, station equipment. Microwaves, remote weather radar repeaters. You name it. Tech. Systems, 42 W. 15th St., N. Y. 11, N. Y.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco.

## MISCELLANEOUS—(Cont'd)

Four Daily 3:30 news shows, with the actual voices of the newsmakers, on top national and international stories. Aired with profitable sponsor and listener reaction, by stations from coast-to-coast. Write Box C-196, BROADCASTING.

Antenna space available for communications, microwave, etc., 573' above sea level. 150' of tower space atop 14 St. bldg.; also 10' X 12' transmitter bldg. Power circuits and filtered ventilation. Call MA 5-1641, Mr. Ed Steele, 540 S. Hope St., Los Angeles 17, Calif.

Deejay manual . . . A collection of gags, station breaks, fillers, bits, gimmicks for clever deejays. \$5.00. Show-Biz Comedy Service (Dept. DM) 65 Parkway Court, Brooklyn, N. Y. 11235

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure, 259 Geary St.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting May 13, July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Why waste time and money? Come to beautiful sunny Sarasota and get your FCC 1st class radio-telephone license in 5 weeks. Complete tuition \$295. Your license is guaranteed or a complete refund. Write Dwain Glenn at his new beautiful location, Radio Engineering Institute, Box 3855, 1336 Main St., Sarasota, Fla.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin May 18, July 20 and September 21. For free brochure, write: Dept. 4-B, Grantham Schools, 1565 N. Western Ave., Los Angeles, Calif. 90027

## INSTRUCTIONS—(Cont'd)

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

FCC license in six weeks. Total cost \$285.00. Complete combination course, DJ, newscasting, etc. Total cost \$450.00. Train in fabulous Houston. Houston Institute of Electronics and Broadcasting, 904 M and M Building, Houston, Texas. CA-7-0529.

Announcing. Home training. Tape, monographs. (Elementary, advanced coaching.) Free details. Fisher, 678 Medford, BM, Patchogue, New York.

## RADIO—Help Wanted

### Announcers

If you now do a tight top 40 show and if you are tops in Production of commercials and station promos. We have an opening that comes once in a lifetime. You must be alert and show evidence of job stability. TOP 10 MARKET, EAST COAST. Send air check and resume to:

Box D-326, BROADCASTING

Leading Midwest Metropolitan Radio Station looking for personality whose prime responsibility will be late afternoon show. Fine opportunity for the right man. Send tape, picture and full information to:

Box D-80, BROADCASTING

## Help Wanted

### Production—Programing, Others

#### Major Market Program Director

The man we are looking for may be a top flight personality or a production director with programing know-how but should have the desire to move into operations management. Only aggressive, creative personalities with at least five years experienced will be considered.

Salary and opportunity for advancement dependent on ability and achievement. Top station in first ten markets.

If you are qualified send aircheck/audition tape plus full resume, to:

Box D-331, BROADCASTING

#### FARM DIRECTOR WANTED

For one of Nation's outstanding award winning stations. Excellent opportunity. Must be thoroughly experienced. Send complete resume to:

Manager, KWTO, Springfield, Missouri.

## Production—Programing, Others

### Continued

#### PROGRAM DIRECTOR

Thoroughly experienced and with history of proven success in ratings. Top 40 programing. Must be mature, creative and energetic. Capable of taking full charge of Programing Department. Excellent salary for the right man. Immediate opening. Send complete resume and other pertinent facts along with picture to:

Mr. David Mendelsohn  
WTRX RADIO  
P. O. Box 1330  
Flint, Michigan

#### OPERATIONS MANAGER

Top station in top ten market seeks versatile, creative operations manager, capable of supervising commercial production, programing, traffic and continuity. Unusual opportunity for advancement. Submit resume and audition tape to:

Box D-330, BROADCASTING

## Situations Wanted—Technical

#### MANAGER OF ENGINEERING SALES ENGINEER

Over 15 years of active Broadcast Engineering, primarily as ownership, recognized Consulting Engineer, married, family, willing to relocate.

Box D-285, BROADCASTING

## Production—Programing, Others

#### NETWORK SPORTSCASTER TOP METRO MARKETS ONLY

If you want to cash in on the sports bonanza . . . TV, radio or both, I have national TV credits, handled NFL football, plus major college football and major league hockey. Former Athlete. Available soon.

Box D-274, BROADCASTING

## EMPLOYMENT SERVICE

#### OPPORTUNITIES

ALL BROADCAST PERSONNEL PLACED  
ALL MAJOR U. S. MARKETS  
MIDWEST SATURATION  
WRITE FOR APPLICATION NOW

#### BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.  
Minneapolis, Minn. 55417

## MISCELLANEOUS

#### NEW COMEDY SERVICE FOR D.J.'s!

Not a file of old joke books, but a new package of fresh material each month prepared individually for local deejays. Available with or without character voice tapes. Send \$1 for useable sample tape and material to:

FUNNYBIT PRODUCTIONS  
Box 2134, Davenport, Iowa

## Help Wanted—Radio-Television

### Management

# FINANCIAL

For top-level assignment now, able to become Treasurer and Director in the predictable future. We are a national personal service corporation in the Broadcast-Advertising industry with a staff of 200 people.

The man we seek has a college degree, is a CPA, with at least ten successful years in fiscal management. The income potential is \$40,000.

Responses confidential, of course.

Box D-320, BROADCASTING

## WANTED TO BUY—Stations

#### Radio Station

Wanted direct from owners. Please give complete details first letter. Qualified buyer. Reply in confidence to:

Box B-248, BROADCASTING

#### TV STATION

Wanted direct from owners. Please give complete details first letter. Reply in confidence to:

Box B-247, BROADCASTING

#### Want to Buy

#### VHF OR UHF TV

Wish to purchase Television Station or CP. Write in strict confidence giving full details to:

Box D-291, BROADCASTING

#### AM RADIO STATION

Southern California-Southwest wanted direct from owners. Please give complete details in first letter. Qualified broadcaster-buyer. Reply in confidence.

Box D-265, BROADCASTING

## NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY OR SELL?

For Best Results  
You Can't Top A  
CLASSIFIED AD

in

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

### FOR SALE—Stations

#### TAMPA, FLORIDA

10,000 Watts—Non-directional day—1550Kc new equipment—furnishings—studios. Assets include transmitter property with new building. Excellent opportunity for Country-Western-Religious format in Florida's largest industrial city. Low down payment—attractive terms. Call John McLendon—601-948-1617—Jackson, Mississippi—P. O. Box 197.

Pacific Northwest College Town Active sports area. 1 kw Daytimer ideal for owner/operator. Low cost operation. Priced at slightly over last year's gross. \$75,000 on terms.

Box D-337, BROADCASTING

AM Daytime Station  
Single market needs GOOD  
MANAGEMENT. Eastern  
Pennsylvania.

Box D-338, BROADCASTING

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 56, TEXAS

N.H.	single	daytime	\$100M	terms
Mich.	medium	daytime	80M	20M
Ala.	medium	5 kw-D	109M	29%
Fla.	metro	power	200M	50M
N. E.	Top 50	daytime	400M	29%

buying and selling, check with

✓ **CHAPMAN COMPANY INC**

2045 PEACHTREE RD., ATLANTA, GA. 30309

### STATIONS FOR SALE

1. MIDWEST TV. \$750,000. 29% down.
2. SOUTHEAST. Major market. Daytime. \$30,000 down.
3. WESTERN METROPOLITAN. Daytime \$150,000. 29% down.
4. CALIFORNIA. Exclusive. \$150,000. 29% down.

**JACK L. STOLL & ASSOCIATES**  
6381 Hollywood Blvd.  
Los Angeles 28, California

Continued from page 97

issued statement; Commissioner Cox not participating. May 1, 1963 initial decision looked toward granting renewal application. Action April 15.

### Fines

■ Commission notified Florida Air-Power Inc. and Findlay Publishing Co. that they have incurred apparent liability of \$250 and \$500, respectively, for repeated violations of rules by WWIL-FM and WFLM-FM Ft. Lauderdale, Fla., for failure to maintain modulation levels within prescribed limits. Such over-modulation by FM's may cause spurious emissions with consequent interference with reception of other stations, affects fidelity of signal of over-modulating station, causes distortion and results in increase in volume of reception. These are first assessments imposed solely for modulation infractions. Stations have 30 days to request mitigation or pay forfeiture. Action April 15.

### Rulemakings

#### FINALIZED

■ Commission made following changes in table of assignments: Pascagoula, Miss., add channel 255; Clarksburg, W. Va., add 293; Morgantown, W. Va., delete 293; Marshfield, Wis., delete 300, add 224A; Merrill, Wis., delete 224A, add 228A; Elgin, Ill., delete 280A; Glen Ellyn, Ill., delete 296A; Canton, Miss., add 224A, delete 269A; Greenville, Miss., add 268, delete 250; Conneaut, Ohio, add

288A, delete 285A; South Bend, Ind., add 276A, delete 252A.

### PROPOSED

■ Commission invited comments by May 18 on following proposed changes in table of assignments: Paintsville, Ky., delete channel 255, add 249A; Port Washington, Wis., add 261A; Menominee, Mich., delete 292A, add 296A; Waupaca, Wis., add 293; Wisconsin Rapids, Wis., delete 293; Circleville, Ohio, delete 292A, add 285A; Columbus, Ohio, delete 285A; London, Ohio, add 292A; Middleport, Ohio, delete 285A, add 221A.

### PETITIONS FOR RULEMAKING FILED

■ KAIL(TV) Fresno, Calif. — Requests amendment of rules so as to make channel 18 available for general purpose use at Fresno, and to reserve channel 53 for educational television; also requests issuance of order directing petitioner to show cause why KAIL(TV) should not be directed to change its frequency from channel 53 to channel 18.

■ KLVI Beaumont, Tex.—Requests following changes in table of assignments: Port Arthur, Tex., delete channel 231, add 299; Beaumont, Tex., delete 299, add 231.

■ J. J. Kirk, Memphis—Requests following change in table of assignments: Holly Springs, Miss., add channel 237A.

■ Maryland State Board of Education, Baltimore—Requests following allocations for Maryland noncommercial educational television: Annapolis, add channel 70; Baltimore, add 18, 53; Cambridge, add 20; Cumberland, add 23; Frederick, add 59; Hagerstown, add 31; College Park, add 48; Salisbury, add 22; Waldorf, add 42, Westminster, add 65.

## ADDENDA TO 1964 BROADCASTING YEARBOOK

Corrections to the 1964 BROADCASTING YEARBOOK. For readers' convenience, the information is arranged in order of YEARBOOK section and page number.

#### A—Facilities of Television

- A-16—WCHU Champaign, Ill.—Change network affiliation to ABC-TV, NBC-TV. Make Robert Lumppp, prog dir; Mark A. Anderson, news dir.
- A-42—WHEC-TV Rochester, N. Y.—Correct gen mgr name to read Glover DeLaney.
- A-72—WVEC-TV Hampton, Va.—Under ownership add: Harrol A. Brauer Jr., 7%.
- A-133—Add WENY Elmira, N. Y.: Licensed to WENY Inc., owned 15.66% by Harland Murrelle, publisher of New Jersey weeklies *Ocean City Sentinel-Ledger* and *Cape May Courthouse Gazette*. See also WOND Pleasantville and WMGM(FM) Atlantic City, both New Jersey.
- A-133—Delete WENE Endicott, N. Y.
- A-133—WMGM(FM) Atlantic City, N. J.—Change last line to read: See also WOND Pleasantville, N. J., and WENY Elmira, N. Y.
- A-144—J. Olin Tice Stations—Insert new listing: WEET Richmond, Va.; WGYW Knoxville, Tenn.; WKTC Charlotte, N. C.; WCAY Columbia, S. C., and WBAZ Kingston, N. Y. J. Olin Tice, pres; Joe Morris, asst to pres. Headquarters: Tico Enterprises Inc., 3504 Time & Life Bldg., New York 20. Circle 6-4626.

#### B—Facilities of Radio

- B-7—WGWC Selma, Ala.—Change to read 1340 kc; 1 kw-D, 250 w-N.
- B-12—KRKC Alisal, Calif.—Change entire listing to Salinas, Calif.
- B-16—KFOX Long Beach, Calif.—Change listing to read 1280 kc; 1 kw.
- B-33—WWIL Fort Lauderdale, Fla.—Change facilities to read 1580 kc; 10 kw-D, 5 kw-N, DA-2.
- B-40—WKLS(FM) Atlanta—Change facilities to read 96.1 mc; 19 kw.
- B-40—WBBQ Augusta, Ga.—Delete "See J. Olin Tice Stns." Change executives to

- read: George G. Weiss, pres; Edward H. Dunbar, vp & gen mgr; Kenneth R. Freeman, vp & chief engr; John Prince, prog dir; Mike Collins, news dir.
- B-51, 52—WJRL Rockford, Ill.—Delete "See J. W. O'Connor Stns." Add Net MBS. Rep: Masla, Illinois Farm. John R. Livingston, pres & gen mgr; Robert R. Froemming, sls mgr; Gerald DeVore, chief engr.
- B-55—WOCH-AM-FM North Vernon, Ind.—Delete present listing, insert following. WOCH Jan. 8, 1955: 1460 kc; 1 kw-D. Box 46. 349-8421. Dorrell Ochs. Rep: Hopewell. Dorrell Ochs, pres; Charles R. Plummer, gen & coml mgr; Bill O'Hara, prog dir; Bill West, news dir; Jimmie Ochs, chief engr.
- WOCH-FM Oct. 15, 1962: 106.1 mc; 3 kw. Ant. 175 ft. Dup WOCH 33%.
- B-62—WAXU Georgetown, Ky.—Insert 1580 kc; 10 kw. DA-D.
- B-84—KDWA Hastings, Minn.—Insert following listing. On air Oct. 25, 1963: 1460 kc, 1 kw-D. 1800½ Vermillion St. 437-3182. Hastings Bcstg. Co. John C. McKane, pres; Robert K. Brown, gen mgr & prog dir; John Lustyah, sls mgr; David Baudoin, news & farm dir.
- B-102—WENY Elmira, N. Y.—Add "See Nwspr."
- B-102—WENE Endicott, N. Y.—Delete "See Nwspr."
- B-133—WIRC-FM Hickory, N. C.—Insert new listing. On air Dec. 7, 1962: 95.7 mc; 11.5 kw. Ant 350 ft. Dup WIRC 75½. Stereo.
- B-142—WQIZ St. George, S. C.—Delete Lonnie Frye, stn mgr; and J. T. Greene III, chief engr.
- B-172—KNBX Seattle, Wash.—Change call letters to KBLE. KBLE-FM programs separately from KBLE.
- B-175—WMDV Ravenswood, W. Va.—Add Spec progs: C&W 36 hrs wkly. Rex Osborne, pres; William M. Watterson, gen mgr.
- B-175—WVAR Richwood, W. Va.—Delete Spec prog, delete executives. Insert: W. Courtney Evans, pres.
- B-176—WDUZ Green Bay, Wis.—Insert Net: ABC. Rep: Stone.
- B-178—WDUX Waupaca, Wis.—Change executives to read Joseph Hogan, news dir; Dan Yates, chief engr; Cliff Graff, supvr engr.

#### D—Program Services

D-17—Logos Ltd.—Change executives to read Michael E. Chaney, vp-gen mgr; Charles F. Rilev, vp; Joseph W. Durand, prog & prod dir.

#### E—Miscellaneous

E-41—Attorneys—Add James G. Taft, Davis, Gilbert, Levine & Schwartz, 1 E. 44th St., New York 17.



# Give to fight

# MS

Multiple Sclerosis

*the greatcrippler of young adults*



SEND . . .



... today!

This week Metromedia celebrates a long-cherished dream—the opening of its own Washington building. It's in the modern mode (fieldstone and glass) and the interiors have an expert's touch; some of the reception rooms are equal to what can be found on New York's Madison Avenue.

The new building houses various Metromedia offices but primarily it's the home of the group's Washington outlet—WTTG(TV), the city's only independent VHF station.

Although Metromedia personnel have occupied the new Wisconsin Avenue address for more than nine months, the ceremonies that take place Tuesday (April 28) bring the warmest glow to Larry Fraiberg, manager of WTTG since January 1963, who still shudders when he tells of arriving to take command of his first station and finding it on the 10th floor of the old Raleigh hotel on Pennsylvania Avenue.

"It was murder," Mr. Fraiberg says.

Mr. Fraiberg is one of the new breed of broadcasters. He's 42, came into broadcasting after World War II and has come a long way.

He's worked closely with three men in his 15 years in broadcasting. Two are broadcasters and the third is a Washington communications lawyer. All have nothing but praise for the young easterner (by birth) and Californian (by adoption).

**Sales Start** ■ Mr. Fraiberg broke into broadcasting at KPIX(TV) San Francisco in 1949, after graduating from the University of California at Los Angeles. Phil Lasky was his first boss and Mr. Lasky's opinion of the young salesman is obvious. Six years after he joined KPIX, Mr. Fraiberg was assistant sales manager of the CBS-affiliated station. In three more years he was the sales manager. "He was destined for success," Mr. Lasky says.

A second broadcaster who has been instrumental in the Fraiberg rise to management levels is Bennet Korn, president Metropolitan Broadcasting—Television. Mr. Korn was impressed, and is still impressed, with Mr. Fraiberg's dual talent. "Fraiberg is one of those rare men who has a feel for both the commercial and the programing sides of broadcasting," Mr. Korn says.

Since Mr. Fraiberg took over channel 5 in Washington, Mr. Korn says, both business and programing have improved "markedly."

**Praise Again** ■ Vincent B. Welch, Washington attorney, worked with Mr. Fraiberg on an application for channel 13 in Rochester, N. Y.

Mr. Welch is an outspoken individual who doesn't hesitate to be blunt and in his estimation, Mr. Fraiberg is top drawer. "He did a fantastic job working up that application," Mr. Welch recalls. "He's smart, quick, a hard worker,

## From 'murder' to a corporate dream in D.C.

perceptive and accomplishes what he sets out to do. He's one of the finest and most able persons I've met in this business in the last 25 years.

"Don't let that smooth appearance fool you," Mr. Welch concludes. "When the chips are down, he's real. A solid citizen. . . ."

Mr. Fraiberg looks like a collar ad out of *Playboy*, but there's substance too. As personable as he is, he's practi-

### WEEK'S PROFILE



Lawrence Philip Fraiberg—vice president-general manager, WTTG(TV) Washington; b. Pittsburgh, Oct. 12, 1921; Charles Morris Price School of Advertising, Philadelphia, 1940; U. of California, Los Angeles, B.S. (Marketing), 1948; account executive, KPIX(TV) San Francisco, 1949; assistant sales manager, 1955; sales manager, 1958; assistant to president, Metropolitan Broadcasting (Television) Division, Metromedia Inc., 1959; account executive, WNEW-TV New York, 1960; manager, Metro TV Sales, 1961; vice president-general manager, WTTG(TV), 1963; first lieutenant, field artillery, Pacific Theater, 1942-46; member—Washington Advertising Club, National Press Club, Television Academy of Arts and Sciences (Washington chapter), Washington Board of Trade, Better Business Bureau, Alpha Delta Sigma (advertising fraternity); hobbies— theater, record collection (classical and jazz), skiing, reading (history), bridge, water sports.

cal as well as creative.

His career at Metromedia—he joined the company in 1959—has been marked by a steady rise. His first job was to help prepare the firm's application for channel 12 in Wilmington, Del. When Metromedia dropped this application, he was assigned as an account executive with the corporation's WNEW-TV New York. After a year, however, he left to work on an application for a group in which he was, and is still, a vice president and 20% stockholder. This is for channel 13 in Rochester, and the group is the Citizens Television Corp., one of 11 applicants seeking the dropped-in VHF channel. An initial decision was issued last January, favoring the application of a joint commercial-educational group.

Mr. Fraiberg returned to Metromedia in 1962 as manager of Metro TV Sales in New York.

**Idea Ferment** ■ Even in school, the young Fraiberg had three great interests: theater, advertising and foreign affairs. The intellectual side of Mr. Fraiberg flourished in San Francisco. For two years he was a leader of a Great Books discussion group. He was also a panel member in the Great Issues discussions.

Lest he be accused of solely intellectual pursuits, he also participated actively in the Salvation Army's playground program for underprivileged children as sort of an unpaid counselor for the kids.

Even when he was in Japan and the Philippines as his battalion's information and education officer, his imagination led him to include a gripe column for enlisted men in the newspaper he founded. He knew it was successful when the commanding general called him on the carpet for the outspoken comments it carried.

**Success in D. C.** ■ Mr. Fraiberg's approach for WTTG is two-pronged: a diversified programing schedule and a commercially acceptable announcement schedule.

To that end, he has established a series of monthly documentaries that are community-oriented—school system, air traffic control, rapid transit plans, June brides, and one on fortune telling and palmistry. A newly established public affairs department runs these specials, under the direction of Yale Newman, former ABC newsman.

As befits a bachelor in Washington, Mr. Fraiberg is ensconced in the quaint, but fashionable, Georgetown section of the capital city. He occupies rented quarters on P Street, two blocks away from Jacqueline Kennedy's home. It's a four-story Federal house, and Mr. Fraiberg has decorated it in the decor of that period. It's there that he enjoys his hobbies—bridge, his classical and jazz record collection and parties.

## Are ETV rate cards next?

IT'S time to blow the whistle on educational television stations that are selling advertising in defiance of the government regulation that is supposed to prevent them from engaging in commercial operation.

Take the case of WNDT(TV) New York which, as reported elsewhere in this issue, accepted money from the Downtown-Lower Manhattan Association to produce a program about an area redevelopment project in which the association is financially interested. The association wants to build a World Trade Mart in New York's lower West Side. It is opposed by merchants who would be evicted if the association's plans went through.

Although both sides of the dispute were presented in the program, the merchants are objecting. Whether they have a point is not of interest here. What is important, it seems to us, is that WNDT accepted some \$12,000 from the Downtown-Lower Manhattan Association to produce a show on a subject in which the association has a vast financial stake. No clearer example of sponsorship can be found on anyone's air.

The educators already have favored status at the FCC in the form of station reservations that are held exclusively for them. Is the commission to extend that favoritism to the point of exempting the educational stations from prosecution for violation of the FCC's rules?

WNDT is a special case. It was originally a commercial property. But in applying for approval of its purchase of the facility, the educational association that runs it now promised to be noncommercial. At the very least a question of performance vs. promise is raised.

## The ASCAP tangle

WHENEVER broadcasters and the American Society of Composers, Authors and Publishers start negotiating new radio or television music licenses, the proceedings invariably get complicated and usually wind up in court. This time, however, they seem apt to set a new record for both complexity and litigiousness.

To begin with, both radio and TV negotiations are now in court at the same time. The all-industry committee representing television stations, which filed suit for court determination of "reasonable" fees two and a half years ago, is currently rebounding from an adverse appeals-court decision but says it has no intention of lessening its fight. For radio broadcasters, the fight is just beginning.

The issues are almost indescribably complex. As a generality it may be said that the broadcasters want to pay ASCAP less, while ASCAP wants them to pay more, but the various broadcast groups are seeking reductions in various ways. The all-industry TV station group is seeking a restricted form of music license (which the courts say, thus far, that ASCAP is not required to give). The all-industry radio station committee wants a 22% reduction in station payments. CBS Radio is seeking to change its contract from the traditional blanket license to a per-program license. And the Metromedia stations want a new basis for computing their payments, claiming the present basis is discriminatory.

ASCAP's offers, particularly in radio, are not so hard to describe as they are hard to understand. It has offered to extend the current blanket-license terms for networks—but not for stations. It has offered to extend (with certain "modifications") per-program licenses for stations—but for networks has drafted per-program terms that, according to network estimates, will be substantially more expensive than blanket licenses. By coincidence or otherwise, its new blanket-license offer to stations would increase their pay-

ments, according to station sources, by exactly the same rate that stations think they should be reduced. And as yet ASCAP has given no hint of why it thinks any of these offers is justified.

How it will all come out is beyond prediction. Momentarily, at least, ASCAP is ahead in the TV case. It appears, however, that the multiplicity of demands, particularly in the radio case, is putting intense pressure on ASCAP and its lawyers—merely to keep up. Broadcasters who have squirmed under ASCAP pressures over the past generation may derive some satisfaction from this prospect, but they will hardly expect ASCAP to retreat as a result.

Certainly this is no time for either radio or television broadcasters to slacken their efforts to get new rates that are fair to all. They are now paying ASCAP some \$30 million a year, which is at least 80% of ASCAP's total income. Thus any significant change in the rates will mean hundreds of thousands and probably millions of dollars. When the stakes are that high they are worth fighting for—even if, as at this moment, the fight looks to be long and sweaty.

## Month with meaning

THE merry, merry month of May is taking on a new meaning in this country. It is National Radio Month and it offers the opportunity of displaying to Americans the benefits they derive from the most ubiquitous and the freest radio in the world.

In this year's observance of Radio Month, broadcasters have much that is exciting and different to talk about. Audiences are growing. Diversity in programming is sweeping the country, supplementing, and in some instances replacing, formula operations. Drama, which all but disappeared from radio in the post-television era, is returning, not only in vintage reruns, but in new product that already has found ready audiences and gives promise of swift expansion. "Talk" stations are developing new audiences.

All of these moves toward diversity benefit the public, which, in this transistorized and mobile age, listens everywhere.

Add the essential ingredients of news when it happens and local public events which only local radio can handle spontaneously, and you have, in America, the all-encompassing mass communications medium. Every day of every month is Radio Day.



Drawn for BROADCASTING by Sid Hix  
"I always wondered where those old, old reruns wound up!"