



BROADCASTING

THE BUSINESSWEEKLY

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RADIO

FEBRUARY 24, 1964

Transcontinent sale approved, but stricter ownership rules may follow 27

McCann-Erickson raps reps, says it wants the best spots or else 46

Baseball rights bring over \$13.5 million; package plan still under study 32

CBS-TV affiliates aim for a bigger slice of the network's income 56

COMPLETE INDEX PAGE 7

MAXIMUM RESPONSE —that's advertising efficiency.



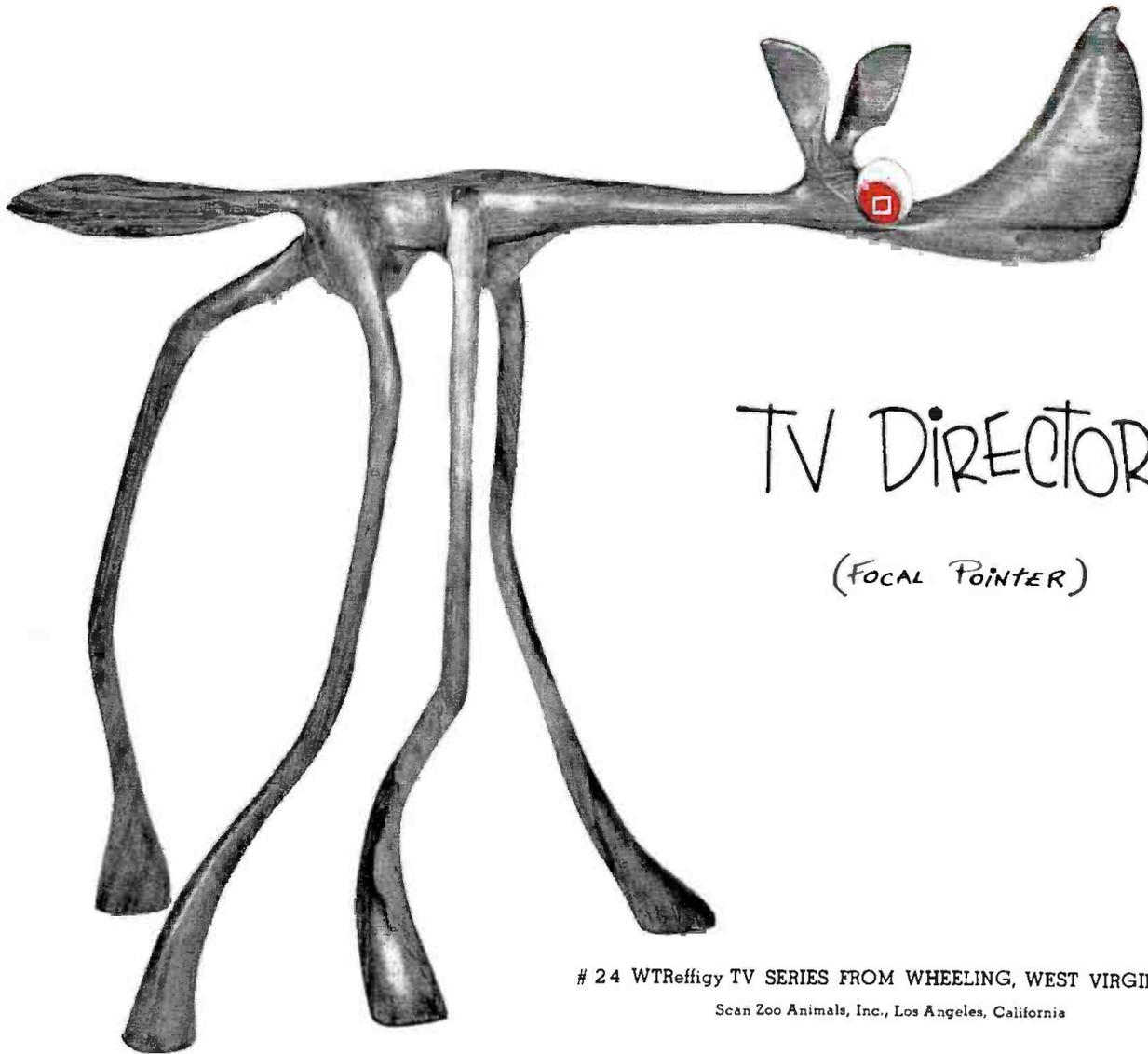
WBAL-TV BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

WTR REFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!



TV DIRECTOR

(FOCAL POINTER)

24 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA
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

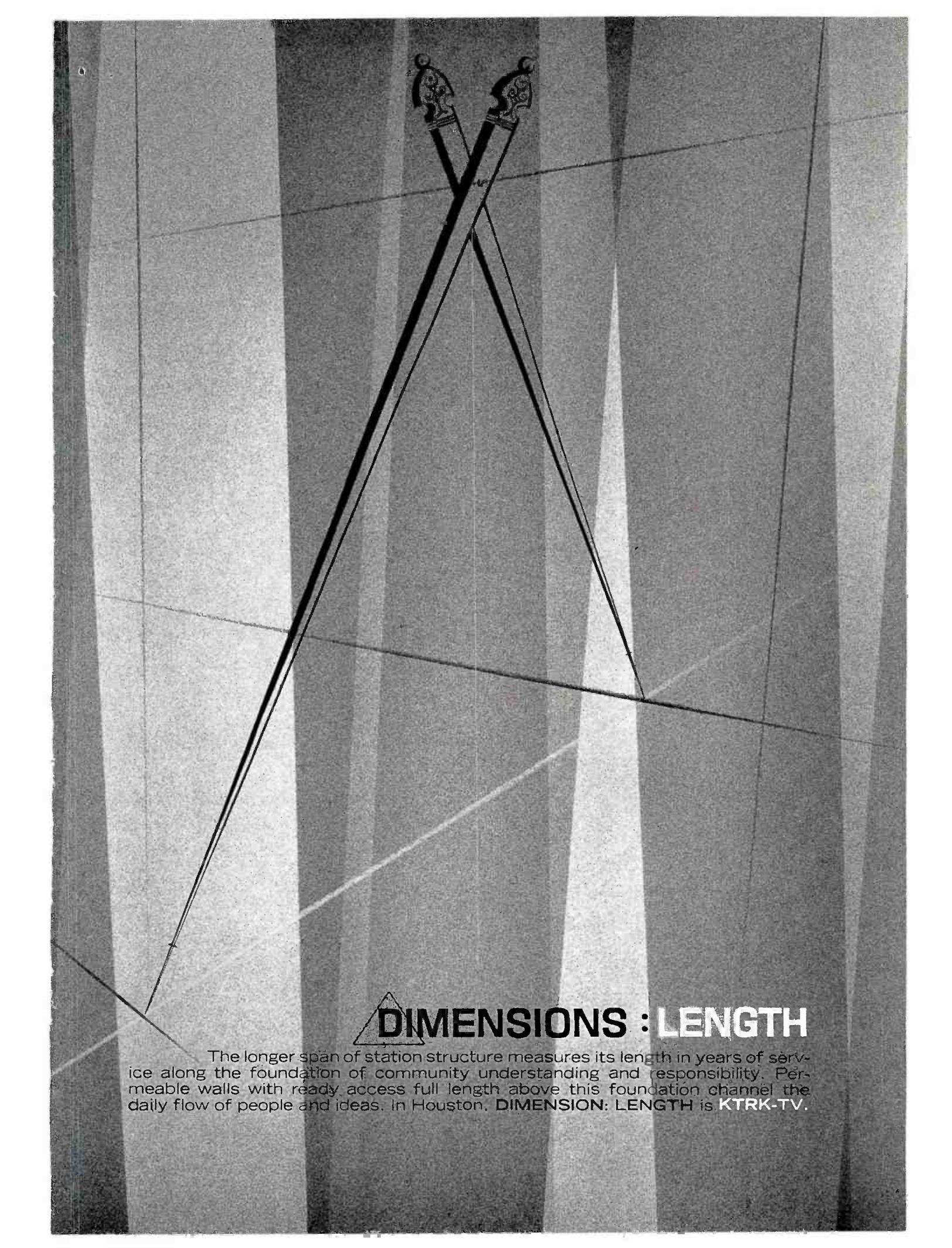


network color



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

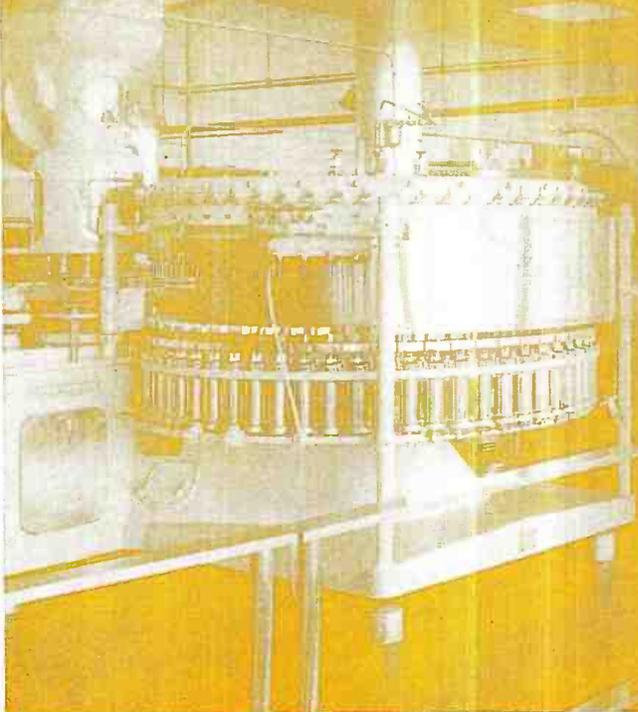
WHEELING 7, WEST VIRGINIA



DIMENSIONS : LENGTH

The longer span of station structure measures its length in years of service along the foundation of community understanding and responsibility. Permeable walls with ready access full length above this foundation channel the daily flow of people and ideas. In Houston, **DIMENSION: LENGTH** is **KTRK-TV**.

SOFT DRINKS



sirup spy • cola

CO₂ • POST-MIX • STARWHEEL

sodium citrate • carbonation

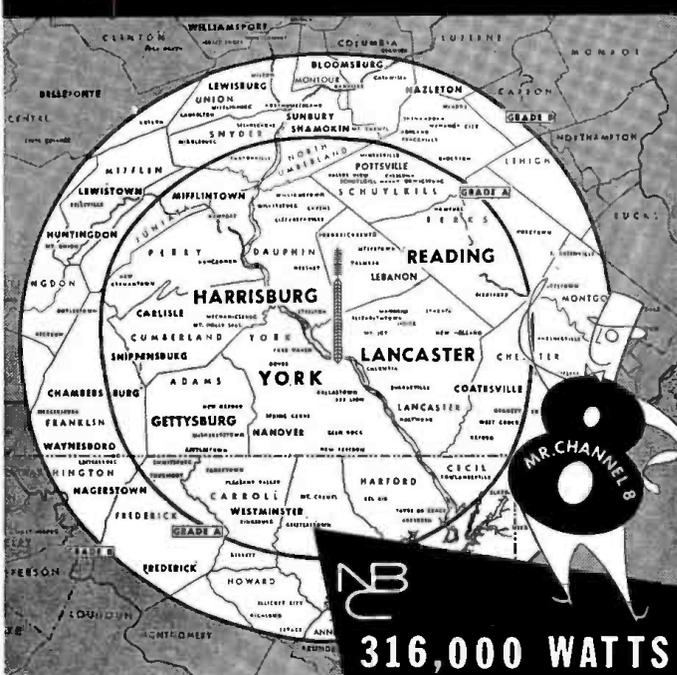
SIX-PAK • PHOSPHORIC ACID

Reseals • Pre-mix • Tandemizing

acidulant • alkali-dilution

American Bottlers of Carbonated Beverages

MULTI-CITY TV MARKET



Whatever your business language, WGAL-TV translates it into sales

Channel 8 speaks the language of the people in its widespread multi-city market. Viewers listen, understand, and respond. To prove it, Channel 8 telecasts sales messages for practically any product you can name.

WGAL-TV

Channel 8 Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York / Chicago / Los Angeles / San Francisco

BROADCASTING, February 24, 1964

High cost of politics

Presidential election year off to expensive start for network television and radio news organizations. Current estimates expect total radio-TV network costs for coverage of GOP primary campaigns and election in New Hampshire alone to reach and probably exceed \$6 per vote. Commitments of one network (NBC) reportedly have surpassed \$2-per-expected-vote level already. Balloting is March 10. Expected turnout: 100,000 to 125,000 votes.

Sheridan for NCTA?

Is James B. Sheridan, chief of FCC's Broadcast Bureau, under consideration for paid presidency of National Community Television Association? While no confirmation was available last week, there was no denial that his name had been advanced in opposition to draft of Archer S. Taylor, CATV operator and engineer of Missoula, Mont., who has been urged to accept interim presidency. Position reportedly would pay \$30,000 to \$35,000 per annum.

Mr. Sheridan became Broadcast Bureau chief last March, succeeding Kenneth A. Cox who moved to commissionership. He is economist by profession. He has been with FCC since 1941 and has served as administrative assistant to both Fred Ford and Newton Minow.

Hocus pocus

Is TV commercial currently on TV for Anacin "hypnotic" in its affect on viewers? FCC has received several inquiries about Anacin commercial which dramatizes "fast" action and has sought opinion of expert in hypnosis if commercial could have such effect on viewer.

Reinsch reconfirmed

Designation of J. Leonard Reinsch as executive director of Democratic National Convention and vice chairman of Democratic National Convention Committee became official last week as direct Johnson administration appointment. Mr. Reinsch, president of Cox Broadcasting Corp., had accepted call to direct his third Democratic convention prior to assassination of President Kennedy and action last week was formalization of appointment by new administration.

Mr. Reinsch's chief aides are expected to be Betty Forsling, handling White House liaison, and Jack Christie, TV-radio director of Democratic Committee. As in past, Sam Brightman, vice chairman of Democratic Committee, will direct overall public-

CLOSED CIRCUIT*

ity and information. Mr. Reinsch, who resides in Atlanta, will operate from that place as well as from Atlantic City and Washington.

Action from MCA TV

MCA TV is reportedly preparing to release to syndication two half-hour action-adventure series, *Markham* and *Wells Fargo*. MCA TV's rationale is that shortage of half-hour action series on networks next fall and in syndication will make these properties attractive, particularly on ABC-TV stations where it's felt certain that 10:30-11 p.m. time slot on several evenings will be turned back to affiliates.

Slow world market

Recent sales of taped entertainment programs abroad—*Danny Kaye Show*, *Garry Moore Show*, *Red Skelton Show* and *Jackie Gleason Show*—isn't encouraging to distributors as it might seem. They see no significant spurt in activity for these "image-building properties." Sales have been made largely in few big markets, Britain and Australia principally. Problem remains: high costs of marketing because of fees for music clearance and for residual payments to performers. Among taped series distributors would like to see overseas are *Firestone Hour*, *Telephone Hour* and *Dinah Shore*.

Those Florida renewals

FCC's staff is finding its work cut out for it in commission's new case-by-case approach to overcommercialization problem. Staff, fortnight ago, came up with 10 Florida AM's it suggested be questioned on commercial practices (BROADCASTING, Feb. 17). But commission wasn't satisfied with Commissioners Frederick W. Ford and Robert T. Bartley demanding justification for letters asking explanation of variation between promise and performance. First result: matter was passed over for week, with staff instructed to dig up more data. Next result could be staff decision performance of some of 10 wasn't so bad after all, so that they would be dropped from list it submits to commission this week.

Cut spot to buy NFL

Network's gain will be spot TV's loss in Philip Morris's decision to co-sponsor National Football League games on CBS-TV next fall (see story, page 48). Reason is PM must pay considerably more for its coverage because of sharp jump in football rights fees. Company has ordered approxi-

mate 30% reduction in spot TV spending to take full effect next fall, and even more drastic cut in print expenditures. Agencies involved in shift that affects all major PM cigarette brands are Leo Burnett, Chicago, which placed NFL sponsorship, and Benton & Bowles, New York. Latest published estimates showed PM spending more than \$5.8 million in spot TV (gross rates) for year beginning Oct. 1, 1962, and ending Sept. 30, 1963 (BROADCASTING, Jan. 3).

Velotta leaves ABC

Thomas Velotta, with ABC and its predecessor, NBC, for past 37 years, has resigned as vice president, administration, ABC News, effective March 1. He has not announced future plans but is expected to continue in broadcasting. Mr. Velotta joined NBC in 1928, moved to Blue Network which became ABC after separation from RCA-NBC family in 1942. He was named vice president in 1948.

Educational?

Georgia broadcasters wonder whether ETV stations should confine themselves to carrying ETV programs rather than popular entertainment. Eyebrows were lifted last week when it was learned that ch. 8 WGTV(TV) Athens educational outlet had purchased new film package. Some of titles: *Lovers and Lollypops*; *Nude in a White Car*; *Poor But Beautiful*. Feature films are used on station during evening hours with State Department of Education running "pure" education during daytime.

Smoking 'cures'

Federal Trade Commission has told its investigators to guard against schemes attempting to capitalize on U. S. report on smoking. Some involve radio-TV and one under investigation is per inquiry offer for Smoke-No-Mor (BROADCASTING, Feb. 17). No complaints have been lodged to date.

More gain than loss

According to association official, only one station has resigned from National Association of Broadcasters in protest against policies of President LeRoy Collins since NAB board voted 25-18 not to take up his contract (BROADCASTING, Feb. 3). In same time NAB has signed over two dozen new members. KRCB Council Bluffs, Iowa, resigned in letter dated Jan. 31 (after less than three months as NAB member) because of "complete disagreement" with Mr. Collins.

PENNSYLVANIA POINTS AHEAD

**THIS LANE FOR
ALLENTOWN
EASTON
BETHLEHEM &
WAEB**



**STRAIGHT AHEAD TO
READING
and
WRAW**



**BEAR RIGHT TO
YORK
HOME OF
WNOW**



**WHERE THE PENNSYLVANIA GROUP OF WILLIAM RUST STATIONS, INC.
ANNOUNCES THEIR NEW REPRESENTATIVE:
ADVERTISING TIME SALES, INC.**

NOW SOLD NATIONALLY EVERYWHERE BY



WEEK IN BRIEF

FCC approves Transcontinent sale but some members have trouble reconciling vote. Chairman issues concurring opinion, joined by Cox, which brings up question of changing multiple ownership rules. See . . .

TRANSCONTINENT: LAST OF KIND? . . . 27

Major ball clubs will split \$13.5 million in 1964 from sale of radio and TV rights, but some broadcasters are finding it difficult to sell. Discussions underway on package deals like in football. See . . .

PACKAGE PLAN FOR BASEBALL? . . . 32

McCann-Erickson executive rips into servicing of accounts by station reps and orders "sudden death" for TV spots when better availabilities are discovered, without advance notice to station or rep. See . . .

ULTIMATUM: BEST SPOT OR NONE . . . 46

Troubles still follow rating firms in dealings with Federal Trade Commission. Tug of war on compliance with consent order going on at present time between trade agency and Nielsen. See . . .

MATTER OF INTERPRETATION . . . 50

CBS affiliates working on recommendations to network for boost in compensation after hearing report by economist that imbalance exists between CBS's rising fortunes and payments to affiliates. See . . .

BIGGER CUT FOR AFFILIATES? . . . 56

State association presidents meet in Washington and official and unofficial discussions are still how to beat back government regulation. Collins sees radio blooming in 1964. See . . .

SAME OLD PROBLEM: REGULATION . . . 60

Question of whether to consider station performance in cases involving stations with four-month licenses is argued in Miami channel 10 case. Issue stirs Miami channel 7 to seek participation. See . . .

COMPETITORS ARGUE DECISION . . . 67

Possibility of New York-Chicago microwave link tying in CATV's along the way becomes factor in FCC consideration of Cox applications for relays for cable service. Hard decisions must be made soon, some feel. See . . .

BLUEPRINT FOR CATV REGULATION . . . 69

House and Senate conferees agree on meeting to iron out differences in Sec. 315 relaxation for 1964 presidential campaign. No real problem exists and suspension should become law soon. See . . .

AT LAST, ACTION ON 315 . . . 78

Commission says KRLA has nothing to transfer since its license was not renewed. There goes possible solution to Pasadena station's problems. New applicants are given timetable for applying. See . . .

KRLA HAS NOTHING TO SELL . . . 30

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	90
BROADCAST ADVERTISING	32	LEAD STORY	27
BUSINESS BRIEFLY	54	THE MEDIA	56
CHANGING HANDS	66	MONDAY MEMO	24
CLOSED CIRCUIT	5	OPEN MIKE	20
COMMERCIALS IN PRODUCTION	50	PROGRAMING	76
DATEBOOK	14	WEEK'S HEADLINERS	10
EDITORIAL PAGE	110	WEEK'S PROFILE	109
EQUIPMENT & ENGINEERING	88		
FANFARE	74		
FATES & FORTUNES	92		
FILM SALES	84		
FINANCIAL REPORTS	90		
FOR THE RECORD	97		



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.

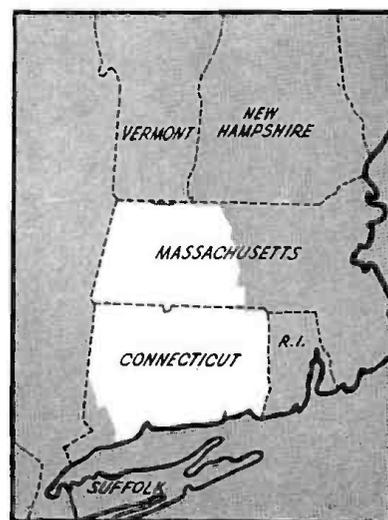
Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

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.

**WTIC MEANS
GREATEST COVERAGE**

**TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE**

**IN RICH, RICH
SOUTHERN
NEW ENGLAND**



WTIC  **50,000 watts**

HARTFORD, CONNECTICUT
REPRESENTED BY THE HENRY I. CRISTAL COMPANY

HENRY HOPES FOR QUICK AM THAW

Tells state presidents freeze should end in May or June

Two-year freeze on AM applications hopefully will be lifted by May or June, FCC Chairman E. William Henry said Friday (Feb. 21) in surprise appearance before ninth annual conference of state broadcasting association presidents in Washington (see page 60).

FCC has had AM freeze in force since May 1962, under which all applications for new stations or major changes in existing stations are rejected. At that time, FCC began major study of AM allocations and Chairman Henry promised Friday that no restrictions based on economics will be placed on future grants.

"We are only trying to make what is left of AM spectrum available on the best possible basis," he said.

Chairman requested opportunity to appear before state presidents in conference sponsored by NAB and answered questions for over one hour. He made these additional points:

- FCC will hold special meeting March 13 to consider its coming primer on fairness doctrine (BROADCASTING, Feb. 17). Document will attempt to answer broadcasters' questions on how they can comply with "fairness" requirement.

- Regulation of community antenna systems is "here to stay" and will get broader in future. FCC will protect local TV station "who gets to all the

people" and is locally oriented. But FCC is not interested at this time in licensing CATV's and requiring their total operations to be in public interest, he said.

- Local, live programming is "essence" of licensee's service to public, chairman said, with "spot" programming not meeting his public interest obligations. FCC efforts in this area "have nothing to do with censorship," he maintained, and promised that as long as he is chairman, agency will continue to show concern over lack of local programming.

- H. R. 8316, which would prohibit FCC from limiting number of commercials by rule, is "not a wise bill in any event," he said. If bill, which will be debated on House floor this Wednesday (see page 44), becomes law FCC will continue to consider commercial time on case-by-case basis, the chairman continued.

- Daytime-only radio stations will be granted standardized operating hours year around in near future. "I hope we will have it [new rule on daytime operations] before Congress goes home this time," he said.

- Chairman promised to present to full FCC request by state presidents that key FCC officials serve actual working "internship" at broadcast stations to help them better understand problems of station manager.

—"less than 25%"—according to company spokesman.

FCC approval last week of Time-Life Broadcast's purchase of KERO-TV (ch. 23) Bakersfield, Calif., for \$1,565,000 (see page 27) brought group's TV station total to six.

Parent firm's annual report released Friday showed 1963 net income highest in company's history, up 39% over 1962. Report said "Time-Life Broadcast's properties continued to expand their audiences and revenues."

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$6.55	\$4.76
Net revenues	356,999,000	326,039,000
Net income	14,204,000	10,190,000

*Based on 2,169,000 shares outstanding at end of 1963, compared to 2,143,000 at end of 1962.

N. H. governor against favoritism in primary

New Hampshire Governor John King said Friday (Feb. 21) that he considered election officials "who favored one news gathering agency over another in

Harris: 'It was time'

"I got so many calls about it I thought it was time to do something about it."

That was how Representative Oren Harris (D-Ark.) explained Friday (Feb. 21) why he had initiated action earlier in week to get HJ Res 247—equal time suspension resolution for presidential and vice presidential races—moving again (see page 78).

Broadcasters and Republican congressmen especially had been working privately and publicly on Representative Harris and on White House urging that action be completed on measure which won House and Senate approval last year but stalled on House side (BROADCASTING, Feb. 17).

dissemination of returns" in March 10 primary to be in "violation at least of ethical standards . . . implicit in his functions." ABC News had protested CBS plan to pay election officials to provide network with polling results night of primary (see page 82).

Governor King said he based his statement on attorney general's ruling he requested after receiving complaints on plans to employ "town clerks, moderators and other election officials."

Ruling, he said, was that moderators at polling places "are charged by law with publicly announcing the returns after tabulating the votes," and thus he was requesting attorney general's office "to prosecute any deviation from the provisions of this statute." He said only "guideline of conduct" was "equal and fair treatment to all of the news media."

CBS spokesmen said governor's statement fits into network's understanding, and that no election official would be expected to violate law. Returns, they said, will be given CBS only after results are announced publicly at polling places.

Reynolds to face smoking problems

R. J. Reynolds Tobacco Co., in annual report to stockholders, said all segments of tobacco industry face problems as result of U. S. surgeon general's report on smoking and health. Chairman Bowman Gray and President A. H. Galloway told stockholders Reynolds would "face the problems realistically in a continuing effort to do what is best for the users of its products, for

3-1 stock split planned by Time Inc.

Directors of Time Inc., parent of Time-Life Broadcast, have announced plan to split company's stock three-for-one. Stockholders will vote on proposal at April 16 annual meeting.

Board declared quarterly dividend of 90 cents on shares at their present value, which compares to 75-cent dividend for 1963's first quarter. Dividend will go to stockholders of record Feb. 28 on March 10.

Board also announced plan for company listing on New York Stock Exchange late in April.

Company has announced purchase of interest in British Telemeter Home Viewing. BTHV is conducting pay TV experiments using Paramount wired system in South London and community in north of England. Time's interest in subscription TV company, which is capitalized at \$280 million, is minority

WEEK'S HEADLINERS



Mr. Charrow



Mr. Kaufman

Needham, Louis & Brorby, Chicago, Friday announced election of four new members to agency's board of directors: **Curtis Berrien**, formerly senior VP and creative director of Lennen & Newell, who rejoins NL&B today (Monday) in new post of executive VP in charge of creative services; **Paul E. Belknap**, senior VP; **Paul J. Schlesinger**, VP, and **John A. Willoughby**, VP-managing director of NL&B of Canada Ltd. Messrs. Berrien, Belknap and Schlesinger also are named to NL&B's executive committee. Mr. Schlesinger has been appointed VP in charge of marketing services and research, media-programing and merchandising departments will report to him. Mr. Belknap becomes chairman of newly formed

business affairs committee. NL&B also announced that **Harold Kaufman**, VP-director of TV-radio production, becomes VP-director of broadcast design and production in charge of creative department's newly formed broadcast design and production unit. Mr. Kaufman will be assisted by **Fred Charrow**, formerly with Jack Tinker & Partners, Interpublic division, who becomes VP-associate director of broadcast design and production at NL&B.

Peter E. Schruth, formerly president, Curtis - International, division of Curtis Publishing Co., Philadelphia, named VP and general executive at Westinghouse Broadcasting (Group W) in New York. With Curtis since 1945, Mr. Schruth also served as publisher of *Holiday* magazine and advertising director of *The Saturday Evening Post*. Earlier Mr. Schruth served as special agent of FBI in several bureau offices.



Mr. Schruth

posals will represent industry effort to specifically cut down on billboards and credits in TV programs.

He reaffirmed that NAB amended code on integrated commercials (BROADCASTING, Feb. 3) after lengthy research, and not as result of Procter & Gamble's pronouncement it would ask for makegoods if P&G commercials were placed near piggybacks. Mr. Helffrich said, though he was aware of charges being made, "there was no collusion between NAB and P&G."

Dallas-based CATV firm gets new name, boss

Group of 14 community antenna television systems controlled by Charles A. Sammons of Dallas has taken on new name and new chief executive. National Trans-Video Inc., Dallas, now is corporate title for firm holding CATV systems with 35,000 subscribers in seven states and Canada. Byron D. Jarvis, engineer and former mobile home company executive, becomes president. National Trans-Video, Delaware corporation, has merged several of its CATV holdings into firm but remains essentially same operation under Mr. Sammons' ownership.

Sarnoff gets honorary degree

Brigadier General David Sarnoff, RCA board chairman, was to be awarded honorary Doctor of Humanities degree by Rollins College, Winter Park, Fla., this past weekend.

General Sarnoff, in speech at Rollins, urged that universal education in science be made part of curriculum in American schools.

C&W pioneer dies

Fred H. Walsh, 79-year-old former chairman of Cunningham & Walsh Inc., New York, died last week in that city's St. Vincent's hospital. In recent years he had not been active in the agency.

Mr. Walsh was a founder of Newell-Emmett Co. agency in 1919 and served as treasurer. Firm became C&W in 1950, with Mr. Walsh as president and treasurer. He became chairman in 1954.

For other personnel changes of the week see FATES & FORTUNES

its stockholders and its employees."

Company said it will continue to support research to help determine answers to health threat involved in smoking. Earlier this month, Reynolds announced record 1963 sales (up 2.8% over 1962) and earnings (up 6.5% to \$3.13 per share).

Regimen case draws eye of Senate subcommittee

Regimen case in which Kastor, Hilton, Chesley, Clifford & Atherton, New York ad agency, has pleaded not guilty to criminal fraud charge involving former client, Drug Research Corp. (BROADCASTING, Feb. 3), has caught eye of Senate government subcommittee concerned that federal offices may not coordinate well and fast enough to protect public.

Thinking is that between them Federal Trade Commission, Food & Drug Administration, Post Office's mail fraud section and Justice Department should have moved quicker. Case goes back to 1957. Subcommittee aim is better inter-agency coordination, but probe—headed by Senator Hubert H. Humphrey (D-Minn.)—will touch on Regimen as symptom of problem.

Drug industry and its regulators—

plus advertising agencies—are looking toward October 1964, date after which many name drugs will not only have to prove they're safe, but that they do what their advertising claims.

Proposals on clutter expected in spring

NAB Code Authority can be expected to advance its new code amendment proposals to reduce TV clutter early this spring.

Stockton Helffrich, manager of authority's New York office, in presenting tentative timetable, also told college majors conference (see page 79) that pro-

Three consecutive 'Today' specials slated

NBC-TV, which last year telecast some half-dozen two-hour specials in *Today* show (7-9 a.m.), plans three such shows March 18, 19 and 20. Move follows trend toward specials as additional appeal to advertisers. Salute to Noel Coward last year had Pontiac as sponsor.

Taping session is set for today (Feb. 24) for March 18 show saluting Fred Allen with Jack Benny on

film, and Allen's Alley favorites on camera.

March 20 special saluting song-writers Sammy Cahn and Jimmy van Heusen is already on tape, and March 19 program is to be worked out.

Procedure also permits *Today* show to travel—it'll be in Tucson, Ariz., for six days, starting March 23.

*Television is the only
efficient way to reach the
49-county North Florida/
South Georgia regional market,
and WJXT, Jacksonville
is the only television station
to blanket the total area*



HOW TO IDENTIFY A NETWORK

It's possible to identify one television network even while traveling around the world. Just look for the NBC News camera teams.

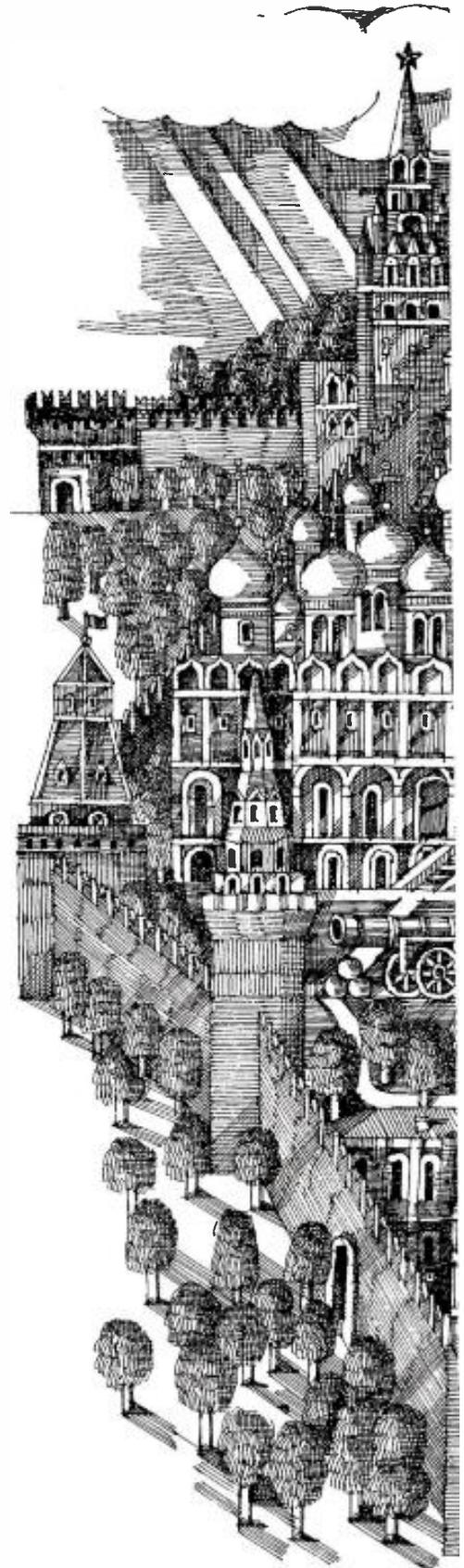
In the recent past, they've cruised the length of the Nile, visited the landmarks of Greece, tracked across Europe on the Orient Express, gone *under* the Berlin wall, and explored the *inside* of the Kremlin.

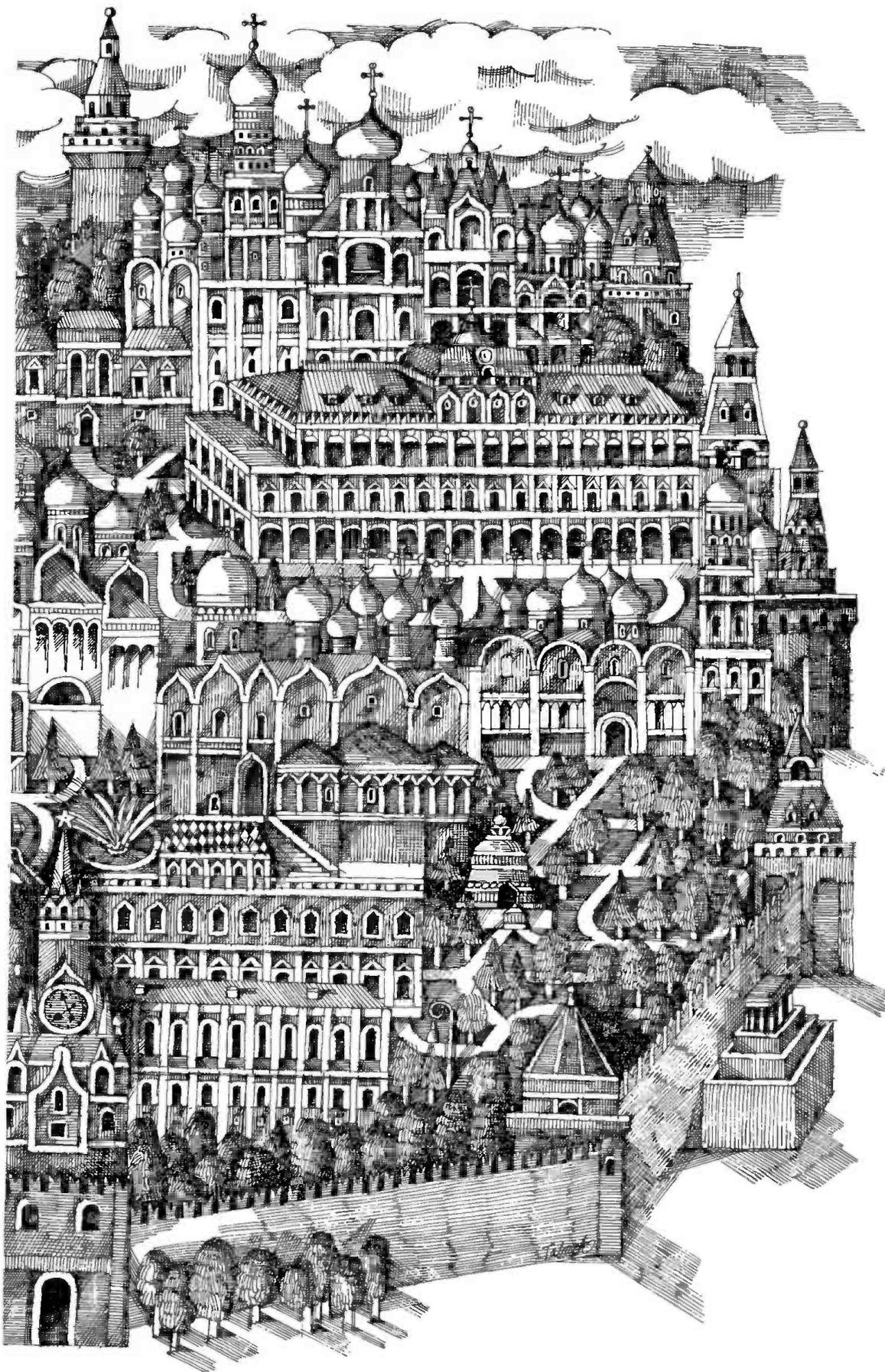
This last venture was unusual even for our enterprising voyagers. Russian television itself had never been permitted inside the Soviet sanctum. To see NBC color cameras trundling through the Spasski Gate to begin filming the television special, "*The Kremlin*," was an eye-opener for Muscovites.

The final product, of course, was an eye-opener for everyone. The stunningly beautiful, 60-minute "*The Kremlin*" was recognized instantly as a television classic.

Typical of its critical reception were such comments as: "A landmark in the medium's capability for enrichment..." (New York Times). "A superb program...perhaps the best film color ever seen...a kind of living history." (Washington Post). "A sublime and stupendous work of television art..." (United Press International). "An outstanding television feat." (Boston Traveler).

Which demonstrates that, although it's possible to identify NBC while traveling around the world, it can be even more exciting to do it right from your own living room.





"THE KREMLIN" Originally broadcast May 21, 1963, 9:30-10:30 pm / Rebroadcast June 4, 1963, 7:30-8:30 pm, and Jan. 26, 1964, 10-11 pm

DATEBOOK

A calendar of important meetings and events in the field of communications.
 ■ Indicates first or revised listing.

Feb. 24—Discussion at 8 p.m. by FCC Commissioner Kenneth A. Cox, W. Theodore Pierson of Pierson, Ball & Dowd, Washington communications law firm, and Professor John P. Sullivan of George Washington University Law School. Topic will be "The Fairness Doctrine: Is it Constitutional? Is it Sound Policy?" Moderator is Professor Monroe H. Freedman of George Washington University Law School. National Lawyers Club, Washington.

Feb. 25—**International Broadcasting Awards** banquet. Presentation of trophies for best commercials on radio and television in any part of the world for 1963. 8 p.m., Hollywood Palladium.

Feb. 26-29—Seventeenth annual conference of **Western Radio and Television Association**. Speakers include FCC Commissioner Robert T. Bartley; Richard Pack, vice president in charge of programming for Group W (Westinghouse Broadcasting Co.); Mrs. A. Scott Bullitt, board chairman of KING Broadcasting Co., Seattle; Jules Dundes, vice president of CBS Radio and general manager of KCBS-AM-FM San Francisco and president of San Francisco Radio Broadcasters; Harold See, general manager of KRON-TV San Francisco, and John F. White, president of National Educational Television & Radio Center. Jack Tar hotel, San Francisco.

Feb. 27—Annual stockholders meeting of **MGM**, Hotel Astor, New York.

Feb. 27-28—Annual meeting of Southwest council of **American Association of Advertising Agencies**, Menger hotel, San Antonio, Tex.

Feb. 28—Annual ball for **Advertising Women of New York Foundation**, to be sponsored by Spanish Pavillion of 1964-65 New York World's Fair. Waldorf Astoria hotel, New York City.

Feb. 28—**UPI Broadcasters Association of Massachusetts** annual Tom Phillips awards dinner, 5:30 p.m., Charter House motel, Cambridge, Mass.

Feb. 29-March 1—**Newsfilm Standards Conference** of Radio-Television News Directors Association. RTNDA board of directors will meet Friday, Feb. 28. Time & Life Building auditorium, New York City.

meeting honoring best-produced TV shows and theatrical motion pictures. 7:30 p.m., Beverly Hilton, Beverly Hills, Calif.

■March 1-3—Annual convention of the **Continental Advertising Agency Network**, Continental hotel, Los Angeles.

■April 19-25—**Television Newsfilm Workshop**, Center for Continuing Education, University of Oklahoma, Norman.

March 2-4—National conference on the **Improvement of Teaching by Television and Radio**. Co-sponsored by the National Association of Educational Broadcasters and the University of Missouri, the conference will stress quality of instruction through programs on the roles of teachers, administrators, and producers-directors; and also programs on the application of research, the use of graphics and devices, and the inter-institutional exchange of broadcast materials. Memorial Student Union, University of Missouri, Columbia.

March 3—Tenth annual meeting and dinner of **New York State Broadcasters Association**, Ten Eyck hotel, Albany.

March 4—**International Radio and Television Society** 24th anniversary banquet. 1964 Gold Medal award will be presented to Leonard Goldenson, American Broadcasting-Paramount Theaters president. Waldorf Astoria, New York.

■March 6—Seminar on TV commercials by **Weightman Inc.**, Philadelphia advertising agency. FCC Commissioner Robert E. Lee will speak. Sheraton hotel, Philadelphia.

■March 6—**Detroit Adcraft Club** meeting. LeRoy Collins, NAB president, to speak.

March 7-8—Second annual **Radio Operations Seminar** of Oklahoma Broadcasters Association. Speakers include FCC Commissioner Kenneth A. Cox on "The Year 1963 in Review"; Douglas A. Anello, general counsel of National Association of Broadcasters, on "Section 315, An Election Year Review," and Miles David of Radio Advertising Bureau on broadcast ratings. University of Oklahoma Center for Continuing Education, Norman, Okla.

■March 9—National Electronics Marketing Symposium of **Electronic Industries Association**. Keynote speaker will be Dr. Thomas A. Staudt, chairman of Michigan State University's Department of Marketing and Transportation Administration, on "Marketing Requirements in a Rapidly Changing Tech-

MARCH

■March 1—**Producers Guild of America**

FLORIDA'S **3**rd MARKET
 is tuned in to
WESH-TV
 FLORIDA'S **2** CHANNEL
 REPRESENTED BY THE KATZ AGENCY, INC.
 ORLANDO • DAYTONA • CAPE KENNEDY

Don't just sit there.

Do something!

*The ABC Owned Television Stations do!
We provoke. We challenge. We arouse the
people of the five great cities we serve.
On the next two pages you'll read how
one of the ABC Owned Television Stations
urged the viewing public in its city to
do something for the common good.*



***How KABC-TV
helped Los Angeles
discover two hundred
billion gallons
of precious water***

Water is the lifeline of the people of Southern California. Yet every day, one-half billion gallons of water are squandered.

The once ample Los Angeles River has dwindled to an inadequate trickle. Yet year after year responsible Los Angeles officials and residents show an almost reckless disregard for 200 billion gallons of precious water that could have secondary uses.

On June 10, 1963, Station KABC-TV started an editorial campaign to present the facts about this waste of water and the danger of a water shortage resulting from it. The urgent subject was aired twenty-one times. No other communications medium in Los Angeles took so strong an editorial position.

One of the most astonishing facts revealed by KABC-TV was that Los Angeles used its water only once while other



major cities use water four and even more times. The editorials pointed out that, even with minimum treatment, one-half of the wasted water could be reclaimed. Adequate research might provide for the re-use of as much as 90 per cent of the city's water supply.

KABC-TV editorials get action

Public reaction to KABC-TV's exposure of this shocking waste was immediate. Wrote United States Senator Thomas H. Kuchel:

"Your station is to be commended for bringing to the attention of its extensive audience the urgent need for vigorous action to conserve these precious resources."

As a direct result of the KABC-TV editorials, a whole series

of conservation programs took shape. Extensive research was set in motion with the enthusiastic assistance of the U.S. Public Health Service. A pilot plant will soon blaze the way for an extensive water-saving program.

Station KABC-TV is proud of the part it has played in helping to conserve one of the most important resources the Los Angeles community possesses. It is just one example of how the ABC Owned Television Stations participate in helping to solve the problems of the people with whom they live and serve.

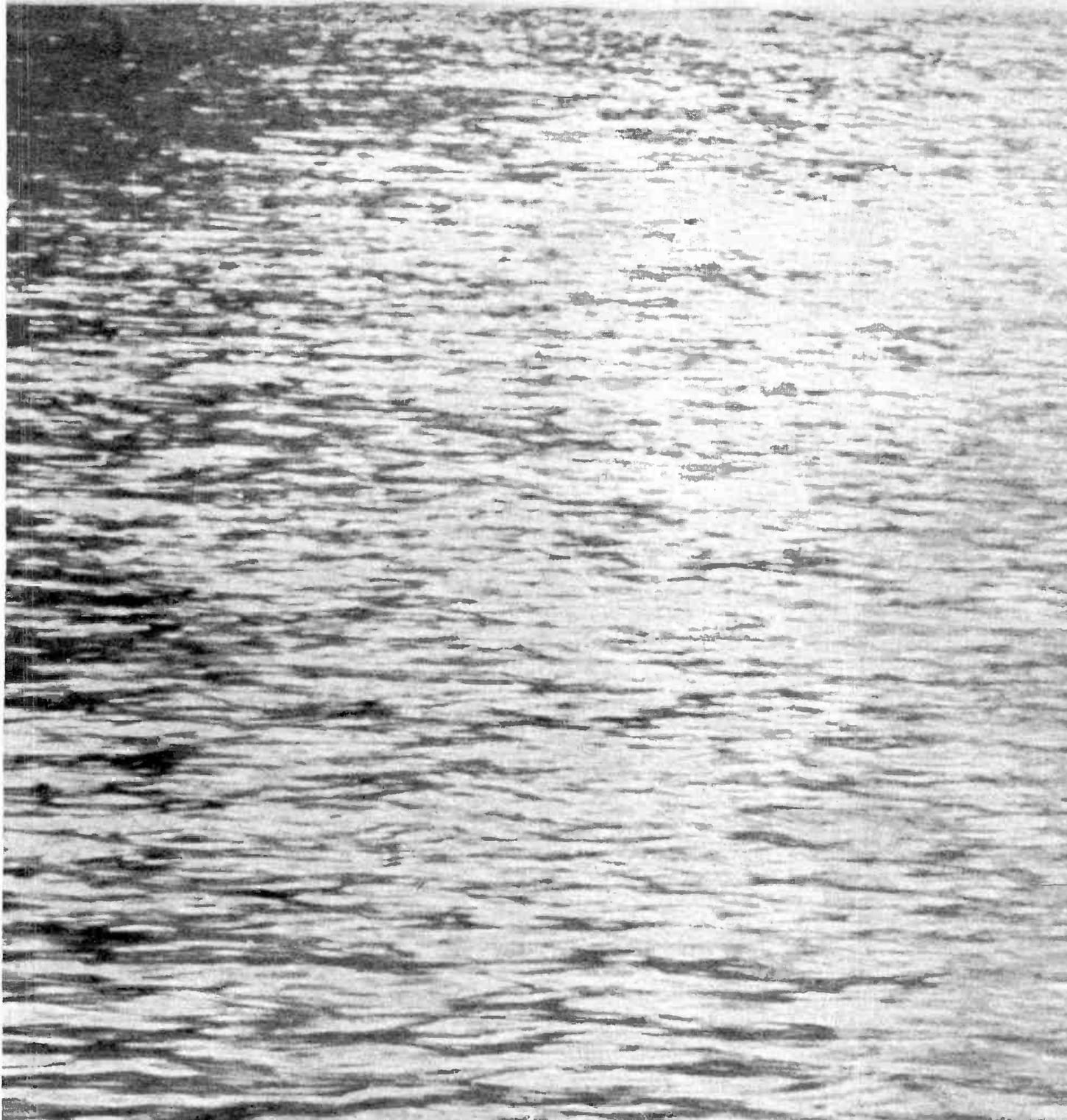
KABC-TV LOS ANGELES, WABC-TV NEW YORK,
WBKB CHICAGO, WXYZ-TV DETROIT, KGO-TV SAN FRANCISCO

KABC-TV
LOS ANGELES

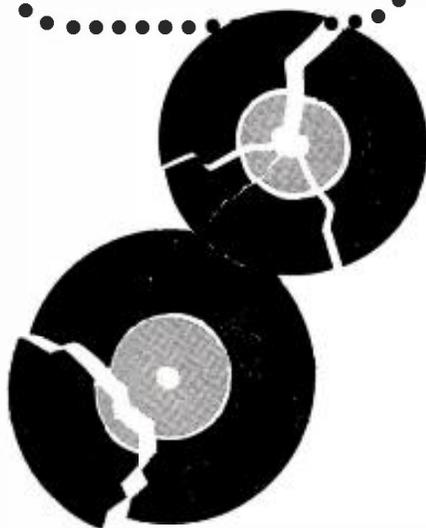


OWNED
TELEVISION
STATION

In this continuing series, you will read how the ABC Owned Television Stations, after careful examination of the issues, express their views in the best interests of the communities they serve.



Sure
we Broke
A Few
Records!



It happened three years ago, when KABC RADIO switched to a fresh and stimulating all-conversation format. The records of course were musical recordings (who needs them when you have a staff of live and gifted conversationalists?). The result was highly pleasing to our advertisers (and to us) because we now deliver just about the most important group of listener-customers in all Los Angeles (the ones who spend more because they have more to spend). Call the Katz Agency for full details.

KABC
RADIO 79

*The Conversation Station
of Los Angeles*

AN ABC OWNED RADIO STATION

nological Industry." Statler Hilton hotel, Washington, D. C.

March 9—Sixteenth annual Writers Awards dinner of **Writers Guild of America, West**, combining screen and television-radio awards. Christopher Knopf, president of TV-radio branch, and Allen Rivkin, president of screen branch, are co-chairmen. Beverly Hilton hotel, Beverly Hills, Calif.

March 9—Sixth annual broadcasting day of the **University of Florida and Florida Association of Broadcasters**. Among participants are Dan Rather, CBS News; Frederick W. Ford, FCC commissioner; Thomas H. Wall, partner in Dow, Lohnes & Albertson, Washington; Robert L. Heald, partner in Spearman & Roberson, Washington; Paul Taff, National Educational Television, New York; Jim Hulbert, NAB; Mark Olds, wins New York; William McDaniel, NBC Radio, and Peter Hackes, NBC News. Student Service Center, University of Florida, Gainesville.

March 11-12—Annual meeting of Southeast Council of **American Association of Advertising Agencies**, Riviera motel, Atlanta.

▪March 11-13—Meeting of executive board of **Inter-American Association of Broadcasters**, Columbus, Ohio.

▪March 16-18—Public relations orientation seminar by the marketing division of **American Management Association**, LaSalle hotel, Chicago.

▪March 16—New deadline for comments on FCC rulemakings to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was Feb. 24.

▪March 18—Meeting of Los Angeles chapter of **Broadcast Pioneers**. Carl Haverlin, retired president of Broadcast Music Inc., will speak. Hollywood Roosevelt hotel.

▪March 20—Deadline for comments on FCC rulemaking to authorize use of unattended, automatic mobile relay stations.

March 21—Twenty-fifth annual national convention of the **Intercollegiate Broadcasting System**. Host station is WKCR-FM (educational) New York. Speakers include James Hagerty, vice president in charge of corporate relations for American Broadcasting-Paramount Theaters Inc., and Robert E. Lee, FCC commissioner. For additional information contact Bob Freedman, Intercollegiate Broadcasting System, Bethlehem, Pa. Ferris Booth Hall, Columbia University, New York.

March 23—Awards dinner of the **Alfred I. duPont Awards Foundation**, Mayflower hotel, Washington, D. C.

▪March 23-26—International convention of **Institute of Electrical and Electronics Engineers**, New York Hilton and New York Coliseum. More than 1,000 exhibitors expected to display about \$20 million worth of electrical and electronic equipment. Some 75,000 visitors from 40 countries anticipated.

*March 30—Deadline for reply comments on FCC rulemaking to authorize use of unattended, automatic mobile relay stations.

APRIL

April 1—**Nebraska Broadcasters Association-Nebraska University Journalism School** copywriter's clinic, Nebraska Center for Continuing Education, Lincoln.

April 2—Twenty-fifth annual **White House News Photographers Association** photo contest dinner, Washington. All photos, black and white, must have been made by WHNPA members between Jan. 1, 1963, and Dec. 31, 1963. Color must have been made or appeared for first time between same dates. Each member may submit up to, and including, 15 prints for judging. Contest deadline was Jan. 31, 1964.

▪April 3—New deadline for reply comments on UHF allocations tables proposed by FCC and **National Association of Educational Broadcasters**.

▪April 3—New deadline for reply comments on FCC rulemaking to authorize six UHF channels for airborne ETV in six Midwestern states.

April 5-8—Annual convention of the **National Association of Broadcasters**, Conrad Hilton hotel, Chicago.

April 5-8—West Coast meeting of **Association of National Advertisers**, Del Monte Lodge, Pebble Beach, Calif.

▪April 6—Deadline for reply comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities.

April 6-9—Thirty-first annual **National Premium Buyers Exposition**, under auspices of National Premium Sales Executives, the Premium Advertising Association of America and Trading Stamp Institute of America. More than 600 exhibitors are expected to participate. McCormick Place, Chicago.

April 13—Newsmaker luncheon of **International Radio & Television Society**. Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker. Waldorf Astoria, New York.

What every representative knows

Ever since the beginning, most of us have admitted to each other "The ideal television list would be about ten or fifteen stations." As time passed, each of us in his own way discovered this to be true.

Why?

Because stations are not like peas in a pod. Each has its own distinctive character, policies, and features. Each has its own market and its own competition. Each has something *good* to sell.

But how many policies, features and markets can a representative and his staff really get to know? How many stations can he visit frequently enough? How many can he really *sell*? Ten, fifteen, twenty-five, forty-five or more? (Can you imagine really *selling* forty-five stations to a busy timebuyer?)

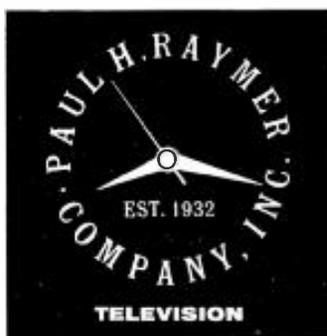
So despite the size of their lists, most representatives privately admit that a station is best sold and serviced on a list of only ten to fifteen stations.

This is why so many of our best operators and group owners have recently set up their own representation. They did so to get the thought, effort, interest and attention they know they deserved.

Our stations enjoy this kind of concentrated attention. As a strict policy we will never represent more than fifteen TV stations. Only in that way can we deliver those same fine qualities of representation to every one of our stations.

Is your station another on a long list? Do you feel your representative is giving you enough time, enough attention? Are you feeling a little lost in the crowd?

If so, let us show you the many advantages of our kind of concentration.



Paul H. Raymer Company, Inc.

Station Representatives Since 1932

New York
Chicago
Detroit
Atlanta
Dallas
San Francisco
Hollywood

CALLING ALL REPS!

CAR 54 is racing ahead as a top attraction for audiences and advertisers. Already ABC SPOT SALES has bought CAR 54 for WABC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit, WBKB Chicago / HARRINGTON, RIGHTER & PARSONS for WBEN-TV Buffalo, WMAL-TV Washington, D.C., WJAC-TV Johnstown / H-R TELEVISION for WTEV Providence / THE KATZ AGENCY for KMJ-TV Fresno, KOMO-TV Seattle, KATU Portland, Oregon / EDWARD PETRY for KSTP-TV Minneapolis and WSB-TV Atlanta, Georgia.



CALL CAR 54/NBC FILMS.

Here's the Answer To Libel Suits:

One slip of the lip, however accidental, can bring about court action—with you as the defendant in a libel suit. It can be costly enough to be disastrous. Now you can hold your loss on any claim to an agreed amount you carry yourself, and let Employers Reinsurance handle the excess. This specially designed policy provides economical protection against losses due to libel, slander, invasion of privacy, piracy, violation of copyright. For details and rates, contact:

EMPLOYERS REINSURANCE CORPORATION
21 West 10th, KANSAS CITY, MO.
NEW YORK, 70 John - SAN FRANCISCO, 220 Montgomery
CHICAGO, 115 W. Jackson - ATLANTA, 34 Peachtree, N. E.

OPEN MIKE®

Unwarranted action?

EDITOR: Re: revocation of WPFA and WMOZ station licenses by FCC (BROADCASTING, Feb. 10). While I agree that forgery or falsification of the station program logs is indeed a serious offense, I feel such action by the FCC was not warranted in this case, as it appears that the FCC itself was partly responsible for the violation.

The delays in approval of renewals of said licenses in 1955 and 1958 for "overcommercialization"—an area in which the FCC has no statutory authority to act—would constitute a threat to Estes's business because of his success, or oversuccess. I believe the mental stress caused by these delays would tempt a person to forge the logs in order to avoid such stress. . . .

The FCC action in this case is but another indication that it is high time that somebody took the politics out of the commission and established an effective agency for the proper regulation of the broadcasting industry.—*John H. Burgess, business manager, WKMK Blountstown, Fla.*

A real paisano

EDITOR: If the number of people who have written or called me about the WEEK'S PROFILE (BROADCASTING, Jan. 20) is any indication, I would certainly say that BROADCASTING should be the number one publication in the industry. I have had wonderfully complimentary letters from all over the country.

. . . I don't think I have ever had an interview or an article about me that was more accurately written or that pleased me more.—*Gail Patrick Jackson, Paisano Productions, Hollywood.*

Civic pride

EDITOR: It's a minor matter, but each time we in Houston read that an NBC special (BROADCASTING, Feb. 3) has been purchased for Humble Oil & Refining Co. by McCann-Erickson, New York, we wonder what all those months of labor were for. The entire series of 26 hours was bought for Humble by McCann-Erickson, Houston.—*Paul Haynie, account director, McCann-Erickson, Houston.*

'Pixilated' call letters

EDITOR: In your Feb. 3 issue you have listed us as KPXE.

Feb. 10 you tried again. We're listed as WPXE.

The FCC addresses most of our mail to WPXI.

. . . Let's set it straight! We're WPXE 'The Dixie Pixie' in Starke, Fla.

Our little 'Pixie,' who sits waving the

rebel flag atop the W in WPXE in our letterheads and promotion, is very unhappy. In fact he thinks y'all are 'pixilated'.—*George Gothberg, president, George Gothberg Radio Inc., WPXE, Starke, Fla.*

The generous broadcasters

EDITOR: May I call to your attention the wonderful world of public service broadcasting that is so often forgotten in the welter of news concerning commercial broadcasting?

The National Tuberculosis Association conducts its yearly Christmas Seal campaign during the Christmas holidays. With the cooperation of the major television and radio networks as well as local stations throughout the country, literally millions of dollars worth of air time is yearly offered the association in its fight against tuberculosis and other respiratory diseases.

This past holiday season the networks not only graciously and generously assisted the Christmas Seal campaign, but with great understanding made up with extra time for the hiatus in all broadcasting caused by the tragic death of President Kennedy.

For those of us involved in the field of public health and welfare, the assistance granted by the networks can never be overestimated. I might add that assistance is offered with a courtesy and understanding that elevates the need and makes us involved, feel that we come, not as supplicants, but as a segment of society that is understood and respected by the broadcasting fraternity.

I might include in this fraternity BROADCASTING magazine that so graciously offered us a free page of advertising as well as other magazines in the industry.—*Milton Robertson, director, radio-TV-film, National Tuberculosis Association, New York.*

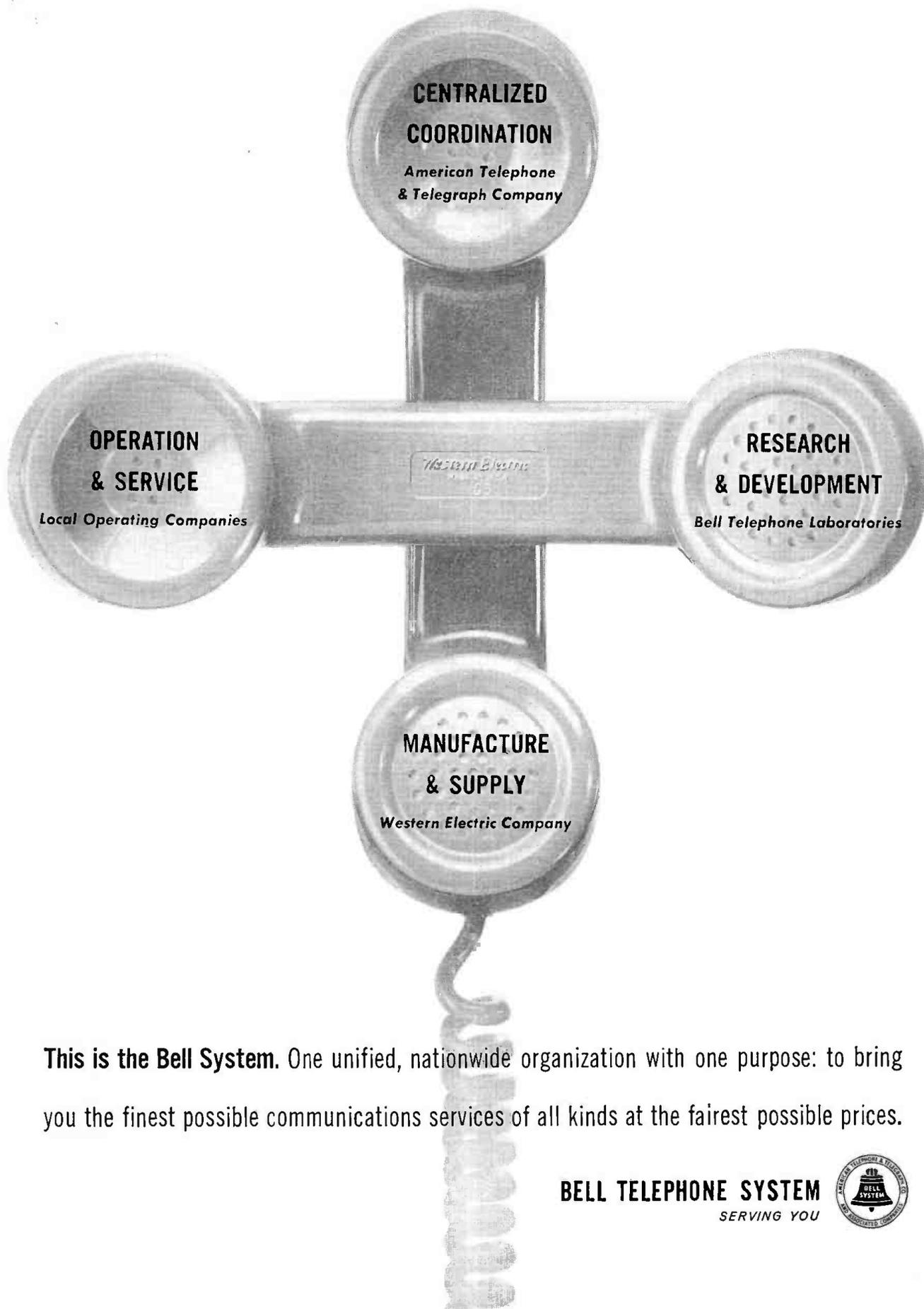
The selfish broadcasters

EDITOR: Commercial broadcasters often use the word "unrealistic" to describe action they should take when their monetary interests are in conflict with the public interest.

E. L. Jahncke Jr., NBC vice president was reported (BROADCASTING, Feb. 10) to have said that it would be "unrealistic to put restrictions on the broadcast advertising of tobacco companies so long as their ads can be carried . . . in the pages of magazines."

That is another popular fallacy: that broadcasters have no more responsibility to the public than do publishers, not licensed to operate "in the public interest."

Self-regulation continues to be something of which most commercial broadcasters are demonstrably incapable. So



**CENTRALIZED
COORDINATION**

*American Telephone
& Telegraph Company*

**OPERATION
& SERVICE**

Local Operating Companies

**RESEARCH
& DEVELOPMENT**

Bell Telephone Laboratories

**MANUFACTURE
& SUPPLY**

Western Electric Company

This is the Bell System. One unified, nationwide organization with one purpose: to bring you the finest possible communications services of all kinds at the fairest possible prices.

BELL TELEPHONE SYSTEM
SERVING YOU



IF YOUR STATION IS NOT ON AUTOMATION DO NOT LOOK AT THIS AD

Does your station run on 35¢ or 80¢ per hour? (That is for Production, Announcing, Extras.) Royal Artists Program Service has 27 types of programs.

Stereo if wanted, at no extra cost
Top staff of D.J.-Announcers to host and MC programs. Plus read your spots on programs (Max. spots per hour, 15.)

Your choice of Six Week Plans

Plan 1	49 total hours per week
Plan 2	56 total hours per week
Plan 3	104 total hours per week
Plan 4	112 total hours per week
Plan 5	160 total hours per week
Plan 6	168 total hours per week

Try us for 13 WEEKS AT OUR NEW LOW PRICES

Your cost is: 35¢ per hour with out D.J.
80¢ per hour with top D.J.

Prices on our Week Plan for 13 Weeks

	With out D.J.	With top D.J.
Plan 1	\$222.95	\$ 509.60
Plan 2	254.80	582.40
Plan 3	473.20	1081.60
Plan 4	509.60	1164.80
Plan 5	728.00	1674.00
Plan 6	764.40	1747.20

List of Programs and Order No.

ORDER NO.	PROGRAM NAME
RA-TT-1	Top Tunes Of The Day
RA-RB-2	R & B Music
RA-CW-3	C & W Music
RA-ST-4	Show Tunes *
RA-OG-5	Oldies but Goodies-teen
RA-JA-6	Jazz *
RA-LL-7	Laugh Line
RA-FM-8	Folkmusic *
RA-AM-9	Adult Music *
RA-SL-10	Spotlight Music *
RA-IN-16	International Music *
RA-OG-17	Oldies but Goodies-adult *
RA-PC-18	Pops Concerts Favorites *
RA-MA-19	Marches *
RA-WD-20	Waltzes *
RA-LR-21	Latin Rhythms *
RA-SA-22	Sing Along *
RA-FI-23	Music Of Faith & Inspiration *
RA-CA-24	Candlelight & Wine *
RA-CP-25	Hawaiian Paradise *
RA-HP-26	Cocktail Piano *
RA-ST-27	Songs At Twilight *

OPTIONS

RA-RH-12A	Record Hop With D.J. (4 hours)
RA-RH-12B	Record Hop Without D.J. (4 hours)
RA-DJ-13	Special D.J. (reads your spots only)
RA-IV-14	Interviews With Top Recording Artists—15 mins.
RA-IV-15	Interviews With Top Recording Artists—30 mins.

THE STATION IS THE PARTY THAT SETS UP ITS OWN MUSIC FORMAT, AND TIME PER PROGRAM

SEND IN YOUR ORDER TODAY! RIGHT NOW! YOUR STATION WILL HAVE ROYAL ARTISTS PRE-RECORDED PROGRAMS WITHIN A WEEK. SEE THE NEW SALES YOU WILL GET.

ROYAL ARTISTS PROGRAM SERVICE
353 Puyallup, Washington

far, we have heard of one (independent) TV station that will refuse cigarette advertising. And one national magazine. The networks and their affiliates continue to maintain the status quo, call action in the public interest "unrealistic," . . . *Elizabeth Livingston, executive committee member, National Association for Better Radio and Television, Los Angeles.*

Yearbook available

EDITOR: I will appreciate having an order entered for the 1964 BROADCASTING YEARBOOK. . . . As I have signified in prior years, this directory is extremely valuable in carrying on public relations activities for Senator Kuchel and also is of major help in handling miscellaneous problems brought to the senator's attention by his constituents. We make constant use of it as a reference source.—*Warren B. Francis, executive secretary to Senator Thomas H. Kuchel (R-Calif.), Washington.*

EDITOR: I want to congratulate you and your staff on the publication of another top rate YEARBOOK.

I also want to especially thank you for including this year, for the first time, a listing of FM stations by frequencies. This is a most welcome feature to the best YEARBOOK yet.—*William O. Barry, president, WFMB(FM) Nashville.*

(Copies of the 1964 BROADCASTING YEARBOOK are available, as long as the supply lasts, at \$5 each.)

Righting the record

EDITOR: WE ARE MUCH IMPRESSED WITH SCOPE OF STORY ON RESURGENT INTEREST IN RADIO LISTENING ("New Rumbles in Radio Ratings," BROADCASTING, Feb. 10). IT WAS GOOD REPORTING EXCEPT FOR TWO ERRORS. . . YOU STATED WE BEGAN RADIO LISTENING MEASUREMENT IN SEPTEMBER 1963. THE YEAR SHOULD BE 1962.

WHERE YOU SAY OUR INTERVIEWERS ATTEMPT TO DETERMINE EVERYTHING THAT EACH MEMBER OF FAMILY HAS HEARD, SEEN OR READ IN PAST 24 HOURS. WE INTERVIEW ONLY ONE MEMBER OF EACH HOUSEHOLD ONLY FOR WHAT THAT MEMBER DID YESTERDAY. WE NEVER RELY ON HEARSAY EVIDENCE AT ANY TIME.—*Albert E. Sindlinger, Sindlinger & Co., Norwood, Pa.*

Maria . . . not Barbara

EDITOR: Under WEEK IN BRIEF (BROADCASTING, Feb. 10), the capsule of a story states "FCC stays California CATV grant on request of Channel 12 TV permittee in Santa Barbara." Channel 12 is at Santa Maria, and the CATV system, as the story says, is at Lompoc, 50 miles west of Santa Barbara city.

The area Cable TV of Santa Barbara

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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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SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Gail Leatman.

Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 9-2694. 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 Teletcast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
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UNITED
ARTISTS

SHOWCASE 2

GREGORY PECK
RICHARD BASEHART & LEO GENN
in **JOHN HUSTON'S**
MOBY DICK
with **ORSON WELLES**

Here's the epic of hard-bitten
Down Easters embattled on sea
and land... the drama of a
whaling captain who risks lives
in his fanatic life-long search
for a behemoth of the Deep.

Running time: 116 MINUTES



WRITE, WIRE OR PHONE

**U.C.I.C. UNITED ARTISTS
ASSOCIATED**

a division of UNITED ARTISTS TELEVISION, INC.
555 Madison Avenue, New York 22, N.Y. • Area Code 212 • 688-4700

MONDAY MEMO

from WILLIAM R. BERGMANN, Farmers Insurance Group, Los Angeles

Larger part of budget to reach selective audience

At Farmers Insurance Group, we have found that the most effective advertising for us lies in a divided schedule of broadcast media and national magazines, with a heavy emphasis on radio and television.

To understand the logic of this choice it is necessary to understand the background and sales objectives of our company, the changes in the marketing problems of the insurance industry and the adjustments which broadcasting has made to meet the needs of advertisers like us.

When Farmers Insurance Group was founded in Los Angeles in 1928, it was dedicated to providing better insurance coverage and service for less money. The founders of the company were firm believers in a basic sales truth in the insurance industry—that sales are made by people; the conviction, you might say, that one good agent is worth 10,000 words in any medium. Since its founding, Farmers Insurance Group has been one of the few rate-conscious companies. We used lower rates—combined with good coverage and superior service—to establish ourselves as a major force in a highly competitive field.

Hit-or-Miss Advertising ■ It must be remembered that Farmers was organized as a company that sold auto insurance, and for many years we competed only with other auto insurance carriers. In those early days advertising was a hit-or-miss and now-and-then affair with all companies in the field.

Suddenly writers of auto insurance entered a semi-golden period. With the passage of various state financial responsibility laws every car owner was impressed with the importance of maintaining personal responsibility and car insurance came close to selling itself. In the buyer's mind it merely became a question of which company gave him the coverage the law required at the most reasonable cost. The situation made heavy advertising unnecessary.

A New Order ■ Today the situation is completely different—for the insurance industry generally and for Farmers Insurance Group specifically. Although the bulk of our business is still in auto insurance, we now offer life insurance, homeowners insurance, business, farm and ranch insurance, even insurance for mobile homes and pleasure boats. We are now a group of six companies, each specializing in a separate insurance line, all sold under the aegis of Farmers. And, whereas auto insurance is, in a broad sense, bought, other lines of insurance must be sold.

Our first major advertising was limited to metropolitan newspapers, to meet local situations, and to the regional editions of national magazines, not only for the impact on the consumer but for its merchandising influence on our field force.

Farmers Insurance Group is not countrywide in its market. We move east from our California headquarters to Michigan and Indiana. We could not purchase national radio or television shows as many of our competitors did.

However, we did recognize the value of broadcast media. Working with our advertising agency, Honig-Cooper & Harrington, Los Angeles, we planned a radio schedule including ABC Radio West, with Frank Hemingway's newscasts, and CBS-Pacific Network evening news with the late Frank Goss and, later, Hugh McCoy. On ABC Radio West we also sponsored sport shows with Hank Weaver and Sam Balter. Our television exposure was limited to special programs in the Los Angeles market and occasional spot buys.

Broadcast Preferred ■ Our current advertising schedule is the most ambitious and most costly in our history and it is weighted heavily in favor of broadcast. Because of the geographical confines of our market we cannot buy national shows. However, we have arrived at a broadcast schedule that fits our needs exactly. We have retained ABC Radio West with Frank Hemingway, broadcast throughout our marketing area at commuter driving times. We have purchased television in 19 key markets—news, sports and weather programs—and we plan to augment that schedule throughout the year with special shows of local interest.

We have learned that broadcast media enables us to select time that gives us the audience we want most to reach—

something which is not possible with newspapers or magazines. We know that our best prospects are adult males over 25 years of age. Our use of Frank Hemingway on radio, and top news, sports and weather programs on television gives us an audience predominantly in the category we wish to reach. The wisdom of our selection of news shows was confirmed by the recent Roper poll (BROADCASTING, Jan. 27), which established television as the No. 1 medium for news.

Because we have allocated the larger portion of our advertising budget to broadcasting, the nature of our commercial messages is very important. We feel that we and our advertising agency have provided the right kind of commercials for our purpose. The Frank Hemingway radio commercials are personalized. The television commercials make use of Ed Prentiss as our spokesman and dramatize the many lines of insurance we offer.

Competitive Equality ■ Ours is a product that is sold to a mass market. Filmed commercials let us tell our story most effectively. The selection of the right times and the right programs on television has let us select our audience with a minimum of waste. And the fact that we can buy top personalities and prime time periods in our markets, without national commitments has let us compete with the insurance companies that are able to buy and use programs with transcontinental coverage. Television and radio have made it possible for us to meet them as equals in every market of importance to us, and on our own terms.

Television has given us the best and most effective means of stating our case. And it provides the most valued and effective help to our agents in the field.



William R. Bergmann was appointed director of advertising and sales promotion for Farmers Insurance Group three years ago. For the five years prior to that, he had served as manager of sales promotion for the six-company, multiple-line insurance group. Mr. Bergmann has been associated with Farmers Insurance Group of Los Angeles for more than 23 years. During that time, Mr. Bergmann has been in safety engineering, claims adjusting and sales supervision for the company.



Quality . . . by any measurement . . . is on the record at WELI. The station that the adult, purchasing power audience in New Haven depends on . . . The station that makes New Haven a better buy.

National:  **HR** Representatives
Boston: Eckels & Company

The Sound of New Haven WELI 960/5000 watts



WILCOX PUTS THEM ON... to find out what's new with Madame Nhu... whether Dick Gregory thinks he has a right to be uncivil... why Justice Douglas married his 23-year old secretary. In San Francisco, KCBS Radio listeners quiz the men and women who make the headlines on *KCBS News Conference*. Moderators Fred Wilcox, Fred Goerner, and their daily *News Conference* celebrity field phoned questions with wit and dexterity. This kind of two-way radio is aimed at adults, and it hits its mark by delivering quality response to advertisers. For proof, see our survey in depth.

GOERNER TAKES THEM OFF... for an all-afternoon excursion into everything that's new, interesting and significant. A man of boundless curiosity, Fred Goerner guides listeners through new worlds. *KCBS Spectrum 74* is one-stop listening for armchair explorers. Goerner (with co-hosts Fred Wilcox, Helen Bentley) leads expeditions into the worlds of science, medicine, travel, history, fiction, fashion. These are the listeners: the higher income, higher spending, higher educated families in Northern California. Ask for details.

Foreground programming molds opinions, delivers adult response. In San Francisco, the talk of the town is the buy of the town. **KCBS RADIO**

A CBS Owned Station represented by CBS Radio Spot Sales.

serves lies along the south coast. We are not involved in this contest; indeed, Cable TV not only has an amicable working arrangement with our local station, KEYT, but an agreement as well with KCOV-TV, channel 12 at Santa Maria, to provide reception and transmission of its programs to our growing list of television sets now numbering about 3,500.

Since I have made every effort to operate and live happily with the two television stations in this county... I hope BROADCASTING will recognize this clarification as a printable follow-up of your story.—*Harry C. Butcher, president, Cable TV of Santa Barbara, Inc.* (The story was correct but in rewriting for a capsule version for the index page the reference to Santa Barbara should have been to Santa Maria city in Santa Barbara county.)

The right focus

EDITOR: Your "Perspective 1964" (BROADCASTING, Feb. 17) was a most comprehensive and thoughtful analysis of the radio and television industry.

You deserve a pat on the back for outstanding journalism in putting together all the bits and pieces that go to make up this complicated and many-faceted business.

It is journalism such as this that makes BROADCASTING a great magazine.—*Lawrence Webb, managing director, Station Representatives Association, New York.*

Into fourth printing

EDITOR: The Radio-Television News Directors Association is printing the fourth edition of its newsfilm book, *So You're Gonna Shoot Newsfilm*. The book was introduced at the RTNDA convention of 1960 in Montreal and BROADCASTING was instrumental in making the first edition a sellout. Your coverage of the convention and notice of the book brought in our first large batch of orders.

This fourth printing came to be after a request for 400 copies from the Australian Broadcasting Commission.—*Leo Willette, WWL-TV New Orleans.*

A different approach

EDITOR: It was with great interest that I read "Advertisers need fatter wallets in 1964" (BROADCASTING, Feb. 3).

Undoubtedly this is the case most of the time, but there is at least one radio station that has taken another tack. WNMP, Chicago's prestige AM station, is of the opinion that greater advertising volume will more than offset rising costs. While the station has been alert in maintaining a strict commercial policy, it also feels there is time that has not been sold. For that reason, new rates were instituted effective Jan. 1, 1964. There was an across-the-board reduction of some 10%.—*Bob Richer, Robert Richer Representatives Inc., New York.*

Metropolitan Broadcasting Television

100 EAST 47TH STREET NEW YORK 17 NEW YORK L.A. HIGHER'S LINA & DETROIT OF METROMEDIA, INC.

"As you know, I steer clear of all forced testimonials and will not participate in any ad campaign for any property, unless I feel the program has been effective for our stations. In the case of THE DETECTIVES, I can say that it has been one of the cornerstones of our prime evening line-up. The program is very well produced and Robert Taylor is certainly a strong, attractive central character. The series has proven to be a valuable asset to our program schedules and one which we are pleased to telecast on our Metropolitan Broadcasting Television stations."

JACK LYNN

Vice President in charge of Programming

WTIC TV3

BRIDGEPORT, CONNECTICUT

"In its second season of syndicated showing, 'The Detectives' continues to attract enthusiastic audiences on WTIC-TV. We rate the production qualities of sufficient stature to schedule 'The Detectives' during an evening time period of major viewing potential."

LEONARD J. PATRICELLI

Vice President and General Manager

WAVY

RADIO 1350 KC... TELEVISION CHANNEL 10

TIDEWATER TELEVISION, INC. NORFOLK PORTSMOUTH NEWPORT NEWS, VIRGINIA

"Three of the half-hours in our 7 P.M. strip Monday through Saturday each week come from Four Star. WAVY-TV is number one four out of six evenings. THE DETECTIVES made its expected contribution to this success, as it is number one in its time period.

We have THE DETECTIVES scheduled at 7 P.M. on Monday each week. THE DETECTIVES is a good show—Robert Taylor has always commanded the attention he deserves—the story lines are good—and he is backed up by a professional cast. This is a combination which is hard to beat. For us it gives a balance in our evening program schedule.

Our four-man Program Committee was unanimous in the selection of THE DETECTIVES. Typical of their individual comments is the expression that 'THE DETECTIVES is a good show—did you see it Monday evening?'"

J. GLEN TAYLOR

President and General Manager

THE DETECTIVES

HIGHLY PRAISED BY STATIONS AND SPONSORS

THESE ARE JUST A FEW OF THE MANY FINE LETTERS SENT TO US BY SPONSORS AND STATION MANAGEMENT

KRON TV FM

BROADCASTING SERVICES OF THE SAN FRANCISCO CHRONICLE

"KRON-TV has achieved an unusual identity within its community and the market through the conscientious concern for quality programming . . . I feel THE DETECTIVES has helped maintain that image and our adult share of the audience proves it with every episode."

ROBERT H. GLASSBURN

Program Manager

Chrysler



ZION MOTORS, INCORPORATED

4446 South State Street Telephone 266-4427
MURRAY, UTAH

"As you know we have enjoyed a very good return on our investment in the Detectives. Because of this we have decided to renew for another year.

The association and image the Detectives has given us is the type of buyer we are most interested in reaching and were quite amazed at the rating in A.R.B. as it rated our program almost as much as the other two stations combined.

We are sure the Detectives will do as well in this next 30 runs as it has done in the past for us."

BOB SISTTIE

General Manager

SUPERB RATINGS TOO!

Turn the page for detailed "Detectives" Ratings.



MEMBER
TFE
'64

FOUR STAR DISTRIBUTION CORP. • 600 FIFTH AVENUE • NEW YORK 20, N. Y. • LT 1-8530

HARTFORD, CONN. / TWO HALF HOUR DETECTIVES

**BRIDGED INTO ONE HOUR FROM 10 TO 11 P.M.
IS NO. 1 PROGRAM IN ITS TIME PERIOD.
ITS RATING AND SHARE VIRTUALLY EQUAL
THE TOTAL OF ALL ITS COMPETITION.**

NOV. 1963 ARB/MON. 10:00 P.M.

		Rating	Share
WTIC	DETECTIVES	26.0	48.0
WNHC	BREAKING POINT	15.0	28.0
WHCT	SUBSCRIPTION TV	1.0	2.0
WHNB	SING WITH MITCH	9.0	17.0

AND LOOK! NO LOSS OF AUDIENCE WHEN BRIDGED

NOV. 1963 ARB/MON. 10:30 P.M.

		Rating	Share
WTIC	DETECTIVES	24.0	48.0
WNHC	BREAKING POINT	15.0	30.0
WHCT	SUBSCRIPTION TV	1.0	2.0
WHNB	SING WITH MITCH	9.0	18.0

BEATS THESE NETWORK SHOWS ALL WEEK:

Bonanza, Patty Duke, Ben Casey, Sat. at Movies, Fugitive, Virginian, Suspense Theatre, Mon. Nite Movie, Wagon Train, Combat, Mr. Novak, Red Skelton, McHale's Navy, Greatest Show, Arrest and Trial, Eleventh Hour, Outer Limits, Flintstones, Rawhide, Donna Reed, My 3 Sons, Dr. Kildare, Hazel, Bob Hope, Twilight Zone, Lassie, Bill Dana, Disney's World, Grindl, plus many, many more.

SAN FRANCISCO / HALF HOUR DETECTIVES

**A VIRTUAL TIE FOR FIRST PLACE AS IT INCREASES
HOMES, RATINGS AND SHARE OVER PREVIOUS
SHOW IN SAME TIME-SLOT ONE YEAR AGO.**

THIS SEASON/NOV. 1963 ARB/THUR. 7:00 P.M.

	Homes (00)	Rating	Share	Lead In	Rating	Share
KRON	DETECTIVES	1608	12.5	28.0	6:30 RPT.	10.5 24.5
XTVU	YOU ASKED FOR IT	1388	11.0	24.0	QUICK DRAW	8.5 20.0
KPIX	RIFLEMAN	1710	13.0	29.0	CBS NEWS	16.0 37.5
KGO	GRIMSBY/COCHRAN	481	4.5	10.0	BIG SHOW/SPTS	4.5 11.0

LAST SEASON/NOV. 1962 ARB/THUR. 7:00 P.M.

	Homes (00)	Rating	Share	Lead In	Rating	Share
KRON	CALIFORNIANS	1020	8.0	18.0	HENNESSEY	8.0 22.5
KTVU	YOU ASKED FOR IT	1688	15.5	34.5	QUICK DRAW	9.0 25.5
KPIX	ACROSS 7 SEAS	1278	11.5	25.5	CBS NEWS/NEWS	10.5 30.0
KGO	NEWS 7/ABC NEWS	637	5.5	12.0	BIG SHOW	7.0 19.5

HOMES UP 57.6% • RATINGS UP 56.2% • SHARE UP 55.5%

CHARLESTON, S. C. / HALF HOUR DETECTIVES

**BEATS ONE NETWORK SHOW IN DIRECT
COMPETITION...PRACTICALLY TIES FOR
1ST PLACE IN NUMBER OF HOMES REACHED**

NOV. 1963 ARB/THURS. 7:30 P.M.

	Homes (00)	Rating	Share
WCSC	DETECTIVES	253	21.0 34.0
WUSN	FLINTSTONES	276	32.0 51.0
WCIV	TEMPLE HOUSTON	63	9.0 15.0

BEATS THESE NETWORK SHOWS ALL WEEK:

Mon. Nite Movie, Virginian, Dr. Kildare, Hazel, Bob Hope, Ben Casey, Sing With Mitch, Joey Bishop, Bill Dana, Grindl, Lieutenant, Eleventh Hour, Breaking Point, Mr. Novak, R. Boone/Golden Age, Benny/Calamity Jane, Moore/Calamity Jane, Espionage, Channing, Jimmy Dean, Suspense Theatre, Great Adventure, Route 66, Jack Paar/Half of Fame, Hootenanny, and ties: Disney's World, What's My Line.

RATES GREAT!

IN ANY TIME PERIOD:
At 6 P.M., 7 P.M., 7:30 P.M., 9 P.M.,
10 P.M., 11 P.M., and even at 3 P.M.
Sunday afternoon.

AGAINST ALL KINDS OF COMPETITION:
Against news, sports, movies, network
and syndicated shows.

67
HALF HOUR
EPISODES

THE DETECTIVES

THE DETECTIVES / STARRING ROBERT TAYLOR / CO-STARS

PORTLAND, ORE. / HALF HOUR DETECTIVES

**THE NO. 1 PROGRAM IN ITS TIME
PERIOD IN TOTAL HOMES REACHED...
FOR SECOND CONSECUTIVE MONTH.**

OCT. 1963 ARB/SAT. 6:00 P.M.

	Homes (00)	Rating	Share
KGW	DETECTIVES	417	9.0 36.0
KATU	SURFSIDE 6	167	5.0 20.0
KOIN	MAN FROM COCHISE	372	5.0 20.0
KPTV	WIDE WORLD SPORTS	250	6.0 24.0

NOV. 1963 ARB/SAT. 6:00 P.M.

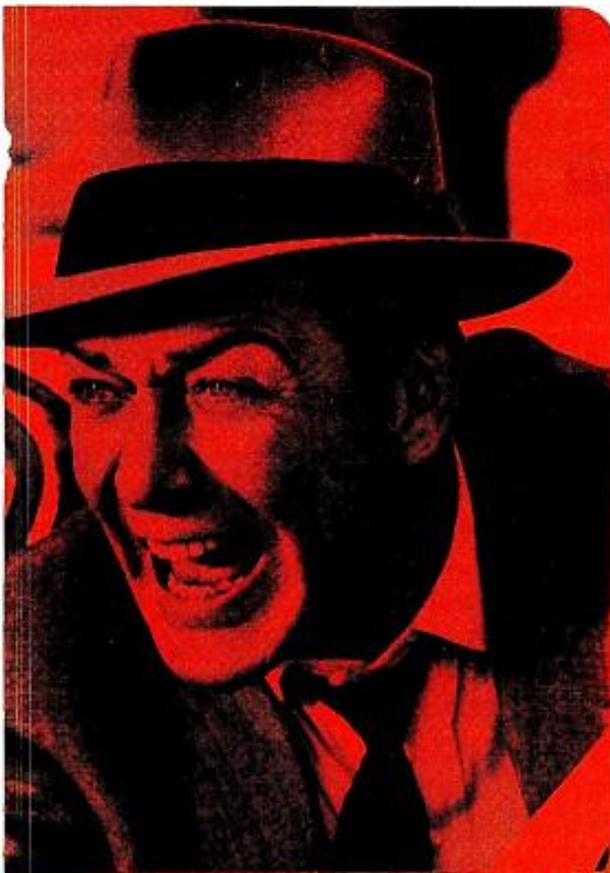
	Homes (00)	Rating	Share
KGW	DETECTIVES	489	10.0 29.0
KATU	SURFSIDE 6	158	5.0 15.0
KOIN	M SQUAD	391	6.0 18.0
KPTV	WIDE WORLD SPORTS	480	13.0 38.0

NORFOLK, VA. / HALF HOUR DETECTIVES

**NO. 1 SHOW IN HOMES, RATING AND
SHARE 7 P.M. BEATS NEAREST
COMPETITION (First Run Syndicated
Show) BY ALMOST 40%**

NOV. 1963 ARB/MON. 7:00 P.M.

	Homes (00)	Rating	Share
WAVY	THE DETECTIVES	413	14.0 40.5
WTAR	BATTLE LINE	356	10.0 29.5
WVEC	MAVERICK	242	10.5 30.0



DETECTIVES 30 ONE HOUR EPISODES

MARK GODDARD • TIGE ANOREWS • ADAM WEST • RUSSELL THORSON • LEE FARR

NEW YORK CITY / HALF HOUR DETECTIVES

**TOP RATED SHOW ALL WEEK ON
ALL THREE INDEPENDENTS (7:30 to 11 P.M.)
IN HOMES AND RATINGS**

OCT. 1963 ARB/FRI. 10:00 P.M.

	Homes (00)	Rating	Share	Lead In	Rating	Share
WNEW DETECTIVES	4353	9.0	14.0	BRONCO	7.0	11.0
WCBS HITCHCOCK	10756	21.0	33.0	TWILIGHT ZONE	22.0	33.0
WNBC JACK PAAR	10160	19.0	30.0	HARRY'S GIRLS	15.0	23.0
WABC FIGHT/W. GIRLS	4448	9.0	14.0	FARMERS DAUGHTER	13.0	20.0
WOR FILM FESTIVAL	1271	3.0	5.0	FILM FESTIVAL	4.0	6.0
WPIX GRAND JURY	423	1.0	2.0	ALLIE SHERMAN	3.0	5.0

**CONTINUES TO BUILD . . . NOW BEATS ONE
NETWORK IN DIRECT COMPETITION**

NOV. 1963 ARB/FRI. 10:00 P.M.

	Homes (00)	Rating	Share	Lead In	Rating	Share
WNEW THE DETECTIVES	5727	12.0	18.0	BRONCO	8.0	12.0
WCBS TEEN/HITCHCOCK	10796	20.0	29.0	TWILIGHT ZONE	19.0	28.0
WNBC JACK PAAR/ HALL OF FAME	9494	18.0	26.0	HARRY'S GIRLS/ HALL OF FAME	16.0	24.0
WABC FIGHT OF WEEK	5396	11.0	16.0	FARMERS DAUGHTER	14.0	21.0
WOR FILM FESTIVAL	1994	4.0	6.0	FILM FESTIVAL	5.0	7.0
WPIX JURY/GROUCHO/ KNOWLEDGE	1040	2.0	3.0	ALLIE SHERMAN	5.0	7.0

**INCREASES ITS OWN RATINGS 33.3% AND
HOMES 31.5% IN JUST ONE MONTH**

DALLAS, TEXAS / ONE HOUR DETECTIVES

**INCREASES RATING, HOMES AND
SHARE OVER PREVIOUS SHOW IN
SAME TIME-SLOT LAST SEASON.**

LAST SEASON/OCT. 1962 ARB/SUN. 11:00 P.M.

	Homes (00)	Rating	Share
WFAA Chkmate/Hong Kong/Cr & P	164	2.3	30.5
KRLD M Squad/Drgnt/Comedy	76	1.5	21.8
WBAP Islanders	105	2.0	31.8
KTVT Starlight Thea.	62	1.0	16.0

THIS SEASON/OCT. 1963* ARB/SUN. 11:00 P.M.

	Homes (00)	Rating	Share
WFAA Detectives	240	3.5	47.0
KRLD Sun. Nite Movie	184	3.5	47.5
WBAP 5 Star Thea/Abe Martin	60	—1.0	5.5
KTVT News/Wea. (15 min.)	26	—1.0	—

**WITH THE DETECTIVES . . . RATINGS UP 52%
HOMES UP 46% • SHARE UP 54%**

NOTE: The 11 P.M. time period in Dallas is after the late news

*No complete Dallas rating available for Nov. 1963

"PROVEN-PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH
AVENUE
NEW YORK
20
NEW YORK
LT 1-8530

CHICAGO, ILL. / ONE HOUR DETECTIVES

**DOUBLES THE HOMES, RATINGS AND SHARE OF
PREVIOUS SHOW IN SAME TIME-SLOT
LAST SEASON.**

THIS SEASON/NOV. 1963 ARB/MON. 9:00 P.M.

	Homes (00)	Rating	Share	Lead In	Rating	Share
WGN DETECTIVES	1823	8.0	12.0	DRAGNET	4.0	6.0
WBBM E. SIDE W. SIDE	3528	17.0	25.5	ANDY GRIFFITH	34.0	49.0
WNBQ SING WITH MITCH	4942	23.0	34.0	H'LYW'D & STARS	14.0	20.0
WBKB BREAKING POINT	3924	18.5	27.5	WAGON TRAIN	16.0	20.0

LAST SEASON/NOV. 1962 ARB/MON. 9:00 P.M.

	Homes (00)	Rating	Share	Lead In	Rating	Share
WGN HERB LYON	863	4.0	6.0	SURFSIDE 6	8.0	12.0
WBBM L. YOUNG/STUMP	3573	17.0	25.0	ANDY GRIFFITH	37.0	54.0
WNBQ BRINK/DATE CHI.	1928	9.0	13.0	PRICE RIGHT	10.0	15.0
WBKB BEN CASEY	7835	37.0	54.5	STONEY BURKE	10.0	15.0

ALSO DOUBLES LEAD-IN RATING AND SHARE.

HOMES UP 111.2% • RATING UP 100% • SHARE UP 100%

SALT LAKE CITY / ONE HOUR DETECTIVES

**ON SUNDAY AFTERNOON . . . DELIVERS 66.4%
MORE HOMES, 38% MORE WOMEN AND 45.5%
MORE MEN THAN NEAREST COMPETITION.**

NOV. 1963 ARB/SUN. 3:00 P.M.

	Homes (00)	Rating	Share	AUDIENCE COMPOSITION			
				Men (00)	Women (00)	Teen (00)	Children (00)
KSL DETECTIVES	243	6.5	36.0	160	145	87	142
KUTV WILD KING/GE BWL	146	6.0	33.3	82	105	26	74
KCPX AFLFB/DISC/DIR	125	5.2	29.3	110	46	16	14

THE HIGHEST RATED SHOW IN ITS TIME PERIOD



CG can get you rolling in Indiana. If you want it to drive your auto sales faster, give a honk to ATS.

John F. Dille, Jr., *President*



IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)



Transcontinent sale: last of its kind?

RECORD DEAL DRAWS FCC OK—AND WARNING OF TIGHTER RULES

The FCC last week approved the largest transfer of broadcast properties in history—the sale of 11 radio and television stations of the Transcontinent Television Corp. to three purchasers for \$38.5 million. But amid the ring of the cash register could be heard a warning that the time when such sales are possible may be drawing to an end and a time of tougher restrictions on multiple ownerships may be coming.

The vote on the transfer was 5-1. Commissioner Robert T. Bartley dissented to the order approving the transfer of the stations to Taft Broadcasting Co., Midwest Television Inc., and Time-Life Broadcasting Inc. But the warning came in a concurring statement from FCC Chairman E. William Henry, who made it clear he voted for approval only because he felt that present commission rules and policy left him no choice.

In the statement, in which Commissioner Kenneth A. Cox joined, the chairman expressed support for a six-year-old staff recommendation that the commission change its rules to prohibit common ownership of more than three television stations in the top 25 markets. He said this proposal "merits the most serious and prompt attention."

He also said the commission should explore the idea that licensees acquiring multiple stations be required to demonstrate that their operation would provide benefits to the public that would "outweigh the loss of ownership diversity."

Shades of Barrow ■ Although he didn't specify whether he would apply the proposed new limit to UHF as well as VHF stations, the staff report from which the recommendation was taken specified VHF stations. The report (prepared under the direction of Dean Roscoe L. Barrow of the University of Cincinnati's law school) also favored retaining the present maximum limit of seven television stations, provided no more than five are VHF's.

The aspect of the Transcontinent transaction of most concern to Chairman Henry was the purchase by Taft of seven stations, including three television outlets (two VHF's and one UHF), for \$26,889,310. The purchase left Taft with its full complement of seven television stations. And, Chairman Henry said, "as a result, the share of national television revenues obtained

and the percentage of the nation's television homes reached by Taft increases substantially."

He also said, however, that the revenues obtained and the homes reached are small in comparison to total national revenues and television homes, and "considerably smaller than the revenues obtained and the homes reached by some 10 or 12 other television licensees." He also said that the stations involved are "widely dispersed geographically, with no concentration in any one state or region."

Changes Sought ■ Considering all the criteria in the commission's multiple ownership rules, Chairman Henry said, "the resulting concentration falls within limits which this commission has previously approved." But, he added, "I believe that our multiple-ownership rules, as defined by the commission's action and as circumscribed by our multiple-ownership rule, have not been adequate to achieve the purposes for which they were intended."

He also said that the staff was instructed by the commission "several months ago" to study the multiple-ownership question to determine what changes, if any, should be made. The inquiry was originally undertaken in connection with the problem involving mutual funds and other financial institutions that technically violate the multiple-ownership rules when they pur-

chase more than 1% of two or more large publicly owned station owners. The study was later broadened to include other aspects of the multiple-ownership rule.

Chairman Henry told BROADCASTING he doesn't know yet what the staff's recommendations will be. But he said he is "for" the proposed new ceiling on television stations in top markets "unless something better is offered."

Call for Action ■ Although the chairman has in the past endorsed the idea of diversity in ownership, he has never before taken so strong a stand publicly in favor of tightening up the multiple-ownership rules. And his statement appears to be the herald of an effort to modify those rules.

It takes on added significance in view of the unusual lengths to which the FCC went to get it before the public. Ordinarily the commission announces decisions in uncontested transfer cases in public notices. However, it announced the Transcontinent case in an order, which enabled the chairman to attach his statement to it.

On paper, at least, Chairman Henry has the support of three of the other six commissioners in his effort to invoke tighter control over multiple ownerships. Commissioner Cox has long felt that the rules should be tightened. Commissioner Bartley almost automatically votes to hold a hearing rather than

Seven groups over Henry's top-market quota

If Chairman Henry's proposal for a maximum limit of no more than three VHF television stations in the top 25 markets to the same single owner is ever enacted into law, seven of television's top group owners would be over quota.

The following groups own four or more television stations in the top 25 markets (as defined in the "Top 100 Television Markets" to appear in the March issue of *Television Magazine*, out next week):

ABC—New York, Los Angeles, Chicago, Detroit, and San Francisco-Oakland.

CBS—New York, Los Angeles,

Chicago, Philadelphia and St. Louis.

NBC—New York, Los Angeles, Chicago, Philadelphia, Washington.

Metromedia—New York, Los Angeles, Washington, Kansas City, Mo., and Sacramento-Stockton (which it is selling).

RKO General—New York, Los Angeles, Boston-Manchester (N. H.), Detroit-Windsor and Hartford-New Haven-New Britain, Conn.

Storer—Detroit, Cleveland, Milwaukee and Atlanta.

Westinghouse—Boston-Manchester (N. H.), San Francisco-Oakland, Cleveland, Pittsburgh and Baltimore.

TRANSCONTINENT SALE: LAST OF ITS KIND? continued

approve sales to multiple owners. And Commissioner Lee Loevinger, who was in Geneva attending an international conference at the time of the vote on the Transcontinent sale, is the commissioner best known for advocating greater diversification of ownership.

Commissioner Loevinger, in a speech last August, said that "the growing concentration of control of broadcasting stations and among all the mass media is cause for grave concern." In the same speech, before the Association for Education in Journalism at the University of Nebraska, in Lincoln, he said the commission's multiple ownership rule is "too liberal" and its application by the agency "too lax"

multiple owners to divest of one or more stations. But, like the chairman, he said this would be no reason not to act. "Simply because the commission has allowed multiple owners to acquire more than three stations in top markets doesn't mean we should continue to let it happen," he said.

Eye for Trafficking ■ Chairman Henry, in his statement, also indicated he was concerned about Transcontinent's role in the sale, and suggested that the corporation's stockholders would not have an easy time if they attempted to re-enter the television field.

He noted that Transcontinent amassed its broadcasting holdings within the last six years and was selling them be-

tion of the FCC action. It also comes about 10 days before the March 31 date in the contracts which permit any of the parties to terminate the arrangements.

Basically, these are the changes:

■ Taft Broadcasting acquires TTC's WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa., for \$26,889,310 in cash subject to certain adjustments plus the assumption of certain TTC liabilities. These amount to an estimated \$6.9 million in current and long-term obligations plus contingent tax liabilities.

Taft already owns WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM Birmingham, Ala.; and WKYT-TV Lexington, Ky.

It will thus have its maximum of seven TV stations, five VHF and two UHF (Scranton-Wilkes-Barre and Lexington).

■ Midwest Television Inc. (which is headed by August C. Meyer) will acquire KFMB-AM-FM-TV San Diego for \$10,085,000. Midwest already owns WCIA-TV Champaign-Urbana, Ill., and WMBD-AM-FM-TV Peoria, both Illinois. Midwest will also pay, under certain conditions, up to \$150,000 in tax liabilities.

■ Time-Life acquires KERO-TV Bakersfield, Calif., a UHF station, for \$1,565,000. It will join these other Time-Life stations: KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; WTCN-AM-FM-TV Minneapolis-St. Paul, and WFBM-AM-FM-TV Indianapolis.

Retaining ownership of the one TTC property not sold, WDOK-AM-FM Cleveland, is Northeastern Pennsylvania Broadcasting Inc., at present a TTC subsidiary currently owning the Scranton-Wilkes-Barre UHF station. The Cleveland stations are valued at \$1.4 million. They were withheld from the sale in order to avoid the FCC's three-year rule which requires a hearing where a station is transferred before it has been owned for three years, unless good cause is given.

Stockholders Approve ■ On the very same day that the FCC approved the transaction, the stockholders of TTC approved plans for liquidating the corporation at a meeting at its Buffalo headquarters.

Under the plan of liquidation, TTC stockholders are expected to receive \$22 per share. Outstanding are 28,200 shares of Class A common and 1,788,452 shares of Class B common.

In the first distribution, TTC stockholders will receive \$20 in cash and voting trust certificates valued at 29 cents in Northeastern Pennsylvania. TTC trustees will receive \$1.20 per share and 51 cents in Northeastern subordinated debentures as a reserve against possible claims. The Northeast-



Mr. Henry



Mr. Cox



Mr. Loevinger

(BROADCASTING, Sept. 2, 1963).

Realistic Approach ■ However, there is no certainty the commission will adopt a rule along the lines urged by Chairman Henry. The chairman himself told BROADCASTING, that "while it has appeal for me I'll have to give it more study before I decide whether I'll vote for it. The rule would have to be realistic as well as desirable," he said.

One of the practical difficulties such a rule would create is that, unless the commission took the drastic action of requiring divestiture those multiple owners with more than three television stations in the top 25 markets (see box page 27) would tend to be frozen into a position of dominance.

Chairman Henry acknowledged this "deficiency." But he said it would not necessarily be a reason for not adopting the rule. "We're talking about what ought to be done for the future," he said.

Commissioner Cox said the commission could require multiple owners to sell off stations over the proposed maximum. He recalled that the commission required NBC to sell an entire network—the Blue Network—in 1943.

Mr. Cox acknowledged that it might be difficult to swing a majority of the commission behind an action to force

cause the proposals of the buyers were attractive and the reputation of the buyers good.

"I can vote to approve such a transaction," he said "only on the assumption that none of Transcontinent's major stockholders plan to re-enter television within the foreseeable future. If any of them should attempt to do so," he added, "his intention to operate in the public interest, rather than traffic in licenses, should be subjected to the most searching and critical scrutiny."

It's understood that the commission, in voting approval of the transaction, overrode the recommendation of the staff, which favored setting the case for hearing. The staff reportedly felt that there were many ramifications of the record-breaking sale, including questions of trafficking and multiple ownership, that should be explored in a hearing.

With the FCC's approval of the sale of the 11 Transcontinent station properties, the largest sale transaction in the history of broadcasting is soon to be consummated.

Final transfers are scheduled to take place after a 30-day waiting period. This is the customary length of time for FCC orders to take effect, and the seller and buyers want to be certain no one is going to seek reconsidera-



This is Atlanta!

THE MAYOR DIGS ATLANTA! Mayor Ivan Allen, Jr. at White Columns with his "million dollar shovels"... each representing a million dollar construction project underway in Atlanta. Fourteen silver-plated shovels...fourteen varied million dollar projects coming to a growing Atlanta! Are you using the **growth** market?

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NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami; KTVU, San Francisco-Oakland.

MERCHANT PRINCES



buy WNBC-TV. Top names in the retail trade all know it's the most efficient means of getting New Yorkers into their stores. Among them:

Macy's

Bond Stores

Castro Convertibles

Gimbel's

Herman's Sporting Goods

Martins Paints

Take a tip from the merchants: whatever the product or service you have to sell, merchandise it on WNBC-TV.



WNBC-TV
NEW YORK

ern certificates and debentures equal 80 cents a share, the value of the Cleveland property.

TTC management also reported to its stockholders that an Internal Revenue Service ruling holds that the gains received by shareholders will be considered capital gains (or losses, as the case may be). TTC itself will not be charged with any capital gain liability.

Transcontinent was incorporated in 1956 and became publicly owned three years ago when three of its largest shareholders sold 400,000 Class B common shares. The company has been traded over-the-counter.

Principal stockholders of TTC are Paul A. Schoellkopf Jr. and family, 5.5%; J. Fred Schoellkopf IV and family, 4.6%; Seymour H. Knox III and family, 5.3%; George F. Goodyear, 5.4%; Jack D. Wrather Jr., 6.8%; Edward Petry and wife, 6.2%; Edward Voynow and wife, 6.2%. David C. Moore is president of TTC.

KRLA HAS NOTHING TO TRANSFER FCC says a nonrenewed license can't be assigned

The FCC last week, in a 4-2 decision, turned thumbs down to a proposal by Donald R. Cooke to donate all stock of Eleven Ten Broadcasting Corp., the nonrenewed licensee of KRLA Pasadena-Los Angeles, to the Broadcast Foundation of California Inc., a nonprofit organization.

The commission also invited applications for the KRLA frequency, 1110 kc, which the agency has ordered vacated by May 1.

The commission action was voted by Chairman E. William Henry, Commissioners Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford. Commissioners Kenneth A. Cox and Robert E. Lee dissented.

The commission's decision said that Mr. Cooke "has nothing to assign unless and until the commission renews its (Eleven Ten's) license." This philosophy was described as "our established policy" and according to the agency Mr. Cooke gave "no substantial reason for a deviation" from it.

The transfer agreement provided that Mr. Cooke give his sole ownership of Eleven Ten to Broadcast Foundation if that organization would agree to assume a \$360,000 debt owed by Mr. Cooke to his brother Jack Cooke. The foundation would also have to accept a five-and-a-half-year, \$90,000 lease, also by Jack Cooke, for the station's site and equipment (BROADCASTING, Feb. 3). The foundation, if granted the KRLA facility, was to operate the station as a commercial venture, but donate its profits to education, with 80% of the first five years' income be given to an ETV station being constructed on channel

The genesis of the TTC occurred in 1955 when the Schoellkopf group, which has widely diversified business and industrial interests, acquired an interest in WGR-TV Buffalo. Three years later it acquired the San Diego and Bakersfield stations when it merged with Marietta Broadcasting Co., principally owned by Mr. Wrather and the Petry company, both of whom received TTC stock. Also in 1958, TTC bought a 60% interest in the merged UHF stations in Scranton and Wilkes-Barre, and four years later bought out the 40% interests which included Pennsylvania Governor William A. Scranton and family. In 1960, TTC bought the Kansas City stations.

During this period also, TTC bought WHAM radio and TV stations, Rochester, N. Y., from Stromberg-Carlson Co., sold off the radio station almost immediately and later the TV station (WROC). It also bought a 50% interest in WSYA-AM-FM-TV Harrisonburg, Va., but sold this interest to the *Washington* (D. C.) *Evening Star* in 1959.

28 in Los Angeles.

What's Coming - The commission said that it "will consider immediately new applications proposing to utilize the frequency of the deleted facility." The agency added that if such applications are to be considered in a hearing with competing proposals they "must be substantially complete and tendered for filing . . . by the close of business on March 31."

Prospective applicants were warned that their applications have to be in compliance with the technical requirements established under the interim rules adopted when the commission ordered a "freeze" on AM applications in the spring of 1962. If an application fails to meet these standards a request for waiver is required "and a showing in support of such request for waiver," the commission said.

As of last week two parties had expressed a desire to apply for the KRLA facility—California Regional Broadcasting Corp. and a group of unidentified local residents (BROADCASTING, Feb. 10). These are in addition to Broadcast Foundation.

The California Regional proposal said it would operate the station as an educational and cultural voice for the Pasadena area.

The undisclosed prospective applicant suggested that the commission approve an interim operation by applicants for the frequency, as a means of continuing local service. This party is represented by McKenna & Wilkinson, a Washington communications law firm.

Both parties opposed the transfer as a violation of commission authority.

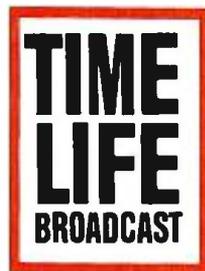
162* television news directors, cameramen and reporters will devote this coming weekend to learning more about their trade.

When the RTNDA Newsfilm Standards Conference winds up on Sunday afternoon, twenty-six qualified practitioners of the craft of newsfilm production will have made presentations on their specialties, and those presentations will have been examined most critically.

The proceedings will be recorded, later incorporated into a Manual of Newsfilm Standards. The industry is indebted to these newsmen who will teach—and the newsmen who will learn—one of the most important skills in broadcasting, local news reporting.

Eddie Barker, KRLD-TV
Bob Brennan, CBS-TV
Jack Bush, ABC-TV
Jim Byron, WBAP-TV
Dick Cheverton, WOOD-TV
Walter Dumbrow, CBS-TV
John Fletcher, ABC-TV
Vincent Gaito, ABC-TV
Houston Hall, WRCV-TV
Calvin Hotchkiss, Eastman Kodak
Dr. Harry Knop, DuPont
Richard Leacock
Carroll McGaughey, WSOC-TV

Fred Mooke, WTVJ-TV
Pat O'Connell, WIIC-TV
Bruce Palmer, KWTW
Ralph Paskman, CBS-TV
Tom Phillips, CBS-TV
Bob Rubin, CBS-TV
Phillip Scheffler, CBS-TV
Bob Shafer, WRCV-TV
Sam Sharkey, KING-TV
Marty Smith, Capital Film Labs.
Robin Still, NBC-TV
Pat Trese, NBC-TV
Bob Walker, WFAA-TV



*A few places remain. Call or write Miss Ordano, Conference coordinator
Room 35-58, Time & Life Building, New York, N. Y. 10020, LL 6-4373.

PACKAGE PLAN NEXT FOR BASEBALL?

Although price for rights climbs to \$13.5 million, owners see chance for even more if they bargain collectively for games

Major league baseball teams will get more in radio-TV rights in 1964 than they did in 1963. But the estimated \$13,575,000 could be the signal of the end of an era, according to BROADCASTING's annual survey of ball clubs, stations and advertisers.

Exclusive of network weekend telecasts, the World Series and All Star game, the rights show a \$575,000 increase over the adjusted rights estimate

for 1963 to total \$13.5 million.

The All Star game and World Series will add \$3.5 million and 12 teams will split about \$1.7 million in rights for CBS-TV and NBC-TV weekend games.

Although the individual rights showed an increase on the whole, the over-all picture for advertisers did not appear so bright. Sponsor billings are expected to remain near the \$84 million recorded last season, but several stations were hav-

ing difficulty finding buyers for parts of the games. In most cases this was a problem where teams did not finish high in the standings last year.

Major league ball clubs, which have been among the last sports bastions of rugged individualism, faced the realization this year that a united front might be more profitable. Several factors contributed to this thinking:

- Success of football in selling pack-

What baseball gets from broadcasting

Rights figures are BROADCASTING estimates. Asterisk following the 1963 figure denotes a revised estimate of rights. The figures do not include rights paid by CBS and NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in each network in parentheses.

American League

Team	1964 Rights	1963 Rights	Television	Radio	Sponsors & Agencies
BALTIMORE	\$750,000	\$600,000	WJZ-TV (3)	WBAL (30)	National Brew (Doner) 1/3 radio-TV; 2/3 TV sold participating; 2/3 radio sold to regional and local sponsors.
BOSTON	600,000	600,000	WHDH-TV (7)	WHDH (45)	General Cigar (Y&R), Atlantic Refining (Ayer), Narragansett Brew (DCSS), all 1/3 radio-TV.
CHICAGO	900,000	850,000	WGN-TV	WCFL (80)	Hamm Brew (C-M) 1/3 TV; R. J. Reynolds (Esty) 1/4 TV; Phillips Petroleum (JWT) 1/6 TV; Allstate Insurance (Burnett) alt 1/4 TV; alt 1/4 TV open. General Finance (PKG) 1/2 radio; Budweiser (D'Arcy) 1/4 radio; Rambler Dealers (Powell, Schoenbrod & Hall) 1/6 radio; Gen. Cigar (Weiss) 1/6 radio.
CLEVELAND	700,000	700,000	WJW-TV	WERE (40)	Carling Brew (LF&S) 1/4 TV, 1/6 radio; R. J. Reynolds (Esty) 1/3 TV; 1/2 TV open; Texaco (B&B) 1/6 radio; Richman Clothes (LF&S) 1/6 radio; Gen. Cigar (Y&R) 1/6 radio; 1/2 radio open.
DETROIT	650,000	625,000	WJBK-TV (8)	WWJ WJR (48)	Stroh Brew (Zimmer, Keller & Calvert), Marathon Oil (C-E), American Tobacco (BBDO), all 1/2 radio-TV.
KANSAS CITY	300,000	300,000*	(Radio and TV commitments contingent on status of ball club's franchise)
LOS ANGELES	825,000	775,000	KTLA(TV)	KMPC	Std Oil of Calif. (BBDO), Brown & Williamson (Bates), both 1/2 radio-TV; Southern Calif. Chevrolet Dealers (Eisaman, Johns & Laws) 1/2 TV; J. A. Folger (C-E) 1/2 radio.
MINNESOTA	600,000	600,000	WTCN-TV (14)	WCCO (30)	Hamm Brew (C-M) 1/2 radio-TV; Twin City Federal (Pidgeon, Savage & Lewis) 1/2 radio, 2/9 TV; Maxwell House (OB&M), Western Oil (John Forney), Blue Shield (Nick Coleman), Northern States Power (C-M), each 1/9 TV; Pure Oil (Burnett) 2/9 radio, General Mills (Knox Reeves) 1/9 radio.
NEW YORK	1,200,000	1,200,000	WPIX(TV) (7)	WCBS (40)	Ballantine (Esty) 1/2, R. J. Reynolds 1/2, Humble Oil in New York State (M-E) 1/6, Atlantic Refining outside state (Ayer) 1/6, all radio-TV.
WASHINGTON	325,000	300,000	WTOP-TV	WTOP	Ballantine (Esty) 1/2 TV, 4/9 radio; R. J. Reynolds (Esty) 1/2 TV; Gen. Mills (Reeves) 1/9 TV; Allstate Insurance (Burnett) 1/18 TV; 3/18 TV open. 5/9 radio to local and regional sponsors.
A. L. TOTALS	\$6,850,000	\$6,550,000*			

age plans, and the concerted effort now underway by broadcast conscious baseball men trying to form a baseball package.

▪ The decision of the Los Angeles Dodgers and San Francisco Giants to become partners, as well as performers, in a pay-television operation.

▪ Consideration on Capitol Hill of a bill that would alter the blanket exemptions baseball has enjoyed from the antitrust laws (see story page 76).

▪ The decision of the American Tobacco Co. to pull out of sports sponsorship.

Under the aegis of John E. Fetzer, Bob Reynolds, Judge Roy Hofheinz and Walter O'Malley, all connected with broadcasting as well as baseball, the major league teams have agreed to consider a package plan, which would probably get underway in 1965 (BROADCASTING, Feb. 17, 3).

Although several package plans are

under consideration, the one getting the most attention is a no-blackout national game on Monday night, proposed by Mr. Fetzer. Originally his plan called for \$6.5 million to the teams for 26 Monday night games. However, he later said that the package could be worth about \$10 million to the teams.

Share and Share Alike ▪ One of the major selling points of such a plan would be equal distribution of the rights money. Under current network agreements the home clubs sell the rights and keep all the money. The seven teams whose home games will be televised on NBC-TV's *Major League Baseball* this summer will divide about \$700,000 in rights.

The CBS-TV contract for the *Game of the Week* will bring about \$1 million to the five teams whose home games will be shown.

On NBC-TV the home teams will be the Chicago White Sox, Cleveland In-

dians, Detroit Tigers and Minnesota Twins in the American League, and the Cincinnati Reds, Milwaukee Braves and Pittsburgh Pirates in the National League.

CBS-TV's home teams will be the New York Yankees and Baltimore Orioles in the American League, and the Chicago Cubs, St. Louis Cardinals and Philadelphia Phillies in the National League.

Although present plans for the baseball package do not call for elimination of these nationally televised weekend games, there is feeling among baseball men that if the package goes through, visiting teams may eventually be included in the rights to the weekend games, and that these games may ultimately be sold in package form.

Start Next Year ▪ The Monday night package will probably begin in 1965, but it is not until 1966 when the Yankees' contract with CBS-TV has

National League

Team	1964 Rights	1963 Rights	Television	Radio	Sponsors & Agencies
CHICAGO	\$550,000	\$500,000	WGN-TV	WGN	Hamm Brew (C-M) 1/3 TV; R. J. Reynolds (Esty) 1/4 TV; Phillips Petroleum 1/6 TV; Allstate Insurance (Burnett) alt 1/4 TV; alt 1/4 TV open. G. Heileman Brew (M-E), Serta Mattress (Doner), Oak Park Federal (Connor Assoc.), Texaco (B&B), Z. Frank (Doner), Weibolt Stores (Roche, Rickerd, Henri, Hurst) all 1/6 radio.
CINCINNATI	550,000	550,000	WLWT(TV) (5)	WKCY (80)	Burger Brew (Midland) 100% radio. Hudepohl Brew (Stockton-West-Burkhart) 1/2 TV; 1/2 TV open.
HOUSTON	600,000	600,000	KTRK-TV (8)	KPRC (25)	Pearl Brew (Tracy-Locke) 1/3 radio-TV; 2/3 radio-TV pending.
LOS ANGELES	1,000,000	1,000,000	KTTV(TV)	KFI (9)	Union Oil of Calif. (Smock, Debnam & Waddell). 1/2 radio-TV; Security First Natl Bank (Y&R), Chevrolet Dealers of Southern Calif. (Eisaman, Johns & Laws), 1/4 each radio-TV.
MILWAUKEE	500,000	475,000	WTMJ-TV (4)	WEMP (62)	Schlitz Beer (Majestic) 1/3 TV; R. J. Reynolds (Esty) 1/4 TV; Texaco (B&B) alt 1/4 TV; alt 1/4 TV open. Old Milwaukee Beer (Majestic) 1/3 radio; Phillips Petroleum, alt 1/4 radio; remainder open.
NEW YORK	1,000,000	1,000,000	WOR-TV (6)	WHN (12)	Rheingold Beer (FC&B) 57 1/2% TV, 70% radio; Brown & Williamson (Bates) 30% radio and TV; Shell Oil (OB&M) 12 1/4% TV.
PHILADELPHIA	650,000	650,000	WFIL-TV (4)	WFIL (24)	Atlantic Refining (Ayer), Ballantine (Esty), each 1/4 radio-TV; Tasty Baking (Aitken, Kynett), R. J. Reynolds (Esty) each 1/6 radio-TV.
PITTSBURGH	450,000	350,000	KDKA-TV (5)	KDKA (26)	Pittsburgh Brew (Ketchum, MacLeod & Grove), Atlantic Refining (Ayer), each 1/4 radio-TV; Bayuk Cigars (Wermen & Schorr), Hills Bros. Coffee (Ayer) each 1/6 radio-TV.
SAN FRANCISCO	1,000,000	900,000	KTVU(TV)	KSFO (16)	Hamm Brew (C-M), J. A. Folger (C-E), Std Oil of Calif (BBDO), each 1/4 radio-TV.
ST. LOUIS	425,000	425,000	KSD-TV	KMOX (100)	Busch Bavarian Beer (Gardner) 1/3 TV, 1/4 radio; American Tobacco (BBDO) 1/3 TV, 1/4 radio; Lincoln-Mercury (K&E), General Finance (PKG), each 1/4 radio; Shell Oil (OB&M) 1/3 TV.
N. L. TOTALS	\$6,725,000	\$6,450,000			
MAJOR LEAGUE TOTALS	\$13,575,000	\$13,000,000*			

PACKAGE PLAN NEXT FOR BASEBALL? continued

ended that full participation is expected.

There are two more reasons 1966 is looked on eagerly: the Dodgers and the Giants.

These two teams, stockholders in Subscription Television Inc., are in five-year exclusive agreements with STV (see page 42). However, the key years appear to be 1964 and 1965, when STV is scheduled to produce at least 20,000 subscribers in each city.

If the subscribers fail to materialize, there is feeling that the Dodgers and Giants will be happy to join the Monday night package. However, baseball men admit that if the West Coast teams make a go of their pay TV venture it could alter thinking of the national package by pulling out clubs in other populous areas and sending them down the pay TV path.

There are also reports that Dodger President Walter O'Malley is seeking to buy back the remainder of the 10-year rights contract which Union Oil purchased for \$10 million in 1960.

Last week in Washington Warren Giles and Joe Cronin, presidents of the National and American leagues respectively, endorsed a bill which would give all major team sports the special antitrust exemptions now enjoyed only by baseball. The last sports bill Congress enacted in 1961 gave professional sports the right to sell packages to radio and television (see page 76).

At last week's hearing before the Senate Antitrust and Monopoly Subcommittee, Senator Edward V. Long (D-Mo.) urged that Charles O. Finley, owner of the Kansas City Athletics, be subpoenaed.

The status of Mr. Finley and his Athletics has been another sore spot with baseball men, and it has left a question mark in radio-TV plans in Kansas City.

Question in Kansas City ■ Although no one knows what will happen, there appears to be a reluctance on the part of Kansas City stations to commit themselves to the Athletics' games, if the team stays there. WDAF-AM-TV, which last year had the rights, let its option for 1964 expire. If the team does remain, it's expected that the radio-TV rights for 1964 will be no more, and possibly less, than the estimated \$300,000 the team got last year.

The decision last month of American Tobacco Co. to pull out of sports sponsorship (BROADCASTING, Feb. 3) has thrown the selling situation into turmoil in several cities.

American Tobacco through BBDO, New York, had contracted for six teams: the Dodgers, Giants, Houston Colt .45's, Detroit Tigers, Boston Red

Sox and St. Louis Cardinals.

In Los Angeles it was replaced by the Chevrolet Dealers of Southern California through Eisaman, Johns & Laws; in San Francisco by Hamm Brewing through Campbell-Mithun, and in Boston by General Cigar through Young & Rubicam.

In Houston the hunt is on for another sponsor, while in Detroit and St. Louis no one appears to be shaking the sponsor tree too hard for a replacement.

Although American Tobacco said it would honor its current contracts, it is hoping for other sponsors to step in and let it move rapidly toward its announced policy of withdrawal from sports.

Considering the size of its baseball buys—it had contracted for one-half or one-third of most teams—American's move so near the start of the season was a problem. Even in markets not directly affected by American's move, the impact of the decision was being felt.

Of the national sponsors sticking with baseball, R. J. Reynolds through William Esty was again the biggest buyer. Reynolds has bought seven teams this year, down from last year's eight. (In 1963 Reynolds also purchased Kansas City.)

Brown and Williamson, through Ted Bates, also remained in the baseball picture with two teams.

With the exception of the two Los Angeles teams and Kansas City, every team in the majors has a beer sponsor, with 17 firms buying. Leading the list are Ballantine through Esty with three clubs, and Hamm Brewing through Campbell-Mithun with four.

General Mills for Wheaties through Knox Reeves became a major buyer this year with partial sponsorship of two teams, the CBS-TV and NBC-TV games, and sponsorship of pre or post game shows of four other teams.

CBS-TV reports its games are sold out and NBC-TV has sold one-quarter of its national sponsorships. Pee Wee Reese and Dizzy Dean will do the play-by-play for CBS-TV, and Joe Garagiola and another announcer to be named will handle the announcing for NBC-TV.

Sports Network Inc., New York, which arranges production for regional networks, said it has already prepared for more than 450 telecasts and 1,500 radio broadcasts.

AMERICAN LEAGUE

Baltimore Orioles ■ WBAL Baltimore will again broadcast the Oriole games to a 30-station network in Maryland, Delaware, Pennsylvania and Virginia. The Orioles this year begin a three-year

contract with WJZ-TV and 52 games, including two exhibitions with the Los Angeles Dodgers, will be shown on a four-station TV network. Pre and post game shows on radio and TV will be aired locally only. Chuck Thompson and Frank Messer will do play-by-play on radio and TV.

Boston Red Sox ■ WHDH-AM-TV Boston will originate Red Sox games again this year. A seven-station New England TV network will carry 56 games, about half at home. On radio, 170 games, including eight exhibitions will be fed to 45 stations. Curt Gowdy, Ned Martin and Art Gleason will report the games. Pre and post game shows will be seen and heard locally only. These include *Dug-out Interviews with Curt Gowdy* and *Warm-up Time* with Don Gillis preceding the games, and *Sports Extra* with Bill Harrington as a post-game show on WHDH. For the TV games, *Baseball Closeup with Curt Gowdy* will precede each Sunday game and *Wheaties Scoreboard* with Johnny Most will follow each TV game.

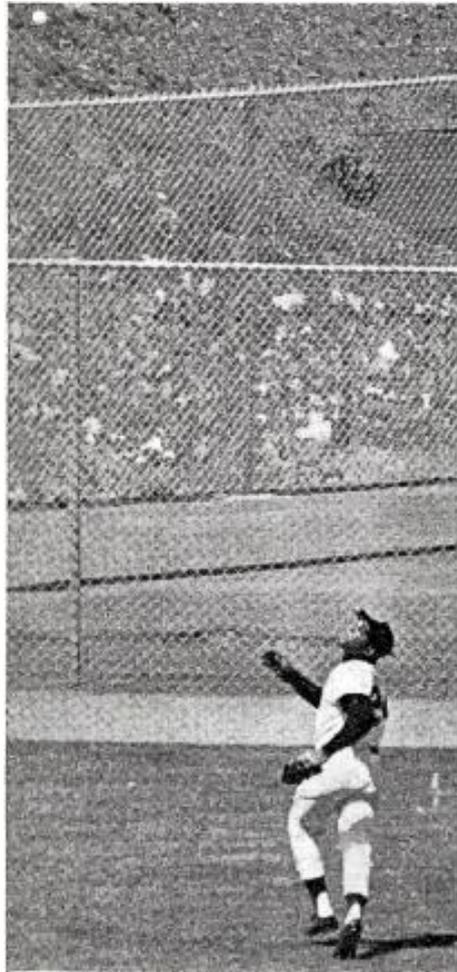
Chicago White Sox ■ All the White Sox games will be broadcast by WCFL Chicago and a network of more than 80 stations covering 12 states. Bob Elson and Milo Hamilton will do the play-by-play. On WGN-TV Chicago, 64 White Sox games will be shown, 13 on the road. Of the 51 home games scheduled, 42 will be day games and will be colorcast for the fifth year. WGN-TV and the White Sox are now operating under a new four-year contract which will run through 1967. Jack Brickhouse and Vince Lloyd will do the play-by-play on television.

Cleveland Indians ■ For the 15th year WERE Cleveland will broadcast the Indian games. This year's schedule of 174 games, including 12 preseason weekend games, will be fed to a network of about 40 stations in Ohio, New York, Pennsylvania and West Virginia. Jimmy Dudley and Harry Jones will do the games on radio. Although the Indians' TV outlet had not been signed as of last Thursday (Feb. 20), it is expected that WJW-TV will again air the games. The TV schedule calls for 51 games this year, the same as '63. Play-by-play will be handled by Bob Neal and Herb Score.

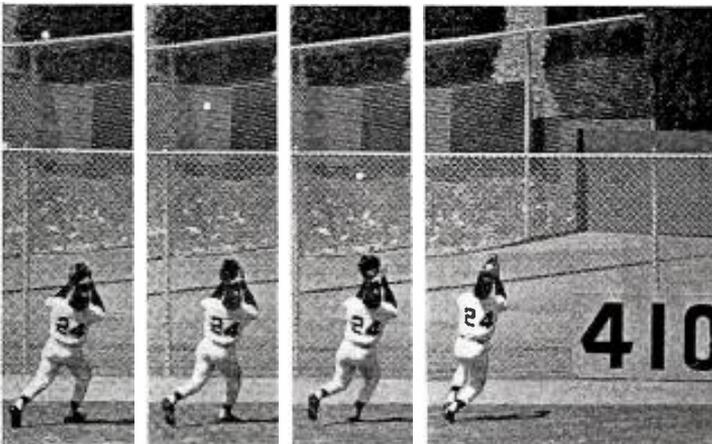
Detroit Tigers ■ Radio broadcasts of Tiger games have moved to WWJ and WJR Detroit. WWJ will carry day games and WJR the night games. They will feed a 48-station network. On television WJBK-TV Detroit will feed 32 road games to an 8-station network. Ernie Harwell and former Tiger manager Bob Scheffing will handle the play-by-play.

Kansas City Athletics ■ With the status of the team's franchise and ownership

SPORTS...



coverage that's exciting, unusual, live and direct. That's what viewers in the San Francisco-Oakland market expect (and receive) from KTVU. In 1964, KTVU will again exclusively televise the Giants-Dodgers Baseball games from Los Angeles. (For the fourth straight year.) Other live sports attractions include Seals Ice Hockey, the Lucky International Golf Tourney, Roller Derby and Wrestling. Plus the live coverage of national golf, swimming, tennis and basketball events. The Number 1 sports station in the San Francisco-Oakland market is



Baseball's great center fielder, S. F. Giant Willie Mays, displays his ease and grace in robbing another batter of a sure hit. San Francisco Examiner photographs by Charlie Doherty.

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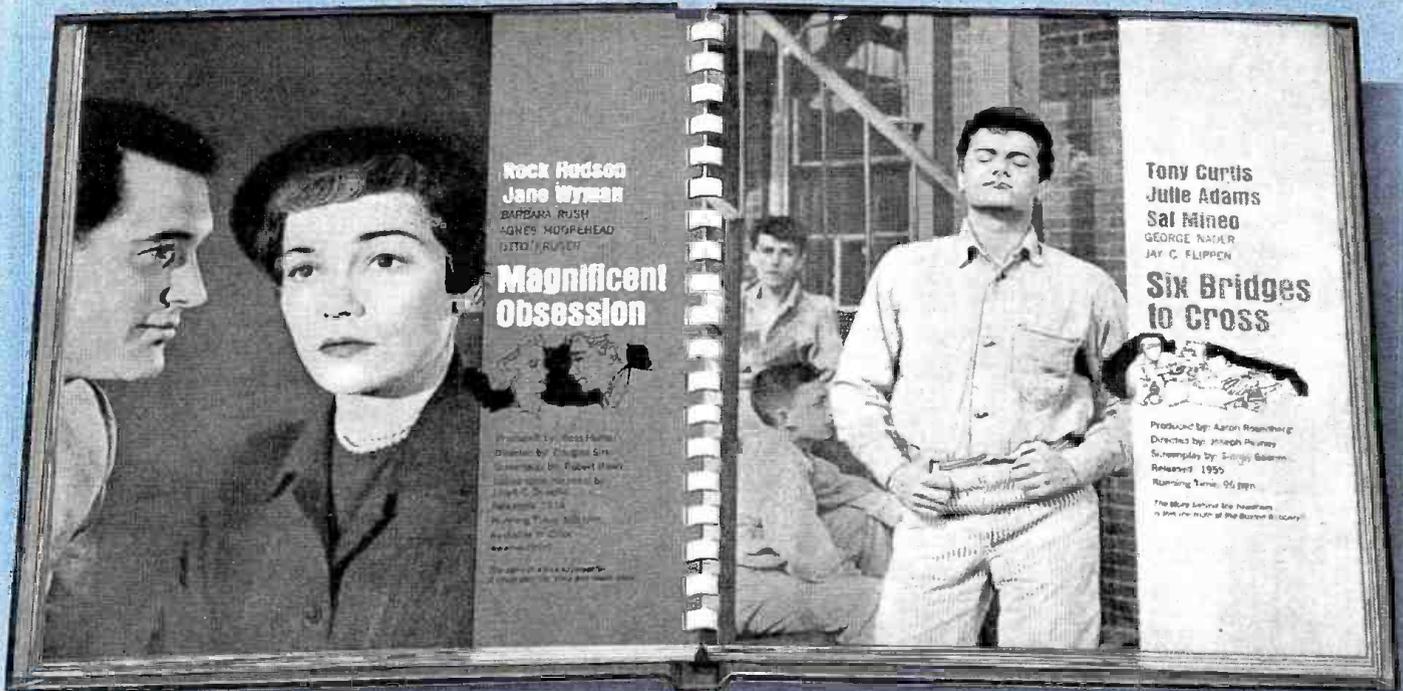
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For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data). Individual feature prices upon request.

still uncertain, there has been no concerted move by any station to lock up the Athletics' schedule. WDAF-AM-TV held the option for 1964, but has allowed the option to expire.

Los Angeles Angels ■ The Angels are keeping it all in the Gene Autry-Bob Reynold family this year with KTLA (TV) and KMPC, both Los Angeles, covering the games. Mr. Reynolds is president of the Angels and Golden West Broadcasters. Golden West is licensee of KMPC and is seeking FCC approval of the purchase of KTLA. Mr. Autry is

principal stockholder in the Angels and Golden West. Last year KHJ-TV concluded its three-year contract with the Angels.

KTLA will show 30 games, including 10 preseason games in color from Palm Springs, Calif., where the team trains. The 20 regular season games will be in black and white. *Angels Warm-up* and *Angels Wrap-up* will precede and follow the televised games. KMPC will originate 184 games, including 22 exhibition, for a 19-station network in California, Nevada and Arizona. Buddy Blattner and Don Wells will do play-by-

play on radio and television with Steve Bailey also working on radio coverage.

A pregame *Angels Warm-up* and postgame *Angels Report* will be fed to the radio network for local sponsorship. A pre-pregame show on KMPC will feature the Angels manager, Bill Rigney.

Minnesota Twins ■ Under the first year of a three-year contract WTCN-TV Minneapolis-St. Paul will feed the Twins games to 14 stations in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. Of the 50 games to be televised, 35 will be at night. Also under

68 national and regional advertisers buy major league baseball

In 1964 68 national or large regional advertisers will sponsor baseball, either buying a part of the game broadcasts or pre or post game programs. Many of these advertisers bought parts of games for several teams as well as programs before or after the games.

R. J. Reynolds held the largest number of team sponsorships by one company with parts of the White Sox, Indians, Yankees, Senators, Cubs, Braves and Phillies. The General Mills lineup includes parts of the games of the Twins and Senators, post or pre game shows for the Orioles, Red Sox, Angels, and Yankees. In addition General Mills is a sponsor of the CBS games and the NBC games.

Following is a list of the more important baseball sponsors:

Sponsor & Agency	Team Sponsor (* indicates pre or post game sponsor)
Allstate Insurance (Burnett)	Cubs Senators White Sox *Yankees
American Tobacco (BBDO)	Cardinals Tigers
Anheuser-Busch (D'Arcy (Gardner)	White Sox Cardinals
Armour & Co. (Y&R)	*Giants
Atlantic Refining (Ayer)	Phillies Pirates Red Sox Yankees
Ballantine (Esty)	Phillies Yankees Senators
Bayuk Cigars (Wermen & Schorr)	Pirates
Bonanza Airlines (Stebbins)	*Angels
Bristol-Myers (DCSS)	CBS games
Brown & Williamson (Bates)	Mets Angels
Burger Brewing (Midland)	Reds

Carling Brewing (LF&S)	Indians
Carnation Co. (EWR&R)	*Dodgers
Carter Products (SSC&B)	CBS games
Chase Manhattan Bank (Bates)	*Yankees
Chesebrough-Pond's (NC&K)	CBS games
Chevrolet Dealers of Southern Calif. (Eisaman, Johns & Laws)	Dodgers Angels
Chrysler Corp. (Y&R)	All-Star World Series *Yankees
Colgate-Palmolive (Bates)	CBS games
Del-Monte Foods (M-E)	*Yankees *Giants
Falstaff Brewing (DFS)	CBS games
Folger (C-E)	Angels Giants
General Cigar (Y&R (Weiss))	Red Sox Indians White Sox
General Finance (PKG)	White Sox Cardinals
General Mills (Reeves)	Twins Senators CBS games NBC games *Orioles *Red Sox *Angels *Yankees
Gillette (Maxon)	All-Star World Series
Hamm Brewing (C-M)	Cubs Giants White Sox Twins
G. Heileman Brewing (M-E)	Cubs
Hertz (NC&K)	*Angels
Hills Bros. (Ayer)	Pirates
H. P. Hood (K&E)	*Red Sox
Household Finance (NL&B)	*Orioles *Angels
Hudepohl Brewing (Stockton, West & Burkhart)	Reds
Humble Oil (M-E)	Yankees
Kraft Foods (JWT)	*Red Sox
Liberty Mutual (BBDO)	*Red Sox
Liebmann Brewing (FC&B)	Mets
Lincoln-Mercury (K&E)	Cardinals
P. Lorillard (Grey)	NBC games

Lucky Lager Brewing (BBDO)	*Angels
Marathon Oil (C-E)	Tigers
Maxwell House (OB&M)	Twins
Melville Shoe Corp. (DDB)	*Yankees
Monroe Auto Equip. (Aitken-Kynett)	*Yankees
Narragansett Brewing (DCSS)	Red Sox
National Brewing (Doner)	Orioles
Nationwide Insurance (OB&M)	*Yankees
Pabst Brewing (K&E)	*Dodgers
Pearl Brewing (Tracy-Locke)	Colts
Philip Morris (Burnett)	CBS games
Phillips Petroleum (JWT)	White Sox Cubs Braves
Pittsburgh Brewing (Ketchum, MacLeod & Grove)	Pirates
Plymouth Dealers (Ayer)	*Yankees
Pure Oil (Burnett)	Twins
R. J. Reynolds (Esty)	White Sox Indians Yankees Senators Cubs Braves Phillies
Schick Razors (Compton)	*Red Sox
Schlitz Brewing (Majestic)	Braves
Security First Natl Bank (Y&R)	Dodgers
Serta Mattress (Doner)	Cubs
Shell Oil (OB&M)	Mets Cardinals
Simoniz (DFS)	CBS games *CBS games
Std. Oil Calif. (BBDO)	Angels Giants *Mets
Stewart-Warner (MacFarland, Aveyard)	
Stroh Brewing (Zimmer, Keller & Calvert)	Tigers
Tasty Baking (Aitken-Kynett)	Phillies
Texaco (B&B)	Indians Cubs Braves CBS games *CBS games
Union Oil of Calif. (Smock, Debnam & Waddell)	Dodgers
Volvo (Carl Ally)	*Yankees
J. B. Williams (Parkson)	CBS games

puzzle:



Tale of Four Cities

When Robert Gilbertson, Frank Dougherty, Richard Gardner and Byington Colvig, regional managers of Harrington, Righter & Parsons, Inc., first joined that organization, there was some confusion about who went to which city. The cities in random order: St. Louis, Hollywood, San Francisco and Chicago. Although each man knew where he had been assigned, he guessed wrong about the other three; no two erred in the same way.

For example, Dougherty thought Gilbertson was the Hollywood man; Gilbertson thought Colvig was assigned to San Francisco; Colvig thought Dougherty had been sent to Chicago. Gardner thought Gilbertson had the job that Colvig thought Gardner had, and so on.

It took several weeks before things got sorted out, but they've run smoothly ever since.

To which city was each man assigned? Where did Gardner think Dougherty was going? Address answers to: Puzzle #98, WMAL-TV.

* * *

If the people in your organization (e.g. Media Directors, Time Buyers) know where they're going, they'll investigate prime-time minute availabilities in WMAL-TV's 6 p.m.-to-7:30 p.m. Mon. thru Fri. slot. News 7 (6 to 7 p.m.) is followed by a sure-fire half-hour of comedy (Comedy Hour, 7 to 7:30 p.m.) for the whole family. Check Harrington, Righter & Parsons, Inc.—any city.



SEE THE
WORLD'S FAIR AND
WASHINGTON, D.C., TOO

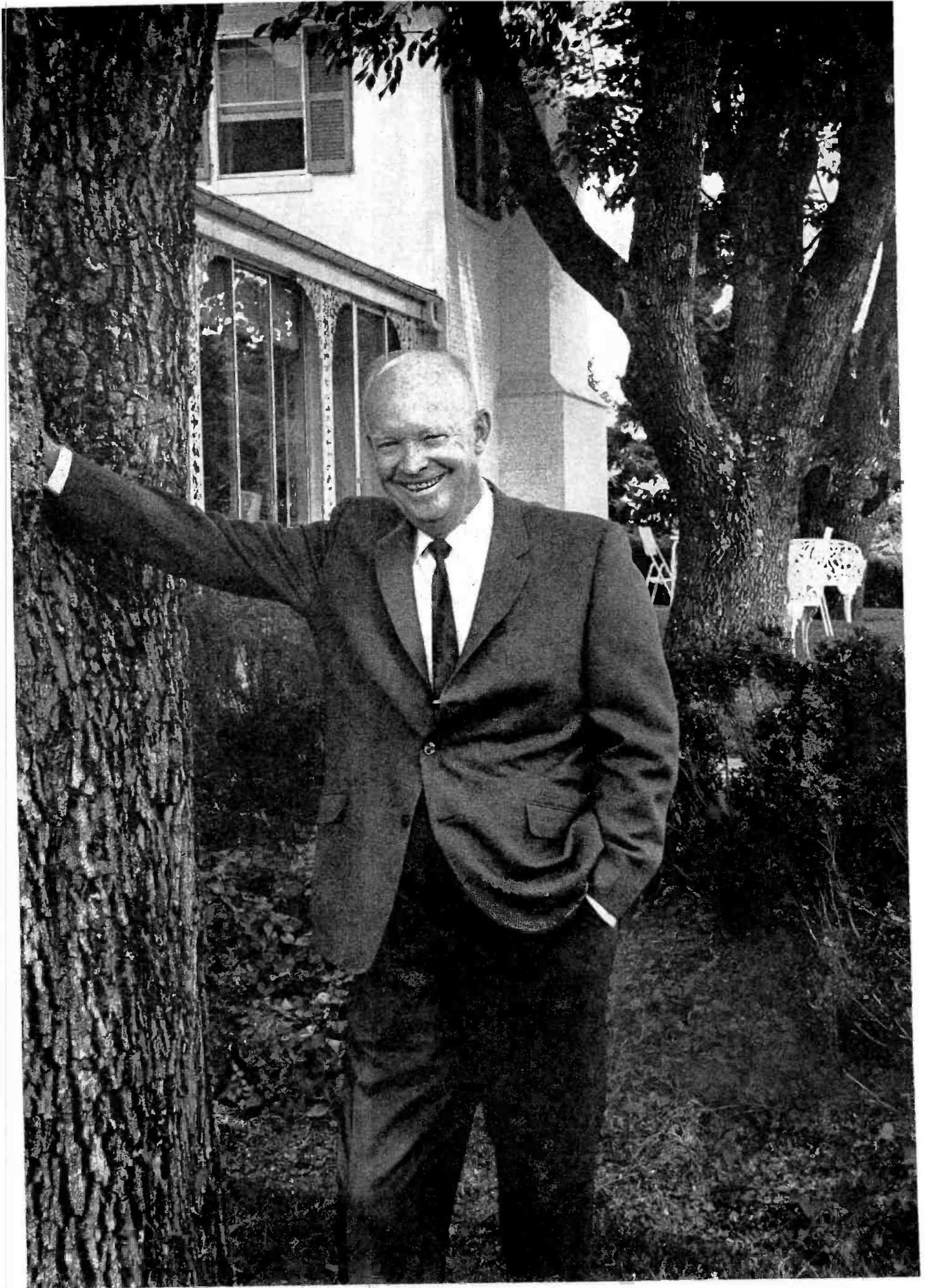
Puzzle adaptation courtesy Dover Publications, New York, N. Y. 10014

wmal-tv 

Evening Star Broadcasting Company WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSA-TV and WSA, Harrisonburg, Va.



Dwight D. Eisenhower **will cover the 1964 Republican Convention** **for the American Broadcasting Company**

Beginning July 13, 1964, Dwight D. Eisenhower will honor the American Broadcasting Company—and inform the American people. During the Republican Convention in San Francisco and the ensuing campaign, General Eisenhower will serve as the political consultant for ABC News on television and radio. He will discuss trends and the activities of the convention, each day, in informal interviews and give the country the benefit of his unique experience and his knowledge. **ABC News** 

a new three-year contract WCCO Minneapolis, will originate 171 games, including nine exhibitions, for a 30-station, seven-state network which includes Montana and Nebraska. Ray Scott, Halsey Hall and Herb Carneal will do the play-by-play on radio and television, with Frank Buetel added to the radio staff.

New York Yankees ■ For the 13th successive year WPIX(TV) New York will televise the Yankee games. Of the 130 games on WPIX, about 50 will be seen on the seven-station TV network in New York and Pennsylvania. WPIX will telecast all home games, 45 away games and four preseason games. About four or five games will be in color. WCBS New York will originate Yankee games for a 40-station network. The 30 exhibition games will be on WCBS-FM, with 13 also on WCBS. A 15-minute pregame show with Pat Summerall is set for WCBS. On WPIX Red Barber, Jerry Coleman and Roy Campanella will do pre and post game shows. Play-by-play on radio and television will be handled by Mel Allen, Phil Rizzuto and Messrs. Barber and Coleman.

Washington Senators ■ In the first year of a new three-year contract, WTOP-AM-TV again will carry the Senator games. WTOP-TV has 33 games scheduled, the same as last year, with 22 of them on the road. WTOP will carry the 162-game league schedule plus four exhibitions. There is a possibility of forming a radio network this year. Dan Daniels and John MacLean will handle the play-by-play on radio and television.

NATIONAL LEAGUE

Chicago Cubs ■ WGN-AM-TV Chicago will cover the Cubs again in 1964. The home schedule of 81 day games will be in color for the fifth year. WGN-TV will televise five road games in black and white. The full league schedule, plus four exhibition games, will be carried on WGN. Jack Brickhouse and Vince Lloyd will do the television coverage, and Jack Quinlan and Lou Boudreau will report the games on radio.

Cincinnati Reds ■ WCKY Cincinnati takes over the Reds broadcasts this year, originating 182 games, including 20 exhibitions, for about 80 stations in five states. WLWT(TV) Cincinnati will originate over 50 games to a five-station network in Ohio, West Virginia and Kentucky. All home games will be shown in color. Pre and post game shows on radio and TV will be local only. Waite Hoyt and Claude Sullivan will handle the games on radio and Ed Kennedy and Frank McCormick will handle the TV broadcasts.

Houston Colt .45's ■ KTRK-TV Houston will be key station for an eight-station network carrying 14 weekend road

games of the Colts. On radio, KPRC Houston will originate the Colt games for a 25-station lineup in Texas and Louisiana, with 12 stations getting all the games and 13 taking weekend games only. In addition a five-station Spanish-language network will carry Colt games to the border area. Gene Elston and Loel Passe will work the radio-TV play-by-play, with Rene Cardenas and Orlando Sanchez Diago covering for the Spanish-language stations.

Los Angeles Dodgers ■ KFI Los Angeles will originate the Dodger games over a network of nine stations. There will be 190 broadcasts, including 28 preseason games. KTTV(TV) Los Angeles will televise the nine Dodger-Giant games to be played in San Francisco. Vin Scully and Jerry Doggett will handle radio-TV coverage. Pre and post-game shows on radio will be only on KFI. For the seventh consecutive season KWKW Los Angeles Spanish-language station will carry the Dodger games with the same sponsors as on the English-language coverage. Fats Garcia and Jaime Jarrin will cover the games for KWKW.

Milwaukee Braves ■ WTMJ-TV Milwaukee will televise 30 Brave games this year, an increase from last year's 26, and the 11 games shown in 1962. WTMJ-TV will originate for a four-station Wisconsin network. WEMP Milwaukee will originate the Brave games to 62-station network in Wisconsin, Illinois, Iowa, Minnesota and Michigan. The radio network last year had only 31 stations in two states. Merle Harmon will do the radio play-by-play and the TV announcer has not been set.

New York Mets ■ Of the 132 games WOR-TV New York will televise, the 77 home games will be in color. About 55 games, mostly on weekends, will be taken by a six-station network in New York and Pennsylvania. WHN New York, which this year acquired the Mets on radio, will feed the 162 league games, plus 28 exhibitions, to a 12-station network. Ralph Kiner, Lindsey Nelson and Bob Murphy will do the radio and television play-by-play. Pre and post game shows on television are handled by Mr. Kiner. Mr. Murphy does a 10-minute pregame show on WHN and Mr. Nelson has a seven-minute post-game radio show.

Philadelphia Phillies ■ The Phillies will telecast 56 games this season on a four-station Pennsylvania network. WFIL-TV Philadelphia will originate the programs. A 24-station radio network, fed by WFIL, will broadcast a total of 180 games. Byrum Saam, Richie Ashburn and Bill Campbell will do the radio-TV play-by-play.

Pittsburgh Pirates ■ KDKA-AM-TV will carry the Pirate games again this sea-

son. KDKA-TV will feed 33 road games to a five-station network. There are 26 stations in the radio network to which KDKA will feed 177 games, including 15 exhibitions. Bob Prince, Jim Woods and Claude Haring do the radio and television play-by-play.

San Francisco Giants ■ Ksfo San Francisco will originate broadcasts of the Giants full schedule, plus 12 spring training games, to a 16-station network that stretches to KOU Honolulu. Pre-game and postgame shows go to the full network for local sponsorship. The telecasts over KTVU(TV) Oakland-San Francisco include two preseason contests and the nine games against the Dodgers in Los Angeles. Russ Hodges and Lon Simmons will do play-by-play.

St. Louis Cardinals ■ KMOX and KSD-TV St. Louis will carry the Cardinal games again. KMOX will originate for a radio network of about 100 stations in 13 states for preseason and regulation league games. KSD-TV will televise 22 weekend road games. Harry Caray and Jack Buck will do the play-by-play.

Dodgers, Giants have agreements with STV

Both the Los Angeles Dodgers and the San Francisco Giants have signed five-year agreements with Subscription Television Inc., effective March 30, giving exclusive TV rights to all their games to this pay TV organization (see story this page). However, both contracts provide for a continuation of the limited number of games broadcast on commercial television through the 1964 season. Specifically, the nine games the Dodgers play with the Giants in San Francisco will be broadcast by KTTV(TV) Los Angeles and the nine games the Giants play with the Dodgers in Los Angeles will be broadcast by KTVU(TV) Oakland-San Francisco. KTVU will also broadcast two pre-season exhibition games of the Giants during their spring training period.

The STV contracts give the pay TV company exclusive rights to TV coverage of the games of the Giants and Dodgers within 50 miles of home plate in each city and first refusal for extended areas, roughly the northern half of California for the Giants games, the southern half of the state for the Dodgers games. STV has agreed to commence its service by July 1, with a minimum of 20,000 subscribers in each city, with penalties of up to \$35,000 a month for the remainder of the season if this guarantee is not met. If STV has not met the minimum by the end of the 1964 season, it must pay each club an additional \$100,000, with a similar sum to be levied for each month of the 1965 season that STV does not have at least 20,000 subscribers in each city.

Fearless Review

Not to be outdone by a well-known syndicated columnist, who reviewed his own recently published book with relish (“... in this reviewer’s humble opinion the best book published this year”), we’ve decided to apply the technique to a radio station.

Boldly raising *the* question about Iowa (“Is it just a farm state?”), WMT answers resoundingly (“No!”) and effectively (“Why, Iowa’s annual personal income from non-agricultural activities tops farm income \$3.2 billion to \$2.8 billion.”).

WMT’s many-splendored wattage drives its 600 kc’s over, under, around and through loam, limousine, tractor, factory and silo. The station’s well-modulated voice carries news, weather reports, stock reports, time signals, interviews and music with singular verisimilitude, eliciting passionate attention from countless* listeners.

WMT is delight from sign-on to sign-off. Its pervasive signal fills the clean Iowa air with waves of character. And the commercials! Minutes pass like station breaks. Exhortation becomes unassailable logic, the merest suggestion a powerful command.

The conclusion is unescapable: No time buyer should be without at least a 13-week supply, renewable like a comforting prescription.

*Countless, but sampled and projected: 203,580 radio homes in 46 Iowa, 4 Wisconsin, 2 Illinois and 2 Minnesota counties (NCS '61 weekly coverage).



WMT-AM

CBS Radio for Eastern Iowa

Mail address: CEDAR RAPIDS
National Representatives: The Katz Agency
Affiliated with WMT-TV; WMT-FM;
K-WMT, Fort Dodge; WEBC, Duluth.

NETWORK TV DROPPED 8.2%

TvB estimates \$9.5 million lost in JFK coverage

The television networks dropped approximately \$9.5 million in gross time billings in the four-day coverage of President Kennedy's assassination that commenced the afternoon of Nov. 22, 1963.

This estimate was made unofficially by Television Bureau of Advertising researchers on the basis of network TV gross time billings released today (Feb. 24) for November and January-November 1963.

The billings figures reported a decrease from \$73.2 million in November 1962, to \$67.1 million last November, or a drop of 8.2%. The cut in November revenues also affected the gross billings total for the 11-month period in 1963—the total of \$755.9 million was up 3.9%, a gain that would have been greater had November itself showed an increase.

Had commercial cancellations not occurred during the four-day assassination coverage period, TvB researchers estimated that the networks would have billed \$76.6 million in November. In October 1963, the networks reported \$76.8 million in gross time billings. The reported \$67.1 million in November was down close to the monthly bill-

ing level during the summer of 1963 (see accompanying table).

On the basis of a \$76.6 million prediction, the TV networks would have shown a boost of about 4.5% for November, instead of a decline.

The bureau noted that "most advertisers have accepted the idea of 'make-goods' and that these billings will be reported [by TvB] as they occur." Network TV gross time billings are compiled by Leading National Advertisers-Broadcast Advertisers Reports and released by TvB.

House to act on Rogers bill Wednesday

The author and chief supporter of HR 8316, a bill to block FCC rulemakings on commercials, said last week he thought there were enough votes to pass it in the House. Broadcasters, meanwhile, stepped up their campaign to ensure passage.

The bill is scheduled for three hours of debate Wednesday (Feb. 26) and a vocal opposition is expected (BROADCASTING, Feb. 10). But presidents of state broadcasting associations, in Wash-

ington for their annual meeting (see page 60), took advantage of the trip to visit their congressional delegations on Capitol Hill and explain the merits of the legislation. Several reported they had been pledged 100% support.

Representative Walter Rogers (D-Tex.), who guided the bill through his Communications Subcommittee and its parent Commerce Committee late last year, said he expected efforts might be made to amend the bill on the House floor. "I imagine they'll try to amend it out of existence," he said.

The bill would prevent the FCC from regulating the length or frequency of commercials through rulemaking—a proposal the FCC abandoned early this year after the Commerce Committee approved the Rogers measure (BROADCASTING, Jan. 20).

The FCC says it intends to utilize a case-by-case approach to overcommercialization—a procedure that won endorsement from several committee members who opposed rulemaking.

Some broadcasters, however, hope that even the case-by-case method can be sidetracked, perhaps through amendment of the Rogers bill on the floor.

Rep appointments . . .

- WTVO(TV) Rockford, Ill.: Blair Television, New York, as national representative.
- WFLN Philadelphia: George P. Hollingbery Co., Chicago, as national representative.
- WDIA Memphis: Bernard Howard and Co., New York, as national representative.
- KYNO Fresno, Calif.: George P. Hollingbery Co., New York, as national representative.
- KGBA Santa Clara, Calif., and KHOS Tucson, Ariz.: The Bolling Co., New York, as national representative.
- WEAQ Eau Claire, Wis.: The Paul H. Raymer Co., New York, as national representative.
- KASI Ames and KBIZ Ottumwa, both Iowa: Grant Webb & Co., New York, as national representative.

Schick buys 'Sergeants'

The Schick Safety Razor Co. has purchased half sponsorship of *No Time for Sergeants*, half-hour comedy series starting on ABC-TV in the fall. During its 52-week contract, placed through Compton Advertising, Los Angeles, Schick will advertise its stainless steel razor blades, double edge and the single edge injector blades, shaving creams and other products. Series, produced by Warner Bros., stars Sammy Jackson in the lead role which Andy Griffith portrayed on the stage and screen.

NETWORK TELEVISION GROSS TIME BILLINGS (000)

Source: TvB/LNA-BAR

	November**			January-November		
	1962	1963	% Change	1962	1963	% Change
ABC	\$18,632.6	\$17,231.3	-7.5	\$186,927.9	\$195,655.8	+4.7
CBS	28,352.4	25,994.3	-8.3	283,184.3	295,043.9	+4.2
NBC	26,215.5	23,939.3	-8.7	257,318.8	265,264.7	+3.1
Total	\$73,200.5	\$67,164.9	-8.2	\$727,431.0	\$755,964.4	+3.9

MONTH-BY-MONTH 1963 (000)

	ABC	CBS	NBC	Total
January	\$18,264.8	\$25,912.7	\$24,095.6	\$68,273.1
February	17,435.7	24,057.7	22,864.8	64,358.2
March	19,378.0	26,694.3	25,196.7	71,269.0
April	18,577.0	26,508.4	23,699.7	68,785.1
May	18,299.7	27,986.9	25,350.1	71,636.7
June	17,070.5	26,749.1	23,006.6	66,826.2
July	15,927.8	27,401.9	23,333.8	66,663.5
August	16,271.6	26,883.7	23,002.3	66,157.6
*September	17,289.4	27,440.0	23,268.0	67,997.4
*October	19,910.0	29,414.9	27,507.8	76,832.7
November	17,231.3	25,994.3	23,939.3	67,164.9

*September and October figures adjusted as of Feb. 6, 1964.

**November decline due to 4-day cancellation of commercials at time of President's assassination.

NETWORK TELEVISION GROSS TIME BILLINGS DAY PARTS

by

Source: TvB/LNA-BAR

	NOVEMBER*			JANUARY-NOVEMBER		
	1962	1963	% Change	1962	1963	% Change
Daytime	\$25,606.4	\$24,836.1	-3.0	\$231,775.1	\$251,206.1	+8.4
Mon.-Fri.	20,443.1	18,894.0	-7.6	189,108.2	197,531.0	+4.5
Sat.-Sun.	5,163.3	5,942.1	+15.1	42,666.9	53,675.1	+25.8
Nighttime	47,594.1	42,328.8	-11.1	495,655.9	504,758.3	+1.8
TOTAL	73,200.5	67,164.9	-8.2	727,431.0	755,964.4	+3.9

*November decline due to cancellation of commercials at time of President's assassination.



Especially during Summer, when selling is a breeze for advertisers on the five CBS Owned television stations, thanks to the excellent cost-audience efficiency achieved via streamlined Summer plans. Like WCAU-TV's "Summer Media Value Plan," designed especially to help your Philadelphia sales rise with the thermometer. Last Summer, for example, one major soft drink advertiser enjoyed a refreshing 36% better cost-per-thousand on WCAU-TV than the same schedule would have earned in the Fall. And another high-riding sponsor got 20% more efficiency with his summertime buy on Philadelphia's leading television station. Similarly, in New York, Chicago, Los Angeles and St. Louis, the CBS Owned television stations help combat soaring temperatures with tailor-made, low-cost selling plans. This Summer, play it cool. Call your CTS National Sales representative now.

Efficiency makes the difference!



© CBS TELEVISION STATIONS NATIONAL SALES

REPRESENTING CBS OWNED WCBS-TV NEW YORK, KNXT LOS ANGELES,
WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS

McCann's ultimatum: best spots or none

NO SECOND CHANCE FOR STATIONS IF COMPETITORS OFFER BETTER TIME

A "sudden death" policy in spot television buying was invoked by a \$25 million customer last week in protest against the selling and servicing practices of some station representation firms.

Edward A. Grey, senior vice president in charge of TV programming and media for McCann-Erickson, said McCann will cancel its spot TV schedules whenever it can find better values on other stations—without asking the original stations whether they themselves can provide better positions.

Salesmen representing stations carrying schedules for McCann clients, he pointed out, are expected to keep McCann buyers informed when better positions open up. If they don't do so, it will be assumed that they have nothing better to offer.

Reps Criticized ■ A review of the sales-and-service patterns of "a certain few station representative organizations," Mr. Grey said, "has revealed an increasing tendency toward servicing agencies by telephone, with a corresponding reduction in both the incidence of personal calls upon our buyers, as well as upon the rate of voluntary availability submissions. . . .

" . . . obviously, sales representative service only upon request, or by rote, cannot be condoned any longer in these days of increasing out-of-pocket advertising costs."

His statement of policy, which he called "instant upgrading," brought instant reaction from reps and also from a number of other agencies.

There was general agreement that the "instant upgrading" or "sudden death" approach is by no means a new or untried way of doing business. Procter & Gamble, television's biggest user, and its agencies were cited as probably the technique's No. 1 practitioners, although several salesmen felt that P&G agencies usually seem to use it more in their buying for P&G than for other clients.

At most agencies, however, the consensus seemed to favor giving the salesman a chance—by request—to come in with something better before cancelling schedules already placed with him. At some agencies it was considered unthinkable not to do so.

Varied Opinion ■ Among reps, the first reaction ranged from a charge of "nitpicking" to the belief, expressed by a number of sales executives, that Mr. Grey's position was not unreasonable or was completely justified. There was no indication that they felt unable to live with it, although several pointed out

that salesmen cannot be expected to hold valuable availabilities indefinitely if a client and his agency don't act promptly when the better positions are offered.

Mr. Grey outlined the McCann policy in a letter sent Wednesday to "every television sales representative organization." In it he restated the agency's basic spot TV buying policy and then enumerated the key procedures by which it will be implemented.

These procedures obligate McCann timebuyers to seek constantly to improve their clients' spot TV schedules, and to grant interviews to any salesman with availabilities to offer.

"In these days of spiraling advertising costs," Mr. Grey said, "it is our firm belief that this principle of 'instant upgrading' of our spot schedules is essential. In the interests of good media practices, we are certain that we can count on your cooperation in conveying to your sales personnel the importance of delivering to McCann-Erickson the best possible spot offers. In return, we pledge our complete cooperation in making buying decisions quickly and fairly."

Service Review ■ He "urgently" requested that a review of servicing practices be made by "those representatives who had assumed their obligations were completed when the schedule was purchased." He said, however, that "many leading station representative organizations, aware of this 'instant upgrading' policy, have continuously provided us

with opportunities for schedule improvements."

Mr. Grey said that McCann has "always believed the key to our success in spot television is related to the skill and abilities of our timebuyers in improving and refining their spot schedules. These improvements are almost totally dependent upon the professional capabilities, rapport and attitudes of the sales personnel who call upon us."

He would like nothing better, he told BROADCASTING, than to see McCann's media buying department—which includes 30 buyers—"crawling with salesmen" because "we can be no better than the salesmen who serve us."

He said McCann's "basic" television spot buying policy—which contains no explicit "sudden-death" provision—had been in effect for some time but that investigation had shown that too often buyers were seeing availability lists only when they were buying a specific schedule.

The "sudden death" feature is contained in the implementation procedures outlined in the letter. It provides that when a spot is found that is superior to one already being used for a McCann client, "cancellation of the less valuable spot will become automatic without request for improvement to the incumbent station, since it will be assumed that the incumbent station has no superior availabilities."

Short Notice ■ The standard contract form in use in spot buying and selling provides for cancellation on two weeks notice, and "instant upgrading" would be accomplished on that basis.

Other agencies tended to agree that at times the selling and servicing practices of some reps were superficial and spasmodic, but most seemed disinclined to rate them poor enough to warrant extreme action. It was stressed repeatedly that quality varied not only from one firm to another but often from salesman to salesman within the same firm.

Reps themselves took much the same position. While some felt that any reputable firm or salesman never stopped selling, even after the sale was made, a number of others thought that in some cases servicing was not all that it should be.

Lawrence Webb, managing director of the Station Representatives Association, took this position:

"I do not believe that Mr. Grey is being unreasonable in his request, but I do not believe his approach to the solution of the problem—if there is one—is the right approach. I would suggest



Edward A. Grey, senior vice president for TV programming and media at McCann-Erickson, has told representatives that the agency will cancel its spot schedules whenever it can find better buys on competitive stations.

that he call all the representative firms together and discuss the problems and try to arrive at a solution, and not air his grievances in the press. If SRA can be of any help to him, all he needs to do is call."

\$39 Million Yearly ■ McCann-Erickson invests approximately \$25 million a year in spot television and around \$14 million in spot radio. Last week's moves related only to the spot TV business.

Among other leading spot TV agencies the buying procedures vary in detail.

One of the biggest agencies follows a policy of requesting new availabilities from an incumbent station's rep before cancelling in favor of a "switch pitch" from another rep. If the original salesman comes in with new availabilities as good as or better than those offered by the competing rep, the buyer usually moves to the new positions on the station that is already carrying the schedule—provided that the salesman has a plausible reason for not having offered the improved positions earlier.

If he doesn't have a valid reason, causing the buyer to suspect that he offered the new spots only because his existing schedule was at stake, the salesman may be told to "get lost."

Executives at this agency emphasized, however, that generalizations are almost impossible, that relationships with salesmen are on a personal basis and that some give "fabulous" service while others are "lazy" or "sloppy," but that they would not think of going as far as McCann has gone in changing buying practices.

Open Book ■ A media head at another major agency said it makes a practice of keeping its books open so that any salesman can see what the agency has bought, and thus can be in a position to offer "better" positions. But to depend exclusively on the salesmen to volunteer improvements in their own schedules, he said, could mean that "you might wait for 40 years."

Another substantial spot-buying agency indicated that reps keep it well informed on new availabilities but that "we keep re-requesting anyway." An executive here said that its biggest problem in upgrading schedules was in getting the client's approval quickly enough when better availabilities are offered—a point frequently made by reps.

The media supervisor of another major agency, however, said that his buyers have followed a "sudden death" policy for several years and have found reps "very cooperative." He indicated that "it's a two-way street"—that the agency must always be on the alert to find more suitable availabilities and that the station and its rep must cooperate by keeping the interests of "good customers" in mind.

McCann's rules for buying spot TV

Here's text of McCann-Erickson's "basic policy" on TV spot buying and the key procedures for implementing it as described last week by Edward A. Grey, senior vice president in charge of TV programming and media (see story page 46). Text comes from Mr. Grey's letter to station representation firms.

Basic policy: "Immediate cancellation upon two weeks notice of any spot announcement currently being aired by a McCann-Erickson client which can be replaced by a spot representing a greater value to the advertiser involved. This greater value will be ascertained on the basis of either improved efficiency, increased audience reach or both. This policy applies to both pre-empted as well as non-preemptible spots."

Key procedures to be followed by all McCann-Erickson offices in buying and servicing spot television:

"1. Each timebuyer is vested with the agency's total spot buying re-

sponsibilities for those clients assigned to him.

"2. Each timebuyer is constantly obligated to ferret out and acquire spots that represent superior values to those currently scheduled.

"3. Each spot purchased by McCann-Erickson for its clients will be utilized only until such time as a spot representing greater value can be obtained.

"4. Cancellations of the less valuable spot will become automatic without request for improvement to the incumbent station, since it will be assumed that the incumbent station has no superior availabilities.

"5. Timebuyers will be obligated to grant interviews to every sales person who wants to submit availabilities.

"6. Each McCann-Erickson client using spot television will receive a monthly report of all schedule improvements and refinements accomplished during the previous 30 days."

The vice president and media director of another large agency insisted that it's the agency that "sets the tone" in obtaining the most satisfactory availabilities. It was his belief that, by and large, reps provide commendable service, but that the quality varies from one representative organization to another.

Agency Problem ■ "It is up to the agency to demand the best schedules," he commented, "and it is their job to evaluate availabilities constantly and seek to upgrade schedules. If a station doesn't cooperate, an agency can always cancel, but generally we don't have to take this step. The trouble sometimes lies with poorly organized media departments or some lax timebuyers."

A spokesman for another agency held that a "sudden death" policy was "going too far." He said that TV salesmen are of "high calibre" and most are doing a good job. "We would never cancel a schedule without first informing the rep of a possible switch," he said. "All in all, I would say that the service the rep performs is being handled quite well."

Officials of another agency said they request new availabilities from the first station before moving on to the second, following a policy of "giving everybody an opportunity." The agency doesn't deliberately solicit availabilities from a station it hadn't intended to use in the first place, nor would it go to the extent McCann appears to be, they said. The agency follows the policy of

constantly trying to improve its schedules, but in general it is satisfied with the service it gets from reps.

One media director thought that "it would be quite naive of an agency to expect a station representative to keep it informed whenever a better deal presents itself."

"In effect," he said, "this is really asking the representative to do the agency's work. It's a matter of common business sense that rather than do a re-selling job for the agency, the representative is going to go out and try to sell the more attractive schedule to someone else.

"We consider it our own duty to keep a look-out for better avails. If we find a station with a better offer in a particular market, we go back to the original station and tell them about it. If they can improve on it, we'll stick with them. Otherwise we'll transfer our business."

Bayuk, agency split

A seven-year client-agency relationship between Bayuk Cigars Inc., and Wermen & Schorr, both Philadelphia, will end June 30 because of policy differences, according to David Wermen, W&S president.

Bayuk became acquainted with W&S in 1956 when Bayuk purchased Grabosky Brothers, also a Philadelphia cigar manufacturer, which was serviced by the agency. A year later W&S took over Bayuk's big Phillies brand and subsequently the Webster and Ruskin brands.

Milwaukee ad lab set for June start

WILL TEST EFFECTS OF NEWSPAPER AND TV ADS

Advertisers and their agencies, long-plagued in their efforts to determine the sales results of varied media mixes by a lack of rigorous control methods, last week heard Milwaukee described as a "market laboratory" for such experimenting.

Maxwell Ule, technical consultant to the *Milwaukee Journal*, who has separated the *Journal's* subscribers into control groups to test effects of advertising in that paper, described a method by which the *Journal Co.'s* WTMJ-TV Milwaukee, will be brought into the testing. He said it is likely that Milwaukee's other TV stations—two VHF and one UHF—would also join the program. Mr. Ule is former senior vice president for marketing and research at Kenyon & Eckhardt.

Fundamental to the media test is a method of achieving a control group which will not receive a particular commercial or series of commercials.

In the case of television this will be

done with a small TV set attachment which will cut off both audio and video signals for the duration of a commercial on receiving an electric impulse from the transmitted signal.

98% Pure ■ Mr. Ule estimates that with inclusion of all TV stations in the market, in addition to the *Journal*, one can be 98% sure of who will, and who will not, be exposed to a particular advertising message.

Ad campaigns in Chicago, 90 miles distant, are thought to have little or no effect on the Milwaukee population.

For purposes of the "Milwaukee Advertising Laboratory," recipients of the *Milwaukee Journal*, which has an estimated 83% market penetration, have been divided into two demographically identical communities.

By turns, each of these can be used as an experimental segment, (those exposed to a campaign) or control segment (those cut off from the campaign).

Now, in addition to these segments, there will be two demographically similar groups with the electronic trippers on their TV sets, each group comprised of 750 television homes.

A basic experiment described by Mr. Ule would involve completely withdrawing ad messages for a product in market A in one or both of the major media, while doubling their exposure in market B, and checking the sales flow for the product over an extended period of time using a diary reporting method.

Long-Range Test ■ Mr. Ule emphasized that the system as presently conceived, is designed for "strategic" or long-range media mix testing.

The FCC has granted WTMJ-TV a 90-day period, now under way, in which to test the tripper device, provided there is no deterioration in the station's signal. Mr. Ule said this requirement could be met if only one of the 750-home samples is blacked out at a time, but that there is deterioration when both groups are cut off.

He indicated that the only thing holding up cooperation of the other stations in the market—WISN-TV, WITI-TV and WUHF(TV)—is red tape of minor legal questions.

Starting date for active testing by the Milwaukee Advertising Laboratory in the two media is tentatively set for June.

The *Journal Co.* hopes agencies will subscribe to the media testing service for three-year periods. Such a subscription costing \$30,000 would entitle the agency to all data uncovered except that exclusively contracted for by a particular advertiser.

Included in the service would be a

'Tear sheets' for TV?

The Film-Makers Inc., Chicago TV film production company, is supplying its clients in the filmed commercial area with a photo-montage of key scenes from their commercials. It is a way of bridging the "tear-sheet" gap in TV, according to Lincoln Scheurle, president of Film-Makers. Print advertisers have access to "tear sheets," he pointed out, and photo and script storyboards can be confusing as to actual sequences because of pictures, and copy and video instructions. The montage Film-Makers supplies to its clients is mounted on cardboard for easy handling and display.

monthly report on sales flow correlated to media usage for 50 product categories and weekly reports for specific products for which the agency had specifically taken the service.

Ford, Philip Morris buy NFL TV games

CBS-TV's \$28.2 million "gamble" for the two-year television rights to the National Football League games has paid off.

The network last week announced that the Ford Division of Ford Motor Co. and Philip Morris Inc. and its American Safety Razor Co. subsidiary have signed two-year contracts for six and four minutes respectively of national sponsorship in each of the 23 NFL playing dates (CLOSED CIRCUIT, Feb. 17).

The remaining eight commercial minutes for each game are to be sold regionally, a task that as of late last week, a network official said, was "virtually completed." He said that about 10 or 11 regional sponsors, most of them holdovers from previous seasons, will join Ford and Philip Morris in presenting next year's games on television.

Unofficial estimates of how much CBS-TV is charging the advertisers to put their messages on the TV screen during NFL games indicate the network will recoup most of its two-year investment during the first year (CLOSED CIRCUIT, Feb. 10).

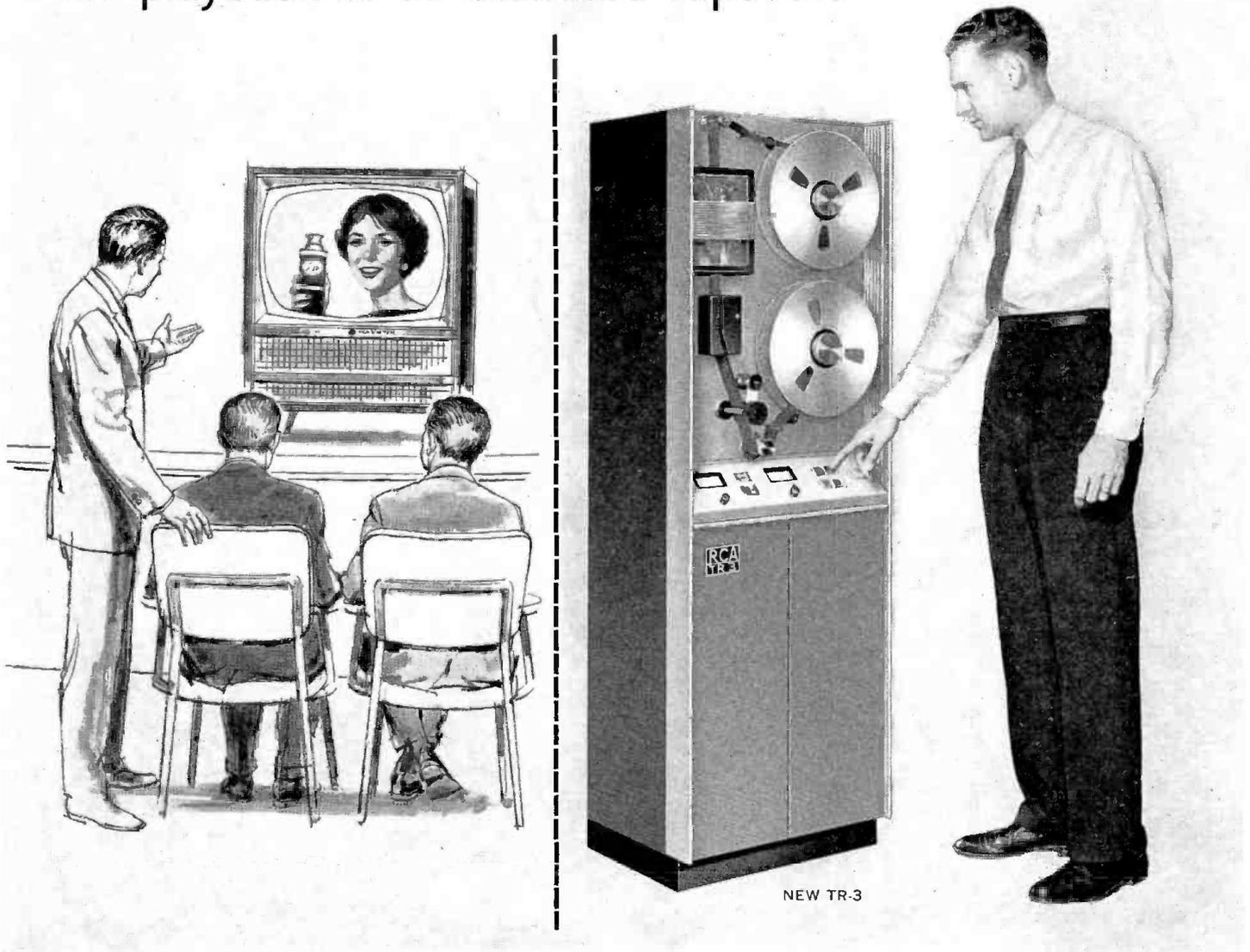
It was reported that commercial minutes will cost national advertisers \$65,000 each, adding up to nearly \$15 million each year for Ford and Philip Morris combined. Should similar rates apply to regional advertisers, the network can expect to receive nearly \$27 million for the 1964 season and thus apply most of next year's revenues to the profit side of the books.



Maxwell Ule
Testing the media mix

now...a TV Tape Player!

a simple low-cost, high quality quadruplex machine for playback of all standard tapes...



In the same way you use projectors to "screen" film, you can use this low-cost "playback-only" machine for top quality "screening" of television tapes. For agencies and broadcasters it's a means for playback, editing, and previewing tape-recorded commercials and programs, or for putting them on-air. Completely compatible with all standard (quadruplex) recorders, the TR-3 assures professional broadcast quality. Fully transistorized for compactness and dependability. Standardized and modularized for ease of installation and simplicity of operation, all in one 22" x 22" x 66" unit. Has space for color modules. Can be converted to a recording unit. You can double the effectiveness of your present recorder by adding the TR-3 for playback use.

RCA Broadcast & Television Equipment, Building 15-5, Camden, N. J.

Use the TR-3 to play back tapes for viewing anywhere in the shop!



THE MOST TRUSTED NAME IN TELEVISION

IT'S A MATTER OF INTERPRETATION

FTC, Nielsen at odds on consent decree compliance

A. C. Nielsen Co. is having trouble convincing the compliance staff of the Federal Trade Commission that its television audience research operations meet all the requirements of a Dec. 28, 1962, consent agreement.

In fact, none of the three major ratings firms which signed consent orders at the same time—Nielsen, American Research Bureau and The Pulse Inc.—have been ruled in compliance by the commission. However, to date the FTC staff has raised major questions only with Nielsen and ARB.

ARB reportedly has answered satisfactorily most of the questions of the FTC officials, and they have not yet delved deeply into the Pulse compliance report. The consent order with Pulse was amended last fall and this was given as the reason, along with the investigations of Nielsen and ARB, why Pulse's compliance has not been questioned.

Much correspondence has been exchanged between the trade commission and Nielsen, along with personal conferences, since May 9, 1963, when the agency raised a series of questions relative to Nielsen's compliance or lack of compliance with the order. Henry Rahmel, Nielsen executive vice presi-

dent, replied at that time that the questions came "as a real surprise and disappointment. A. C. Nielsen Co. has made a good faith effort at compliance and . . . many of your criticisms appear to be based upon a misunderstanding of the facts and of the nature of the Nielsen reports and research."

FTC staff executives are known to be preparing another series of questions for Nielsen to answer in a "final effort" to bring Nielsen into what they consider compliance with the consent order. This communication, it is understood, will set a "deadline" for the completion of negotiations. If Nielsen is not found to be complying by the deadline, the FTC members will be asked to turn the case over to the Justice Department with a view toward the issuance of a civil contempt complaint (calling for a fine) against the research company.

Grounds of Dispute ■ Nielsen attorneys maintain that they have made and are making every effort to answer fully and completely the questions of the trade commission. Nielsen says the FTC staff objects to certain practices without stating why; that the agency is attempting to resurrect charges made in the original complaint but which were thrown out by the consent agree-

ment, and that the FTC is seeking to legislate against matters not covered in the order. Nielsen also claims that most of the questions being asked already have been answered in the compliance report.

"Respondent believes that it has gone far beyond the minimum requirements of the order and has made its explanations and disclosures so complete and clear that the objectives of the commission have been fully satisfied," Mr. Rahmel said in reply to the May inquiry by Janet Saxon, attorney in the FTC's compliance division. In that seven-page letter, Miss Saxon raised over 35 FTC points of dispute with Nielsen.

The essential provision of the consent agreements prohibits the research firms from claiming that their ratings are "accurate" and requires them to state that they are "estimates" only. The order also contains two "catch-all" paragraphs, provisions of which now are causing a major dispute between Nielsen and the commission.

Last fall, the FTC asked Nielsen for a "written analysis" of all methods used in making audience surveys. Richard Flynn of Sidley, Austin, Burgess & Smith (Nielsen counsel) replied: "The preparation of such an analysis in the detail you apparently contemplate would take months, and your request seems to us to be quite unreasonable in view of

Florida congressman finds support in California paper

A congressman last week questioned the television audience sample of the A. C. Nielsen Co., largest ratings firm in broadcasting, but neither the company nor the Broadcast Rating Council Inc. would comment publicly.

Representative Paul A. Rogers (D-Fla.) said in a House speech Tuesday (Feb. 18) it appears the Nielsen sample is weighted for rural taste while the national TV audience is more urban than the company sample would indicate (CLOSED CIRCUIT, Feb. 17).

The congressman, a member of the House Special Subcommittee on Investigations—the panel that probed ratings last year—offered a *Los Angeles Times* "Readers Panel" survey to show that something is amiss and suggested that "the advertising industry, which pays for the great bulk of the surveys, might take notice of the discrepancy. . . ."

Representative Rogers added, "This survey stands in complete contradiction to what TV ratings services are plying the advertisers and TV trade with for rather substantial

sums of money. It might be of service to the TV industry to have similar polls run in the large metropolitan markets to see if the TV ratings are as poor as they turned out to be in Los Angeles. . . ."

According to the *Times* poll, compiled from 451 returned questionnaires said to have been sent to 711 members of its "Readers Panel," *The Beverly Hillbillies* (CBS-TV, Wednesday, 9-9:30 p.m. EST) was most frequently listed as the program "least liked" by *Times* readers. The program has consistently led Nielsen's list of popular programs for two seasons.

'Striking Differences' ■ Representative Rogers said the census bureau classifies the communities in which 70% of the U. S. population live as urban. "While not advocating that the Los Angeles survey is completely accurate," he said, "the striking differences of fact that it draws with Nielsen can only emphasize the question of the accuracy and reliability of the present systems of TV ratings."

Broadcasters who have seen the

Times survey noted that the newspaper promotes itself as having an audience with exceptionally high income and high educational levels. They also pointed out that the *Times* questionnaire sought opinions about program preferences and dislikes; it did not make any effort to measure what programs its panel members actually watched, nor did it explain how it authenticated answers.

A reporter who had seen the complete *Times* report furnished to the congressman found that all statistics were given in percentages, but there was no indication how many questionnaires were represented by each set of figures. Congressional investigators who probed broadcast ratings surveys last year criticized ratings reports that did not include complete information in this area.

Representative Rogers has told associates that he is aware that parts of the *Times* poll "may be shot down by broadcasters," but he is convinced nonetheless that the Nielsen sample is overweighted for rural tastes, and the *Times* survey is the first documentation that he has uncovered.



“Our glass is fresh blown daily”

Tom Garten and John Sinclair (left), welcome this opportunity to display another scintillating fact about Supermarket (formerly the Charleston-Huntington market). For Rainbow Art Glass (where WSAZ-TV General Manager and Charleston Manager pose today) is but one of many on their glassworks roster.

A multi-million-dollar roster on which you'll not only find the names that made West Virginia famous in gift shops the country over but the names of such companies as Owens-Illinois, Pittsburgh Plate and Libbey-Owens-Ford, as well. And a roster that contributes a goodly portion of the four billion dollars

reported annually to the Internal Revenue by two million Supermarketers.

What do these solid citizens have to show for this staggering sum? 507,000 TV homes* (among other things) spread out over three-score-twelve counties in West Virginia, Ohio, Kentucky and Virginia.

Homes that are *all* within range of WSAZ-TV's skyscraping TV tower. And, thus, within range of your commercials. Have your Katz Agency Man give you the facts on Supermarket and WSAZ-TV, a Goodwill Station and NBC primary. WSAZ-TV 3 Charleston-Huntington, West Virginia. *SRDS

SUPERMARKET SERVED BY SUPERSTATION WSAZ-TV 3

the history of this proceeding.”

He pointed out that the FTC, prior to the consent order, was given “free access” to Nielsen records and personnel. And, he said, this “lengthy and burdensome investigation was followed by further extensive conferences.” He said the request is “tantamount to the opening of an entire new investigation. . . . Neither this generalized request, nor statements such as that by Mr. [Berry] Stanley [chief of the FTC compliance division] that Nielsen is violating the order in ways . . . which neither he nor you will disclose to the company, provides a basis upon which Nielsen can attempt to furnish information to you.”

Mr. Flynn was complaining about Mr. Stanley’s interpretation of the so-called “catch-all paragraphs” and Mr. Stanley replied that, in his opinion, “these paragraphs of the order could cover many representations and practices not specifically enumerated in the complaint or the order to cease and desist.”

Mr. Flynn replied that if the provisions in question “are to be used as a trap for respondents, rather than a shield for the public, I suggest that the usefulness of the consent order procedure will soon be at an end.”

The FTC staff still has in its possession the compliance reports by all three



Nielsen's Rahmel

of the research companies and nothing has been sent to the commission proper for action.

In addition, Nielsen signed a second consent order last fall with the FTC prohibiting it from engaging in alleged

anticompetitive practices. A compliance report covering the terms of this agreement was submitted by Nielsen the last week of 1963 and that report has not been questioned by the FTC staff.

Future goal, not past profit should set budget

Advertising budgets should be set according to the advertiser’s profit and volume goals for the future, not on the basis of last year’s sales, Marion Harper Jr., president and chairman of the Interpublic Group of Companies Inc., told the National Association of Accountants at a meeting in Detroit last Thursday (Feb. 20).

He also protested the common practice of tying budgets to a 12-month calendar. “Advertising,” he said, “should be related to marketing objectives which often require two, three or five years for achievement. Advertising plans should extend over these longer periods, even though expenditures may be recorded on an annual basis,” the agency executive stated.

Mr. Harper cited the success of Procter & Gamble’s Tide as an example of benefits that an advertiser may gain by setting his budgets higher than “the industry average.” Tide’s advertising budget, he noted, was two-and-a-half times as large in relation to sales as the industry average, and catapulted Tide to a 25% share of the market in 18 months and 32% in two-and-a-half years, while the closest competitor had less than 15% of the market.

After its budget was cut back to “traditional” limits, he noted, Tide continued to hold its share of the market—and thus stands to gain another advantage:

“If Tide with one-third of the market spends the same proportion of its sales on advertising as brand X—which has less than 15% market-share—the consumer will encounter twice as much advertising for Tide as for brand X. The power of the initial success will therefore perpetuate itself through a continuing advantage.”

Rice Sausage Co. renews radio dramas

The growing interest by advertisers in radio dramas was underlined by an announcement last week that the R. B. Rice Sausage Co., Lee’s Summit, Mo., has renewed its schedule of sponsoring six-and-a-half hours of such programs weekly following an initial 13-week run on KMBC Kansas City, Mo.

Rice’s renewal of the programs, which are distributed by Irving Field Ltd., New York, is on a “till forbid basis.” Edward B. Voegelé, vice presi-

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.

Alexander Film Co., Colorado Springs.

Seven-Up Co., St. Louis; five 60’s for TV. Agency: J. Walter Thompson. Art Lunn, agency producer.

Carling Brewing, Cleveland (Black Label beer); two 60’s for TV. Agency: Lang, Fisher and Stashower, Cleveland. Wayne Schakel, agency producer.

Pet Milk Co., St. Louis (Sego diet food); two 60’s for TV. Agency: Gardner Advertising, St. Louis. Dale Kirschhoff, agency producer.

Automobile Club of Michigan, Detroit (service); one 60, one 20 for TV. Agency: Stockwell & Marcuse, Detroit. James Lewis, agency producer.

Heller-Ferguson Inc., 1606 North Highland, Hollywood 28.

J. A. Folger & Co., San Francisco (coffee); five 60 for radio, musical. Hugh Heller, production manager. Agency: Campbell-Ewald. Bob Tritikin, agency producer.

Cardinet Candy Co., Oakland, Calif. (U-No-candy); one 60 for radio, musical. Hugh Heller, production manager. Agency: Herald House Inc. Henry Freitas, agency producer.

Jefferson Productions. 1 Julian Price Place, Charlotte, N. C.

Quality Bakers of America, New York (Sunbeam bread); three 20’s for TV, live on tape. John Dillon, production manager. Placed direct. Alan Baker, producer.

General Mills, Minneapolis (Red Brand flour); nine 60’s for TV, live on tape. John Dillon, production manager. Agency: Dancer-Fitzgerald-Sample, New York. Dave Davidow, agency producer.

Delta Air Lines; 20 10’s, two 60’s, two 20’s for TV, live on tape. Agency: Burke Dowling Adams, Atlanta. Bob Hendrickson, agency producer.

The Coca-Cola Co., Atlanta; six 20’s, three 60’s for TV, live on tape. Agency: McCann-Erickson, New York. Lee Rothberg, Tim Sharp, Stewart Brown, agency producers.

Keitz & Herndon Inc., 3601 Oak Grove, Dallas.

National Association of Insurance Agents, New York; three 60’s for TV, on film. Marty Young, production manager. Agency: Doremus & Co., New York. Judith Chalice, account executive.

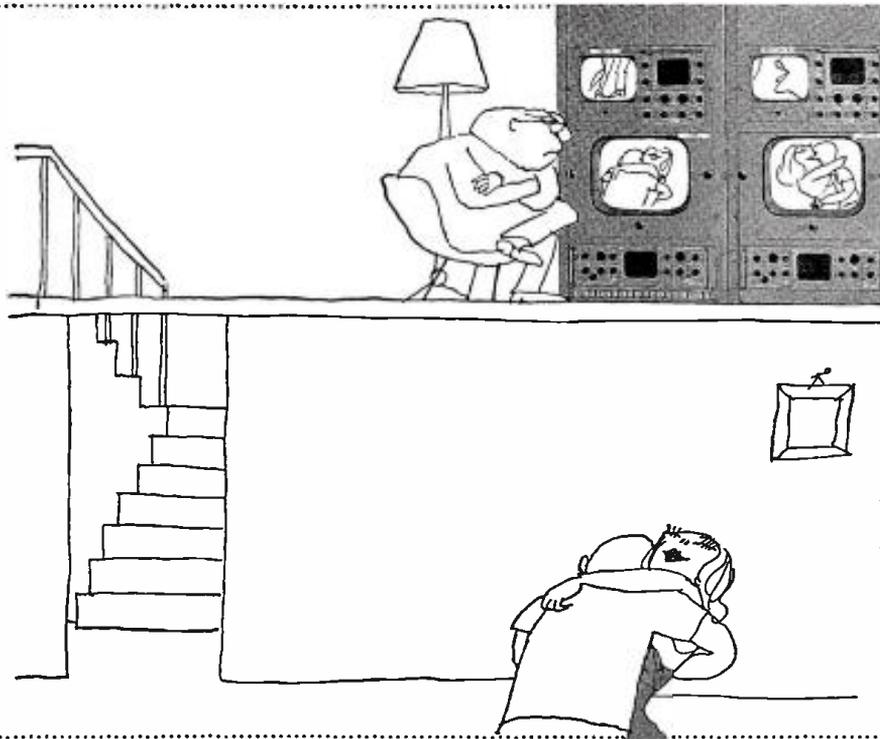
B. C. Remedy Co., Durham, N. C. (B. C. headache powders); two 60’s, two 20’s, two 10’s for TV, on film. Tom Young, production manager. Agency: C. Knox Massey & Associates, Durham. William Stauber, account executive.

Hal Kirk Film Productions, Kent Cliffs, New York.

Sherwin-Williams Co., Cleveland (Super Kem-Tone); one 60 for TV, stop motion on film (color). Hal Kirk, production manager. Placed direct.

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

The Krystal Co., Chattanooga (Krystal shops); one 60 for radio, jingle. Charles Barclay, production manager. Agency: Bearden-Thompson-Frankel Inc., Atlanta. Robert Dulaney, account executive.



**EVER HAVE THE FEELING
YOU'RE BEING WATCHED? WE DO.
NIGHT AND DAY. TELEVISION'S BIGGEST
AVERAGE NIGHTTIME AUDIENCES HAVE BEEN
KEEPING AN EYE ON US FOR
NINE STRAIGHT YEARS—THE BIGGEST
AVERAGE DAYTIME AUDIENCES FOR SIX.
AND SEEING IS BELIEVING.
CBS TELEVISION NETWORK®**

Based on Nielsen Television Index estimates subject to qualifications which the CBS Television Network will supply on request. (NTI Average Audience, 7am-6pm, Monday-Friday, and 6-11pm, seven nights)

dent of Galvin/Farris/Sanford Advertising, Kansas City, and account executive on Rice, said the company decided to renew the dramas on KMBC because there was "sufficient comment" from listeners. "The first 13 weeks established product identification with the programs and the station," he remarked, and "having established our audience, we want to sell them sausages."

The Feld dramas consist of 52 half hours each of *Captain Horatio Hornblower*, *Adventures of the Scarlet Pimpernel*, and *Lives of Harry Lime*; 39 half hours each of *Theatre Royale* and *The Black Museum*; 26 half hours of *Queen's Men* and 104 half hours of *Secrets of Scotland Yard*. The six-and-a-half hours on KMBC occupied the 3:30-4 p.m. and 7-10 p.m. Sunday periods and repeat presentations from 12:30-1 a.m. six times a week.

Business briefly . . .

Thomas J. Lipton Inc., Hoboken, N. J., through Sullivan, Stauffer, Colwell & Bayles, New York, and the **Scott Paper Co.**, Philadelphia, through J. Walter Thompson, New York, have purchased full sponsorship of *Once Upon a Matress*, a 90-minute special to be presented June 3 on CBS-TV. The special adaptation of the off-Broadway musical comedy will star Carol Burnett.

NBC-TV reported last week that daytime sales for the week ending Feb. 3 totalled more than \$1 million. The network also announced new sponsorships of seven companies: **The Dow Chemical Co.**, through N. W. Ayer & Son, Philadelphia; **Ex-Lax Inc.**, through Grey Advertising, New York; **Lever Bros.**, through Ogilvy, Benson & Mather, New York; **Bissell Inc.**, through Ayer; **Helene Curtis Industries**, through Altman, Stroller, Chalk, New York; **P. Lorillard Co.**, through Grey, and **E. I. duPont de Nemours Co.**, through Ayer.

The Reynolds Metals Co., Richmond, Va., through Lennen & Newell, New York, has purchased sponsorship of *Breakthrough: Medicine—Shape of the Future*, a one-hour special to be telecast March 29 (10-11 p.m. EST) on NBC-TV.

Eljer Plumbingware, Pittsburgh, through Fuller & Smith & Ross, that city, has purchased sponsorship in "The Home Show," which will be broadcast by NBC Radio for five minutes on Saturdays (10:55 a.m. and 3:40 p.m. EST) and Sundays (3:10 p.m. EST) as part of *Monitor*. Three segments of the program, the first one March 7, will star Arlene Francis.

Kinney Shoes, New York, through Frank B. Sawdon Inc., that city, plans to launch a campaign featuring one-minute radio commercials on local sta-

tions throughout the nation. The commercials, produced by Griffon Productions, New York, will first be broadcast in Los Angeles, San Francisco, Indianapolis, Washington and Tulsa, Okla.

Kentucky Club Tobaccos, a subsidiary of Mail Pouch Tobacco Co., Wheeling, W. Va., through Warwick & Legler, New York, has signed a 39-week sponsorship agreement for *Speaking of Sports*, on ABC Radio. The purchase—representing one of Kentucky Club's major promotions of 1964—goes into effect today (Feb. 24).

Libby, McNeill & Libby, Chicago, through J. Walter Thompson, New York, and **Timex Watches**, New York, through Warwick & Legler, that city, have purchased full sponsorship of NBC-TV's coverage of the 16th annual Emmy awards—scheduled for May 25 (10-11:30 p.m. EDT). The presentation by the National Academy of Television Arts and Sciences will originate in Hollywood and New York.

The Chap Stick Co., Lynchburg, Va., through Gumbinner-North, New York, has renewed and expanded its sponsorship in NBC-TV's *Today* show. The order, to run through March 19 will include commercials for Chap Stick and Chap-Ans.

Colgate-Palmolive buys TV show on 25 stations

In its first multi-market purchase of a syndicated program, the Colgate-Palmolive Co. last week began sponsorship of the celebrity game program, *Stump The Stars*, in prime evening time on 25 stations throughout the country.

A new series of half-hour *Stump The Stars* programs is being produced by Mike Stokely Enterprises, Hollywood, for full sponsorship by Colgate-Palmolive's Ajax products. The agency is Norman, Craig & Kummel, New York.

The program, which is taped and transferred to film for telecast, was presented on CBS-TV from September 1962 to September 1963.

TvB to assist retailers in commercial production

The Television Bureau of Advertising last week reported a new function of its recently formed retail television production service—assistance in commercial production techniques for retailer advertising departments.

Louis M. Sirota, director of TvB's retail sales division said TvB is prepared to answer the how-to-do-it questions of retailers, presently using television or those who have signed for future campaigns.

TvB's present drive to raise retailer

interest in local television was further advanced last week by Howard Abrahams, vice president for local sales, who spoke to department store basement advertising managers in Houston. He advised the use of TV to compete with "upstairs" ad managers.

Mr. Abrahams told the group "if your upstairs ad manager is hiding behind his paper curtain, my advice to you is to let him. In print you can't outspend him. But in television you can out-promote him."

Newport cigarettes cancels spot TV

The first substantial cut-back in television advertising by a cigarette company was revealed last week when reports circulated that P. Lorillard & Co. had canceled spot TV schedules for Newport cigarettes on a nationwide basis.

There was no confirmation of the cancellation by Lennen & Newell, agency for Lorillard, but several leading representative organizations acknowledged they had received cancellation instructions. The best available estimate was that Newport TV spot flights were being telecast or were planned in upward of 30 leading markets. Some schedules on the air were cut short and others were canceled in advance of the planned starting dates.

Though complete information could not be obtained, it was learned that the action had been taken because of declining Newport sales and a decision by the advertiser to devise a new copy approach.

Agency appointments . . .

■ **Frito-Lay**, snack products, names Young & Rubicam, Los Angeles, to handle advertising for nine states west of the Rockies. Company's eastern zone is served by Y&R, New York.

■ **Wurzburger Hofbrau Beer**, product of Original Beer Importing & Distributing Co., New York, names Redmond & Marcus, that city.

■ **Hoover Co.**, North Canton, Ohio, vacuum cleaner maker and one of the three original clients of Leo Burnett Co., Chicago, since 1935, has named Griswold-Eshleman Co., Cleveland, as national agency. Hoover plans to market new washer-dryer soon and Burnett already has Maytag as client. Total Hoover billing is about \$2.5 million, chiefly in print media, although some TV has been used.

■ **Salada Foods Inc.**, Woburn, Mass., names Carl Ally Inc., New York, to handle advertising for Salada Iced Tea Mix. The account, which will use radio and TV, was formerly at Hoag and Provandie, Boston.

SHAKEMASTER

The man in the relaxed position is working. Working hard. He's an engineer operating a velocity pickup or "prober" to measure and analyze the chassis shake and bending characteristics produced in the laboratory by a special shake rig. With this equipment, he can simulate the roughest, bumpiest washboard road you'll ever travel. He can compress years of jouncing into just a few hours and repeat the experiment under identical conditions time and time again. It's only one of the exhaustive tests designed to make your General Motors car a better riding, more comfortable car.

This engineer's job is something special—simple to state, difficult to do: *improve existing products and develop new ones*. He and thousands of GM engineers and trained technicians are aiming for this goal every day of the year.

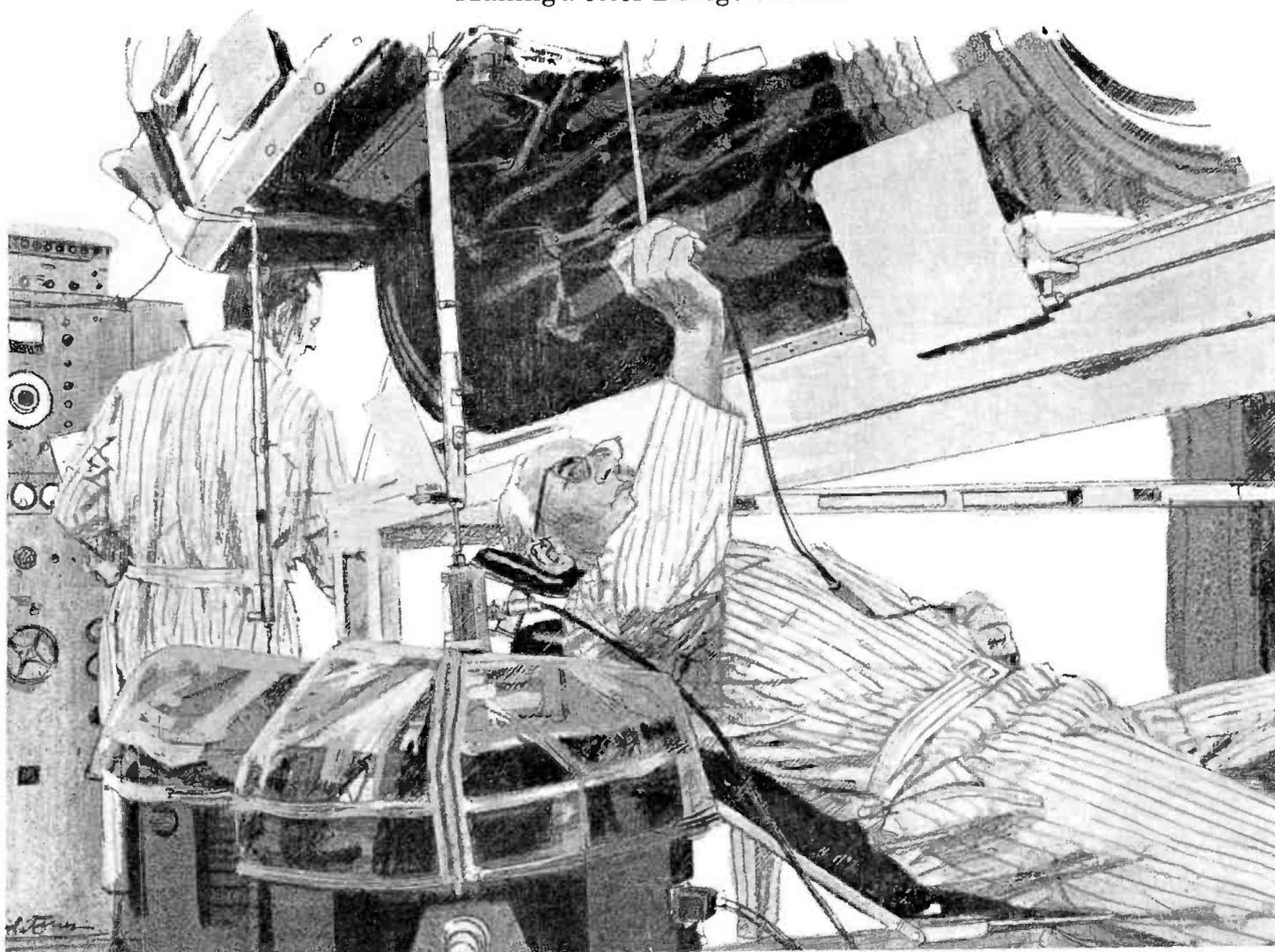
How does he do it? It's not easy. He designs, builds, tests—examines, evaluates, *improves*. He's a doer if there ever was one. The end result of his work is the satisfaction which General Motors products bring to their owners.

All told, there are 19,850 engineers and scientists at General Motors. Five hundred colleges and universities are represented, extending from the east coast to the west coast and most states in between.

The engineer is another fine member of the General Motors family—a family which includes not only employes, but suppliers, shareholders and dealers as well. These people are the basic reason for the success and progress of GM.

GENERAL MOTORS IS PEOPLE . . .

Making Better Things For You



A bigger cut for network affiliates?

CBS-TV STATIONS START WORK ON PLAN TO UPGRADE COMPENSATION

Armed with an economic study that reportedly indicates a growing imbalance between the fortunes of CBS-TV and of its affiliated stations, a special committee of the network's affiliates is preparing recommendations for changes in the rates of station compensation.

The study, made by Dr. Harold Barnett of Washington University in St. Louis, was presented at an off-the-record meeting of the special affiliates committee in Chicago last week. Although details of the study remained secret, it was learned that Dr. Barnett had made

an exhaustive analysis of network expenses, revenues and profits and had demonstrated a relationship between rising network income and declining payments to affiliated stations.

The meeting of the special CBS-TV affiliates committee took place last Wednesday, two days after BROADCASTING had reported that total compensation received by all television network affiliates had declined in 1963 while total network time sales were increasing.

The BROADCASTING report, in the Feb. 17 issue, was based on the magazine's annual survey of time sales. In 1963, according to BROADCASTING's estimates, total network compensation to stations fell \$2.8 million below compensation for 1962 while total network time sales rose \$21.9 million.

A confirmation of the trend toward declining network payments came last week in an annual report issued by the Storer Broadcasting Company, operator of five television stations that are variously affiliated with all three TV networks. Storer reported a 1963 increase in revenues and profits "despite a noticeable decrease in revenues from the television networks" (see story page 90).

Ducking at the Drake — The seven-member CBS-TV affiliates study committee agreed to withhold all comment on its meeting at Chicago's Drake hotel last Wednesday, but one member was reported to have said that Dr. Barnett's report was "astonishing" in its detailed revelations of network bookkeeping and especially in its analysis of network allocations of expenses.

The study committee will submit its recommendations to the board of the CBS Television Affiliates Association which will meet in conjunction with the National Association of Broadcasters convention in Chicago April 5-8. It will be up to the affiliates' board to decide whether to lay the issue before the annual meeting of all CBS-TV affiliates that is scheduled for next May 5-6 at the Hilton hotel in New York. The scheduling of the annual meeting was announced last week by James T. Aubrey Jr., CBS-TV president.

So far as is publicly known, only the CBS-TV affiliates have embarked upon anything approaching an organized study of network compensation, although affiliates of other networks also suffered losses in network revenue last year. According to reliable sources, the subject of compensation was not discussed during a meeting last week of the NBC-TV affiliates board of dele-



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NEW DEVELOPMENT

- New Chrysler assembly plant — 6000 new jobs in 1964
- New \$8 million hospital.
- New Gates Rubber Plant, Freeport, Ill. — 500 new jobs.

THE MARKET

- 58th in U. S. in E.B.I. per capita
- 78th in U. S. in E.B.I. per household
- \$1,480,547,000 market.

WREX-TV COVERAGE

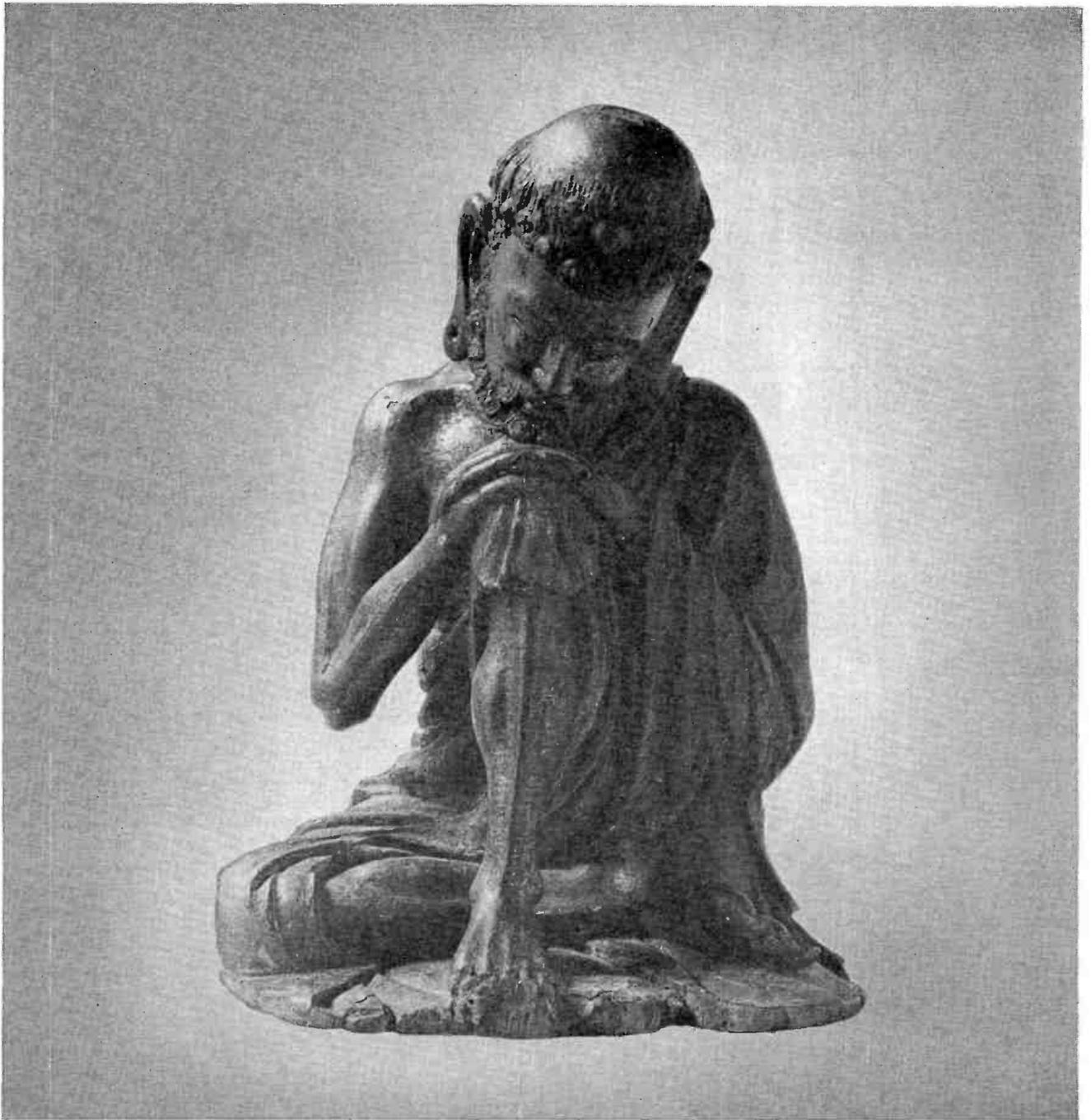
- 54 of the top 57 shows
- Noon to 4 p.m. — 79% of audience
- 6:30 p.m. to 10:00 p.m. — 56% of audience.

Remarkable
ROCKFORD, ILL.



*As verified by A.R.B. Oct. 27 — Nov. 19, 1963 audience measurement data are estimates only-subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.

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AS AN
ASCETIC"**

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ETV told: know—and don't knock—your friends

FCC Commissioner Frederick W. Ford had some advice last week for educational broadcasters who join in general criticism of commercial television: be "constructive." For the commercial operators are educational broadcasting's "good friends" and do more for it than other media, he said.

Commissioner Ford, speaking before the Philadelphia Branch of American Women in Radio and Television, in Philadelphia, on "Commercial and Educational Television Co-exist," also noted that commercial operators helped bring ETV into existence, and is providing some of its sustenance.

Commissioner Ford said the huge audience potential from which educational broadcasting is drawing its share was developed, and is being maintained, by commercial television. "It could not be assumed that educational programs would hold that audience for its programs in competition with other attractions to which the public devotes its leisure time," he said.

He also noted that commercial

broadcasters, including the three networks, have "contributed millions of dollars and encouragement to educational broadcasting."

Commissioner Ford said commercial and educational systems are "complimentary," adding, "they need each other and the public needs them both."

"Certainly up to this time, in order to exist at all, educational television has had to co-exist," he said. "I suspect that this situation will continue for the foreseeable future."

"I would therefore, urge all educators to keep criticism of their good friends—the commercial television system—constructive when other mass media which do not contribute to your cause in such a practical way are having a field day of criticism at the expense of the commercial television system."

"In this way, I am sure you will be aided in growing into an indispensable part of the warp and woof of American life, and thrive in this friendly but critical co-existence—all in furtherance of the public interest, convenience and necessity."

gates (see story page 72).

Members of the special CBS-TV study committee are Howard Lane, KOIN-TV Portland, Ore., chairman; Tom Murphy, Capital Cities Broadcasting, chairman of the CBS-TV affiliates board; Tom Baker, WLAC-TV Nashville; William B. Quarton, WMT-TV Cedar Rapids, Iowa; Richard Borel, WBNS-TV Columbus, Ohio; Tom Chauncey, KOOL-TV Phoenix, and Charles Crutchfield, WBTB-TV Charlotte, N. C.

Also attending last week's meeting was Ernest Jennes, Washington lawyer.

Anti-CATV group makes future plans

The Television Accessory Manufacturers Institute (TAME) took another step toward formal organization at a meeting in Chicago Thursday (Feb. 20) as part of its efforts to block the growth of community antenna television in areas where the group considers cable systems unnecessary (BROADCASTING, Jan. 27).

The Chicago meeting, attended by 16 representatives of the television antenna manufacturing field, resulted in a unanimous decision to retain as Washington legal counsel the communication law firm of Cottone & Fanelli. The group also voted to retain Nelson Stern

Advertising, Cleveland, as national advertising agency.

No formal by-laws or permanent officers have been selected, but this may be accomplished at a meeting April 16 in Washington. Acting chairman of TAME is Morton Leslie, sales manager of JFD Electronics Corp., Brooklyn.

Much of last week's discussion centered on the group's progress in Georgia. TAME has almost completed a statewide mail campaign to advise all electronics distributors, dealers, legislators, city officials and others of the formation of a Georgia committee for TAME, headed by Felix Camp, southeastern regional manager for Alliance Corp., manufacturer of antenna rotating devices. The Georgia committee's address is P. O. Box 700, East Point, Ga., an Atlanta suburb.

It also was decided last week to organize in about 10 days a similar committee to combat the CATV systems being proposed in Florida by Meredith Publishing Co. and Jerrold Corp. The Florida committee temporarily will be headed by Mr. Leslie and by Paul Wilson of S&A Electronics, Toledo, Ohio.

Station service offered

To meet "an acute shortage of trained sales personnel" in broadcasting Richard L. Chalmers and Edwin H. Schweitzer have formed a new sales

development firm, Planned Broadcast Service Inc. Mr. Chalmers, president, formerly was with the Radio Advertising Bureau. Mr. Schweitzer, secretary-treasurer, has been with Connecticut stations including WNLC New London and WELI New Haven.

Planned Broadcast Service will offer "a complete service involving regional representation and planned sales development sessions with broadcast salesmen to selected stations." Offices are at 4 Howes Avenue, Stamford, Conn.

NAB directors explain Collins vote

Some members of the radio board of the National Association of Broadcasters have reported to their "constituents" explaining their roles in the NAB board meetings January 27-31 in Sarasota, Fla. (BROADCASTING, Feb. 3).

It was during these meetings that the board voted 25-18 against a resolution by Harold Essex, WSJ's Winston-Salem, N. C., that the contract of NAB President LeRoy Collins be terminated. The contract has two years to run.

Mr. Essex, representing NAB radio members from the fourth district (Carolina and Virginia), wrote these stations to explain his reasons for proposing that the president's contract be negotiated. He said that prior to the meeting, a survey of the district favored a termination of the contract by 4-1. "Governor Collins had, without question, become quite a controversial figure," Mr. Essex said. "This had resulted in a very definite split in our organization at a time when unity was sorely needed."

"After many weeks of going through this most unpleasant situation . . . I came to the conclusion that the time had come to put the Collins matter out on the table in an effort to resolve it once and for all." Mr. Essex said that the "air has been cleared and the board and the governor now have a better understanding of the situation that existed." The result, he said, will be a more harmonious organization with less bickering.

"Roy Collins is a capable and courageous man," Mr. Essex said. "He can make us a great president and I now have high hope that he will."

Brown Views — Carleton Brown, WTVL Waterville, Me., and District 1 (New England) director, said in a letter to NAB members in that district that he voted in favor of the president because a "healthy majority" of New England broadcasters approved his leadership of the NAB.

Noting the controversy surrounding President Collins's public statements prior to the board meeting, Mr. Brown said that "it is no wonder that a wide difference in views precipitated a lengthy



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For Example:	Buses Daily	Running Time	10 lbs.	20 lbs.	30 lbs.*
NEW YORK— PHILADELPHIA	32	2 hrs.	\$1.25	\$1.40	\$1.65
CHICAGO— MILWAUKEE	14	1 hr. 50 min.	1.20	1.40	1.60
SEATTLE— PORTLAND	19	4 hrs. 5 min	1.60	1.70	2.00
RICHMOND— NORFOLK	19	3 hrs.	1.30	1.50	1.70

*Other low rates up to 100 lbs.



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

afternoon meeting of heated words and feelings." The dispute was "probably fanned considerably by bitter language hurled at Governor Collins by BROADCASTING Magazine which showed prejudice in both editorials and slanted news writings," he said.

Mr. Brown said that he is convinced of Mr. Collins's "demonstrated integrity and of his dedication to do his best for our industry." The NAB, he said, is gaining favor and "working well" against unwarranted government interference.

The New England director enclosed with his letter a copy of an editorial favorable to President Collins which was published in the Jan. 8 issue of the

Tampa (Fla.) Tribune.

No Violations ■ Cecil Woodland, District 3 director from WEJL Scranton, Pa., told the NAB members from his district that he voted for President Collins because a member of the committee which selected the president "stated flatly that he, the governor, has not violated terms of his contract." He pointed out that prior to the board meeting he had no mandate from the district how he should vote on the Collins issue.

Mr. Woodland said that President Collins is good for the industry because the NAB needs a "leader not merely a spokesman for a board which meets all too infrequently."

John Coyle, KVIL Dallas and District 13 director, in a report to Texas NAB members said "while opinion was in favor of getting Governor Collins in line, only a minority were in favor of outright dismissal." He said problems with the NAB president "have been the result of his contract being too broad and a lack of understanding. This enabled him to gain a slim majority of the board."

If the NAB president is to continue in his job, Mr. Coyle said, "he must get more in line with members sentiments. . . . His judgment will decide his future." The Texas director did not disclose in his letter how he voted at the board meeting.

It's still the same old problem

STATE PRESIDENTS DISCUSS HOW TO COMBAT GOVERNMENT CONTROL

Eighty radio and television executives from 46 states and Puerto Rico gathered in Washington last week for the ninth annual conference of state association presidents, sponsored by the National Association of Broadcasters.

Following the pattern for most broad-

"the national outlook" with five NAB executives answering questions from the floor.

Representative May, an on-the-air broadcast personality before she entered politics over a decade ago, told the state presidents that radio and television

about "where the freedom went" and that the voice of business is a "splintered voice" in the fight against a threatened government takeover of free enterprise. The finish of the constant struggle is coming "faster than you think," she said, in stressing the in-



Mr. Murphy



Mr. Morgan



Mr. Pratt



Mrs. Campbell



Mr. Ianni

Five state broadcasting association executives gave first-hand reports last week in Washington on specific programs of their organizations. Bruce Wallace, WTMJ-AM-FM-TV Milwaukee and president of the Wisconsin Association of Broadcasters, moderated a panel which gave these reports: "planning state meetings," by Robert Pratt, president-elect of the Kansas Association of Broadcasters from KGGF Coffeyville, Kan.; "broadcast manpower," Dino Ianni, KQEO Albuquerque and vice president

of the New Mexico Broadcasters Association; "delegations to Washington," William Morgan, KNOR Norman and president of the Oklahoma Association of Broadcasters; "working with state legislatures," James Murphy, president, Washington State Association of Broadcasters, and "role of state associations in community relations," Marianne Campbell, WJEH Gallipolis, and president of the Ohio Association of Broadcasters. The reports were on Thursday's agenda.

caster meetings of recent years, the question of how best to combat the threat of government control of the industry dominated the conference sessions last Thursday and Friday (Feb. 20-21) in the Shoreham hotel.

The government encroachment issue was uppermost in the featured luncheon address by Representative Catherine May (R-Wash.) and during a panel on

must alert the American people to the imminent danger of a complete loss of freedom in an "unbridled regimentation" of business by the federal government. She expressed confidence that the industry will successfully meet the challenges of the "60's with wisdom and knowledge."

Broadcasters, and all business, she warned, had better become concerned

importance for broadcasters to give "renewed interest" to the campaign.

Representative May said that if the lines of communication between the people and elected officials are kept free, then the American system of government will survive. She said that when evils are discovered in broadcasting, or any other industry, an "embarrassed and indignant public is too often

ready to be persuaded that government intervention is the sole approach for dealing with abuses and evils and malpractices.

"And there lies the fertile, fallow ground in which the dedicated liberals plant their seeds, with high hopes of harvesting another good crop of programs by government and more federal rules and regulations. And there lies another million jobs for federal employes to do the weeding and watering."

She said there have been many times that she felt concern for broadcasting when it either did not deserve criticism or, because of its own political ineptitude, created a situation that aroused its critics. "Because there is glamour, immediacy and close personal contact in what you are doing and selling, you often are the victims of catalytic reaction from the people—and you often return the compliment in spades," she said.

Representative May urged broadcasters to re-evaluate the important role the industry plays in America and to inform the public "where America is headed. The chips are down," she said, "and we who believe in the private enterprise system face the greatest challenge we've ever had. . . . My office door is open to help."

Radio Year ■ NAB President LeRoy Collins opened the conference with praise for state associations, the NAB and broadcasting in general for its greatest year ever in 1963 and said that "1964 will be a real radio year." Radio, he said, has a potential not yet realized and the medium will "be brought to the forefront in the public's mind."

The four radio program clinics planned by the NAB (BROADCASTING, Feb. 3) are "extremely important." Two of the clinics, with dates and sites still to be selected, will be for small-market stations and two for large-market outlets. He asked for the active participation of the state associations in helping to plan these clinics.

NAB, President Collins said, "has achieved a sound status of maturity" and state associations have shown a "great, growing strength and interest" evidenced by expanding budgets and service to the public. The NAB radio and TV codes have been strengthened with "new spirit and new determination to make these codes more meaningful than they have been in the past," he said.

William Quarton, WMT-TV Cedar Rapids, Iowa, and chairman of the NAB combined boards, said the national association is recognizing more and more the necessity of the "grass roots approach" of communicating. Both he and President Collins stressed the new and closer working cooperation between the NAB and the individual

state associations through the office of Al King, NAB director of state liaison.

An added starter to the program, Mr. Quarton said the grass roots approach of contacting legislators has been very effective in forestalling punitive action in Congress. The NAB's 50 state legislative committees have been very effective in this area, he said.

Educational Approach ■ Dr. John Pennybacker, Louisiana State University and executive secretary of that state's broadcasters, asked each state association to support the Association for Professional Broadcast Education. He asked that all states establish a committee to work with the APBE to

uniform daylight savings time. He discussed the present crazy-quilt local regulations covering daylight savings time and said there is no organized opposition to the drive for a nationwide system.

Ralph Renick, vice president of wtvj (TV) Miami and chairman of the National Broadcast Editorial Conference, discussed plans for the 1964 conference. It will be held in Arden House, Columbia University, New York, July 6-8 and registration will be limited to 120, he said. The discussions will delve into the psychology of influencing public opinion. NBEC co-sponsors include Columbia, NAB and the Radio-TV



William Quarton (seated, left), WMT-TV Cedar Rapids, Iowa, and chairman of the combined boards of the National Association of Broadcasters, discusses last week's state presidents' conference with three state presidents. Also participating in the conference, sponsored by the National Association of Broadcasters, were

Stanley Lyons (seated), WAGM-AM-TV Presque Isle, and president of the Maine Association of Broadcasters; (standing, l to r) Raymond Carow, WALB-TV Albany and president of the Georgia Association of Broadcasters, and Mort Henkin, KSOO-AM-TV Sioux Falls and president of the South Dakota Broadcasters Association.

improve broadcast curricula at universities. By working together at the state level, broadcasters and educators can help greatly in eliminating the mutual suspicion that exists and in preparing students for careers in radio-TV, he said.

Robert Redding, executive director of the Committee for Time Uniformity, urged individual state associations to support the crusade for a nationwide

News Directors Association. The first annual conference in 1963 was sponsored by the Georgia Association of Broadcasters and the University of Georgia.

At the Friday session, open to all subjects, Louis Wolfson, executive vice president of wtvj (TV) Miami and a member of the Florida House of Representatives, proposed an NAB-coordinated National Information-Exchange

Committee on State Legislation Affecting the Broadcasting Industry. Mr. King of the NAB staff would oversee the committee with one member appointed from each state to keep track of his legislature.

All bills affecting the industry would be channeled to the NAB and Mr. King, in turn, would disseminate information to all states. "This program would be an intelligence-gathering and reporting function solely, rather than a political action program," Mr. Wolfson said. "Political action would be up to each association as a result of the information," with each state having the benefit of the experiences of other associations.

Mr. King, who has headed the NAB state liaison office since its formation last fall, was in charge of arrangements for the conference. The advisory committee included Samuel Altdorfer, WLAN Lancaster and president of the Pennsylvania Association of Broadcasters; Tom Carr, WBAL-AM-TV Baltimore and president of the Maryland-D. C.-Delaware association; Joseph P. Dougherty, WPRO-TV Providence and president of the Rhode Island Broadcasters Association, and Horace Fitzpatrick, WSL-TV Roanoke and president of the Virginia Association of Broadcasters. The committee members moderated various sessions of the conference.

NAB executives who participated in the panel discussion on the national outlook were Vincent Wasilewski, executive vice president; Howard Bell, code authority director; Paul Comstock, vice



Representative May

president for government relations; Douglas Anello, general counsel, and William Carlisle, vice president for station services.

NAB CONVENTION TO BE BIGGEST YET

TV session will explore future of programming

Final plans were being completed last week by committees and staff executives of the National Association of Broadcasters for the annual NAB convention April 5-8 in Chicago's Conrad Hilton hotel. The 1964 meeting promises to be the largest ever both in attendance and exhibits of new engineering equipment.

Agendas for the joint radio and television sessions were completed late last month at the NAB board meetings (BROADCASTING, Feb. 3) and last week final touches were being put on the separate radio and TV meetings, FM Day and the annual engineering conference which runs in conjunction with the convention.

Highlight of the TV-only sessions will be an April 7 morning conference to explore the future of TV programming, its nature and sources. Separate radio-TV meetings also will be held the morning of April 8 with combined meetings all day Monday and the annual FCC panel the closing afternoon. As is customary, no convention sessions are

planned the afternoon of the 7th to permit delegates to visit the exhibits and hospitality suites.

An important adjunct of the convention again will be the TV Film Exhibit in the nearby Pick Congress hotel where leading film syndicators will exhibit their wares.

Clair McCollough, Steinman Stations, will moderate the TV programming panel. Other participants will include Michael Dann, CBS-TV vice president for programming; Richard Pack, Group W vice president; Hubbell Robinson, Hubbell Robinson Productions; W. Robert Rich, vice president, Seven Arts Associated Corp.; Joseph Levine, Embassy Pictures Corp.; and Jules Power, ABC-TV executive producer.

Glenn Marshall Jr., WJXT-TV Jacksonville, Fla., and convention co-chairman, has urged station managers to bring their program executives to Chicago for this session. "We think this feature will be a notable one," he said.

The second TV-only session will feature presentations by the Television Bu-

rean of Advertising, Television Information Office, NAB code authority and the annual elections to the TV board.

Radio Feature - A feature of the radio sessions will be a presentation by the Record Industry Association of America designed to show broadcasters "how to use records to increase audience and attract advertisers." The presentation will be made by Robert Thomas and Henry Brief, RIAA president and executive secretary, respectively. Other radio features will include a report on radio research by Melvin Goldberg, NAB vice president, the annual Radio Advertising Bureau presentation, a report by the radio code authority, a panel discussion of radio automation and discussion of license renewals and related matters.

A Sunday (April 5) panel on the problems of small market TV stations will be moderated by Richard Dudley, WSAU-TV Wausau, Wis. Panelists will include Joe Walter, WLTW-TV Bowling Green, Ky.; Ray Johnson, KMED-TV Medford, Ore., and Harry Hath (tentative), KRDO-TV Colorado Springs.

Also on Sunday, the annual FM Day will gain the attention of FM delegates. The National Association of FM Broadcasters will present the morning session with the NAB sponsoring the afternoon program. The NAB portion will feature a debate on the relative merits of AM and FM duplication and separate programming.

The convention proper will open the next morning with the presentation of the NAB's distinguished service award to Donald McGannon, president of Group W. NAB President LeRoy Collins will address the opening day luncheon, while FCC Chairman E. William Henry and evangelist Billy Graham will speak on Tuesday and Wednesday, respectively.

Numerous related groups and associations will hold membership meetings in Chicago in conjunction with the convention. Many of these meetings, which will begin the Friday before the convention still are to be definitely scheduled.

Budget hearings start in House

Federal agencies that regulate broadcasting and advertising began their annual trek to Capitol Hill to justify budget requests last week.

The Federal Trade Commission, headed by Chairman Paul Rand Dixon, presented the agency's proposed 1965 budget (for the fiscal year beginning July 1, 1964) on Thursday (Feb. 20) at a closed-door session of the House Independent Offices Appropriations Subcommittee. The FCC is tentatively scheduled to go before the subcommittee, headed by Representative Albert

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We salute Peoples Drug Stores and their President, George Burrus. Each year, Peoples serves people—by supplying well over 5 million prescriptions and more than a hundred million other needed items. And each year, for the past 15, they have asked WWDC Radio to speak for them—through news broadcasts—to talk about the products and services they offer. We are proud to have been a part of the kind of effort which has grown from one store to 225, and serves over 125 million customers annually. Our thanks to Peoples and its agency, Kal, Ehrlich & Merrick Advertising, for the privilege of playing an important part in this growth. Peoples sells to people—and WWDC is “the station that keeps *people* in mind.”



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Thomas (D-Tex.), March 5.

The FTC is asking for \$1 million above its present \$12.9 million budget, partly for "compliance investigations" and greater emphasis on industry guidance, according to information released by the Bureau of the Budget (BROADCASTING, Feb. 27).

The FCC is requesting \$400,000 over its \$15.6 million appropriation for fiscal 1964. Most of the increase is earmarked for the Common Carrier Bureau.

The appropriations subcommittee hearings are not public, although edited transcripts are released when appropriation bills are reported to the House floor. The money bill that includes FTC and FCC funds is presently scheduled to be reported May 15.

Meanwhile, the Senate Independent Offices Subcommittee, headed by Senator Warren G. Magnuson (D-Wash.), may well begin its hearings in mid-April. Senator Magnuson disclosed last week that he already has had informal fill-ins from agency heads who have completed their House appearances. He does not intend to let a filibuster on civil rights stop his sessions, Senator Magnuson said. He plans to begin hearings at 8:30 a.m., and earlier if necessary, to get work done before the start of Senate sessions.

Fixed instructional TV granted to L. I. schools

The FCC last week announced that it had made its first "regular grant" of a fixed station in the recently created instructional television service to Plainview-Old Bethpage Public Schools Central School District No. 4, Plainview, Long Island, N. Y. The station will carry instructional material to elementary schools in that district, the commissioner said.

The agency said the Plainview-Old Bethpage school system was among the first experimenters in the fixed instructional service. The service, in addition to bringing such educational material as library skills, science, art, music and social studies to students, will carry special material for teachers and the parent-teacher association meetings.

The fixed instructional service was authorized last summer by the commissioner and added 31 additional TV channels in the 2500-2690 mc band for educational use (BROADCASTING, July 29, 1963). The service is limited to transmission of educational and cultural material to schools or other selected locations.

The Plainview-Old Bethpage system will use 10 w power, which is the ceiling the commission placed on the ITV service, except for special cases. It will use the 2506-2512 mc channel.

High court refuses review of TV cases

The U. S. Supreme Court last week refused to review two TV cases. In effect, the court's ruling made final the FCC's decision to move channel 2 from Springfield, Ill., to St. Louis, and also affirmed the order of a lower court that the FCC hold oral argument on the Orlando, Fla., channel 9 case.

Both cases had been returned once before by the Supreme Court when allegations were made before a congressional subcommittee that there had been off-the-record talks with FCC commissioners.

Sangamon Valley Television Corp., a one-time applicant for channel 2 in Springfield, and the state of Illinois sought the review in the channel 2 case. They were opposed by the FCC and KTVI(TV) St. Louis, operating on channel 2 there.

The FCC in 1957 originally made the channel move and approved the use of the VHF channel by KTVI, then operating on channel 36. This was appealed by Sangamon, which lost in the appeals court. The U. S. Supreme Court returned the cases after it had been informed of the ex parte charges made before Representative Oren Harris (D-Ark.) and his Legislative Oversight Committee. The FCC last year affirmed its original decision to move channel 2 and this was upheld by the U. S. Court of Appeals in Washington in a 2-1 decision.

In the channel 9 case, WORZ Orlando, one of the original applicants for that channel, appealed from an FCC decision last July finding that principals of the winning WLOF-TV had not been aware of conversations between an attorney and the late Commissioner Richard A. Mack during the original comparative hearing in 1957.

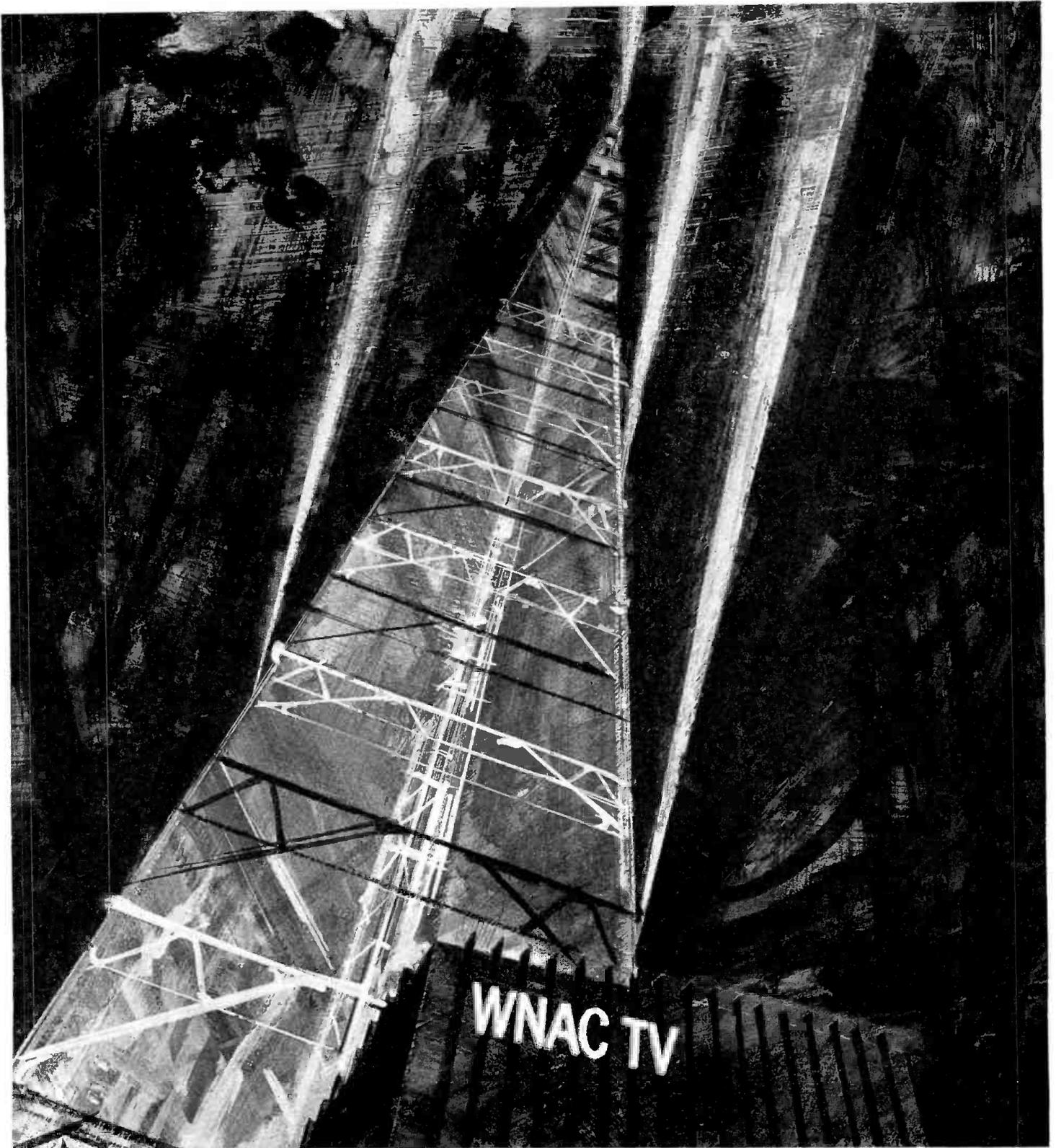
WORZ appealed this decision and the D. C. appeals court ordered the commission to hold another oral argument to take into account allegations of the ex parte conduct.

This oral argument is scheduled to be heard by the FCC March 2.

WDOT license is renewed

The FCC last week, in a more benevolent mood, decided against holding a hearing on the renewal application of WDOT Burlington, Vt. It granted the renewal and the proposed sale of the station to Hunter Broadcasting Inc.

The commission, several weeks ago, was reportedly considering holding a hearing on the renewal application because of the apparently careless manner in which it was prepared. It was said to contain many inaccuracies. The commission appeared concerned that



WNAC-TV's New Coverage Increase Changes the ^{buying} Picture in New England

Simultaneously with the activation of its new tower, WNAC-TV, Channel 7 — at high noon, Sunday, February 23rd — began operating with maximum power at maximum height. ■ Significantly, with its substantial increase in service coverage, Channel 7 will provide Grade A contour service to an expanded area that encompasses Greater Boston, Providence and Worcester. ■ Now, with so many additional television homes able to look in on WNAC-TV's local and ABC

Network programming, it'll pay you to take a good look, too. ■ For WNAC-TV's increased coverage story, button-hole your nearest RKO-General representative and learn why Mrs. Frank Casey in Usquepaug, Rhode Island, and Mrs. Joseph Casey in Charlton Depot, Massachusetts, can follow Dr. Ben Casey's neuro-surgical procedures via Channel 7 as readily as Harry B. Casey who lives practically within the shadow of our new tower in Newton.



the licensee, had failed to maintain effective control (CLOSED CIRCUIT, Feb. 3). The owners were then Fortune and Anthony Pope, who also own WHOM New York.

The commission's approval concluded a \$110,000 sale of WDOT to William A. Hunter (34%) John Hunter Jr. (20%) and others as Hunter Broadcasting.

Media notes . . .

Grants ■ Two scholarship grants of \$500 each will be given in 1964 by the Broadcasting Executives Club of New England to graduate students attending accredited New England colleges and engaged in a communications course. The scholarships, according to BEC President John F. Crohan, will be given in the names of the late Harold E. Fellows, former president of the National Association of Broadcasters, and the late Nona Kirby, founder of the BEC and for number of years head of her own station representative firm, who died Jan. 20.

Nashville hall ■ The Country Music Association board of directors, Nashville, plans to build a country music Hall of Fame and museum and has appointed Robert J. Burton, president of Broadcast Music Inc., and chairman of the copyright committee of the Ameri-

Did you see it on TV?

The question of whether the shooting of Lee Harvey Oswald was seen on television by prospective jurors has become a significant element in the murder trial of Jack Ruby now in its first stages in Dallas.

When one of the jurors said he had seen the shooting on TV, Melvin Belli, chief Ruby defense counsel, immediately asked the court to subpoena the venireman as a defense witness. The request was denied.

As of Thursday (Feb. 20), more than two dozen citizens had been examined to sit on the jury and only one had been chosen.

can Patent Law Association, to head a fund-raising drive. The names of those contributing \$10,000 or more will be put on a bronze plaque in the building.

Changing hands

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

■ KIXL-AM-FM Dallas: Sold by Lee

Segall to Robert S. Strauss and Theodore H. Strauss for a reported close to \$1 million including a 10-year consultancy contract. Robert S. Strauss is an attorney and Theodore H. Strauss is president of Susan Crane Packaging (greeting cards and gift wrapping). Theodore H. Strauss was commercial manager of KIXL in the late 1940's. KIXL is a 1 kw daytimer on 1040 kc. KIXL-FM operates on 104.5 mc with 100 kw.

■ WNXT Portsmouth, Ohio: Sold by Leonard Feldman and A. R. Ellman to Zanesville Publishing Co. for \$262,500. Zanesville Publishing (*Zanesville Times-Record* and *Signal*) owns WHIZ-AM-FM-TV Zanesville and WTAP-AM-TV Parkersburg, W. Va. WNXT operates fulltime on 1260 kc with 5 kw day and 1 kw night. Broker: Blackburn & Co.

■ WJIL Jacksonville, Ill.: Sold by Donald E. Udey to Everett G. Wenrick and associates for \$70,000. Mr. Wenrick has interests in KBOE Oskaloosa, Iowa, and KTTT Columbus, Neb. WJIL is a 1 kw daytimer on 1550 kc. Broker: Hamilton-Landis & Associates.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 97).*

■ WGR-AM-FM-TV Buffalo; WDAF-AM-FM-TV Kansas City, Mo.; WNEP-TV Scranton-Wilkes-Barre, Pa.; KFMB-AM-FM-TV San Diego, and KERO-TV Bakersfield, Calif.: Sold by Transcontinent Television Corp. to Taft Broadcasting Co. (Buffalo, Kansas City and Scranton-Wilkes-Barre), Midwest Television Inc. (San Diego) and Time-Life (Bakersfield) for total of \$38.5 million (see page 27).

■ KTOK Oklahoma City: Sold by Wendell Mayes to William D. Schueler, James M. Stewart, Paul E. Taft and estate of F. Kirk Johnson for \$625,000 plus \$25,000 consultancy fee for two years. Buyers own KJEM Oklahoma City and are selling it (see below). Mr. Taft has an interest in KODA-AM-FM Houston. Mr. Mayes retains KBWB Brownwood, KXOL Fort Worth, KCRS Midland, and 50% of KSNY Snyder and WACO Waco, all Texas. KTOK is fulltime on 1000 kc with 5 kw.

■ KJEM-AM-FM Oklahoma City: Sold by William D. Schueler and group (see above) to group of local businessmen, with Globe Life and Accident Insurance Co. as major stockholder and including Eddie Coontz, KJEM personality, for \$315,000. J. Leland Gourley, minor stockholder, controls KHEN Henryetta, Okla. KJEM is daytime only on 800 kc with 250 w. KJEM-FM is on 102.7 mc with 2.9 kw.

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Competitors argue Miami ch. 10 case

BROADCAST BUREAU BACKS INITIAL DECISION

WLBW-TV Miami says the hearing examiner who recommended denial of its license renewal application erred in "ignoring" the station's operation record.

Examiner H. Gifford Irion, in an initial decision issued in December, recommended that Miami channel 10 be awarded to South Florida Television Corp., one of three companies competing with WLBW-TV for the facility (BROADCASTING, Dec. 30, 1963).

The Broadcast Bureau said it supports "fully" the examiner's decision.

The question of whether performance should be considered in the hearing stems from the unusual background of the case. It grew out of one of the ex parte proceedings that were generated by congressional investigations in the late 1950's. L. B. Wilson, licensee of WCKY Cincinnati, was given a four-month license to operate on channel 10 in 1960, after three other applicants were disqualified for improper activities. WLBW-TV has been on the air since 1961.

Examiner Irion, early in the comparative hearing, held that WLBW-TV's performance showing should be restricted to the first four months of the station's operation. However, in his initial decision, he said that although the operation had "commendable aspects," the station doesn't gain any "advantage" from that record.

Examiner's Reasons ■ He said that four months was "too brief" a time to serve as a basis for judgment. He also said that it is "ordinary prudence" for a station faced with a comparative hearing "to present a program service of the highest order."

WLBW-TV, in its exceptions to the initial decision, said the examiner's decision to "ignore" the station's operations ruled out "the most reliable evidence" as to what might be expected of the station's performance in the future. It also said that, on the basis of the examiner's reasoning, the programming proposals of the three other applicants should be ignored since it would be "ordinary prudence" for them to propose service of "the highest order."

WLBW-TV also said a renewal application should not be denied unless the applicant "should fare so badly in comparison with interested newcomers that there would be compelling (or at least sound) reasons to prefer those untested promises over a proven record."

The examiner, in his decision, said South Florida's combination of broadcast experience and civic participation earned it preference over WLBW-TV and the two other applicants for the channel, Miami Television Corp. and Civic

Television Inc. He ranked Miami second, WLBW-TV third and Civic fourth.

WLBW-TV's three opponents agreed with the examiner's conclusion that the licensee's operations in Cincinnati and Miami do not provide any basis for awarding a preference to WLBW-TV. The three had objected to WLBW-TV being accorded status as a renewal applicant in view of the circumstances under which it was awarded the license.

Prime Target ■ William M. MacDonald Jr., organizer and 80% owner of South Florida was a prime target of Miami and Civic in their criticism of the initial decision. Mr. MacDonald has no broadcast experience but has wide business interests, including real estate development and the Tropical Park race track in Miami.

Civic TV said that in choosing South Florida, the examiner preferred an applicant dominated by a "race track operator, sportsman, financial entrepreneur and promoter . . . to an applicant [Civic] which is dominated by 12 of the most active and successful business leaders of the Miami area. . . ."

Miami TV said the "most significant defect" in the South Florida proposal is that it's a "one-man applicant"—

that is, Mr. MacDonald. Miami, asserting that Mr. MacDonald has no broadcast experience and operates his business activities through subordinates, said there is "no telling" what South Florida's future would be under Mr. MacDonald's control.

WCKT(TV) Concerned ■ Meanwhile, the question of whether WLBW-TV's performance record should be considered by the commission has prompted WCKT(TV) Miami to seek permission to enter the Channel 10 case. The station is licensed to Sunbeam TV Corp.

Like WLBW-TV, WCKT, which is now operating on channel 7, was given a four-month license after other applicants for the facility were found to have engaged in ex parte activities. It is now in a comparative hearing, with Community Broadcast Corp. of Miami opposing its application for renewal.

Examiner Thomas Donahue has ruled that WCKT could make a showing on its performance for a full year.

Because of the conflict between this ruling and Examiner Irion's, WCKT said, the question might be decided in a case in which it was not a party. Therefore, it asked either that it be allowed to argue the question in the channel 10 case, or that the commission delay a decision in that proceeding until it has heard oral argument and given consideration in the channel 7 case.

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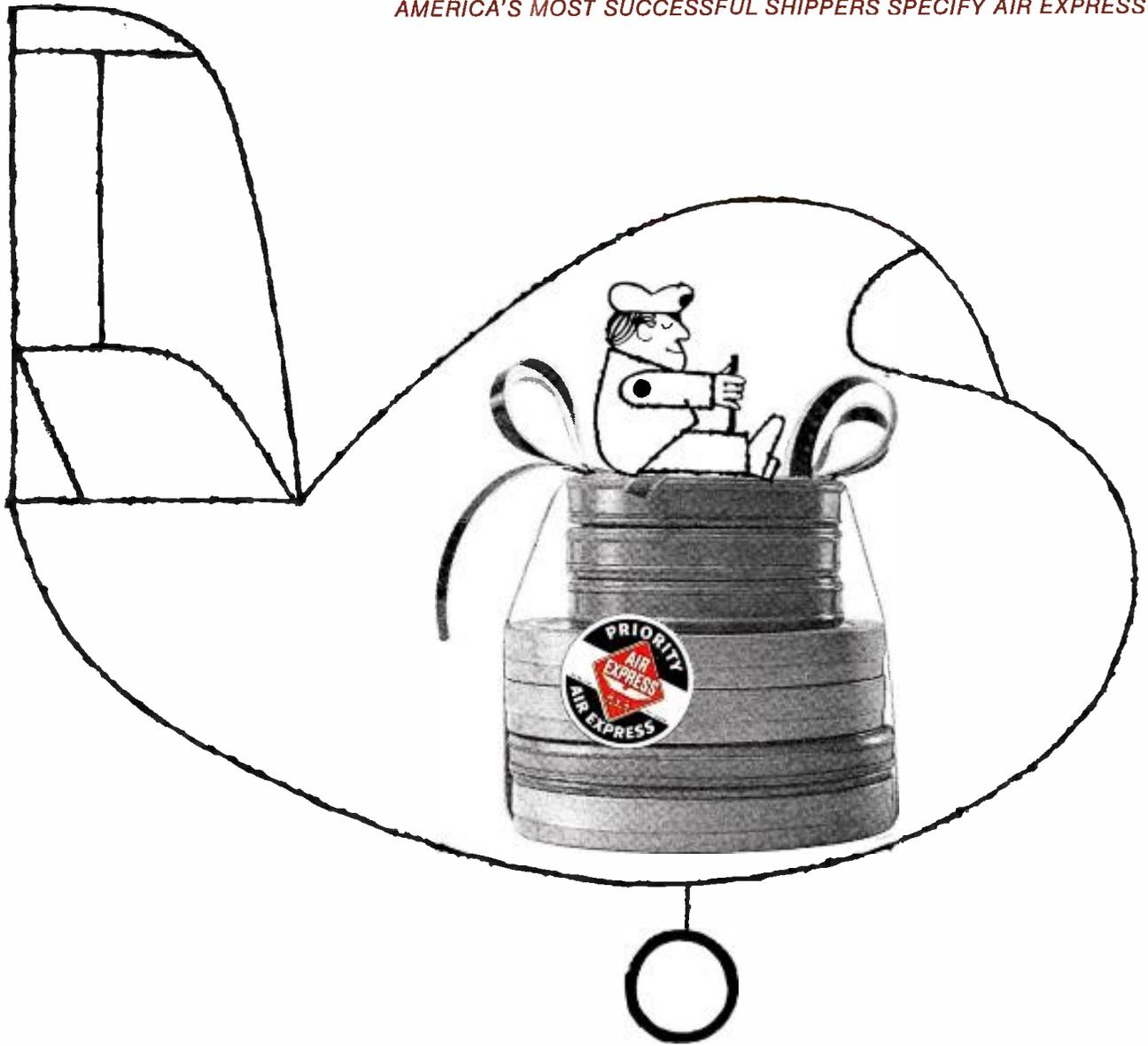
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Want to expand your horizons?



A BLUEPRINT FOR CATV REGULATION?

Commission must make policy decisions, and do it soon

Pressure to make basic policy decisions concerning community antenna systems is continuing to build up within the FCC. This was evident in the reaction of some commissioners and staff members to the application of the Cox broadcasting interests for microwave relay systems that would bring WGN-TV Chicago and several Ohio stations to proposed CATV's in Ohio.

The proposed microwave system, which would involve construction of 11 station, is comparable to others that are already operating in that section of the country. However, some staff members saw in the application the possibility of a microwave system linking Chicago and New York and serving CATV's along the way.

They base this conjecture on the fact that Cox interests have had on file since November an application for a microwave system to feed signals of two New York independents, WOR-TV, and WPIX-TV, and Philadelphia's educational station WHYY-TV, to CATV's in Chambersburg and Tyrone, both Pennsylvania.

And they assume a link-up will be made between the two systems. There has been published speculation that this will be done. However, some 250 miles separates Tiffin, Ohio, the easternmost point of the Chicago system, and Tyrone, Pa., the western end of the New York leg, and no applications for connecting them are filed with the commission.

'Parallel' Applications ■ Cox officials declined to comment on the speculation, except to say that the applications that are on file "speak for themselves." They also stressed that their applications do no more than "parallel" a number that have already been approved by the commission.

They mentioned the New York-Penn Microwave, which relays signals from New York City stations to Olean, N. Y., which is some 300 miles to the west.

Nevertheless, commission officials who have watched CATV develop into one of the largest problems confronting the commission insist that the Cox proposal is further indication that the commission is going to have to make some hard decisions on CATV regulation.

CATV operators say their systems provide service to viewers that they otherwise wouldn't receive. They also maintain they can aid stations by carrying them on their cable and, thus, giving them extended coverage.

Some commission staff members, however, are concerned about the impact of sprawling CATV systems on the table of allocations, which is designed to assure local service.

They also see CATV's as posing a special problem for UHF stations. They feel the problem these stations have in obtaining network affiliations is compounded by CATV's that bring into their markets network shows from distant stations.

There is also the problem of multiple-ownership rules. Some staff people feel that large broadcasters entering the CATV field amass "the equivalent" of more than the maximum number of TV stations allowed under the rules.

The Cox Broadcasting Co. has five properties, including four TV's—KTUV (TV) Oakland-San Francisco; WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C., and WIOD-AM-FM Miami. It also owns CATV's in Lewiston. Lock Haven and Tyrone, all Pennsylvania, and Aberdeen, Wash., and has controlling interest in a CATV franchise for Athens, Ala., and an application for a franchise in Dayton.

Dayton Puzzler ■ Dayton poses a number of problems for the Cox interests. That is one of the cities where the commission rejected a proposed short-spaced VHF drop-in in order to provide a climate for UHF growth. Some commissioners feel that permitting a CATV to operate there would frustrate the commission's aim. The UHF station there was recently acquired by Springfield TV Broadcasting Co. That company owns three other UHF stations, WWLP(TV) Springfield, WALP (TV) Greenfield, WWOR(TV) Worcester, all Massachusetts.

The fact that Cox owns WHIO-TV in Dayton is another complicating factor. The commission is concerned about common ownership of CATV's and stations in the same market, although it has permitted such ownerships in at least two markets.

Dayton Mayor Frank R. Somers and City Commissioner Robert C. Schell conferred with the commission last week on the Cox application for a CATV franchise. The city government is concerned about the possible impact of the cable system on the UHF station. But it also feels there is a considerable demand on the part of Dayton residents for a system. The commission, reportedly, provided background information on commission actions and policies relating to the problem—but didn't attempt to offer any advice.

The proposed Chicago-Ohio system would bring WGN-TV signals to Lima, Dayton, Findlay, Fostoria and Tiffin, Ohio. WHIO-TV Dayton and WOSU-TV (educational), WLWC(TV) and WTVN-

TV all Columbus, would be carried to Lima, Findlay and Fostoria. WOSU-TV would also be carried to Tiffin, and the signals of WJW-TV and WEWS-TV both Cleveland, would be relayed to Findlay and Lima.

Back in California ■ Meanwhile, the commission was faced with the CATV problem in another form last week, in a second appeal from KCOY-TV Santa Maria, Calif., for protection against a cable operator.

Two weeks ago, the commission, acting on the station's petition, stayed the grant to H & B American Corp. of a construction permit to build a microwave service to relay the signals of seven Los Angeles TV stations into KCOY-TV's service area in Vandenberg Village and Mission Hills, in Santa Barbara county (BROADCASTING, Feb. 10). The commission is now considering the station's request that the grant be set aside or designated for hearing.

Last week, the station, which is not yet on the air, asked the commission to deny or set for hearing the application of Golden West Communications for a microwave system to relay the signals of the seven Los Angeles stations to a CATV system in San Luis Obispo which is within the station's coverage area.

The station contends the only major communities on which it can count for audience and advertising support total less than 55,000 population. One of these is San Luis Obispo, with a population of 20,437.

Ottumwa still anti-CATV

For the second time in as many months, citizens of Ottumwa, Iowa, have turned down a bid for a community antenna franchise. In a referendum Feb. 18, the application of Ottumwa Cable TV Co. was denied by a vote of 4,184 against and 661 in favor. Ottumwa Cable is headed by broker H. W. Cassill, Chicago, Ill., an associate of Blackburn & Co.

Previously Ottumwa citizens voted against an application by Iowa Cable Television Co. for a CATV license, also by a 7-1 margin (BROADCASTING, Jan. 13). Three years ago a bid by Jerrold Electronics Corp. was turned down by 10-1 margin.

On March 24, Ottumwa votes again, this time on a bid by KTVO-TV Kirksville, Mo.-Ottumwa, Iowa.

KCOY-TV notes that another one of the communities, Lompoc, has already granted a franchise to H&B American Corp. If the San Luis Obispo audience is "artificially fractionalized" because of the competition from the seven Los Angeles stations, KCOY-TV maintains, its loss of audience "will be immediate and irreparable."

The holder of the San Luis Obispo CATV franchise is John C. Cohan,

who owns KSBW-TV Salinas-Monterey and the semisatellite KSBY-TV in San Luis Obispo. KCOY-TV contends this raises a "serious public service question as to whether . . . the owner of the combined semisatellite CATV system would seek to improve and provide a truly local television station to that community."

Some indication as to the commission's thinking on the CATV problems confronting it is expected in the next two weeks. The commission is scheduled to act by then on KCOY-TV's petition for reconsideration of the microwave grant to H&B American.

FCC grants extension for CATV comments

The FCC has granted an extension of the deadline for comments on its rule-making to govern community antenna systems from Feb. 24 to March 16. Reply comments are now due April 6.

The extension was requested by the newly formed National Association of Microwave Common Carriers Inc. (BROADCASTING, Feb. 17). The association, however, had asked that the deadline be delayed until April 8.

The rulemakings, as proposed, would indirectly govern CATV by conditioning grants in microwave common carrier services. A microwave service grant would be made only if the CATV to be served agreed not to duplicate local television stations for a 15-day before and after period and agreed to carry local station signals if requested.

California CATV system sold for \$2.2 million

The purchase of a 4,000-subscriber CATV system in Palm Desert, Calif., by the David D. Palmer interests for \$2.2 million has been reported. The system, a 28-mile chain, serves Cathedral City, Coachella, El Dorado Palms, Indian Wells, Indio, La Quinta and Palm City as well as Palm Desert.

The Palmer group owns WHO-AM-FM-TV Des Moines and WOC-AM-FM-TV Davenport, both Iowa. This is its first cable company purchase.

The CATV sale was handled by Daniels & Associates.

Autry gets majority interest in Calif. CATV

Golden West Broadcasters, headed by Gene Autry, has acquired 65% of the common stock of Cable TV of Santa Barbara, Calif., at a price of \$585,000. Transfer of the community antenna TV system is subject to approval of the FCC and the California Commissioner of Corporations.

GWB's bid for control of the Santa Barbara CATV system was made early

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in January to Harry C. Butcher, one-time CBS Washington vice president and TV broadcaster, holder of 51% of the stock, and to the minority stockholders. Mr. Butcher will continue as president of Cable TV under a long-term agreement and will also remain as an important stockholder in the system.

The sale of control to GWB was made to give the cable system capital with which to expand its 2,800 subscriber system. First step in that direction is an application filed with the Board of Supervisors of Santa Barbara county for a franchise to extend the system to serve the entire southern coast area of the county. The board will consider the proposal on March 9.

Golden West properties include four radio stations—KMPC Los Angeles, KSFO San Francisco, KVI Seattle and KEX Portland, Ore.—a microwave system in Morro Bay, Calif., which is the first leg of Golden West Communications, and a TV division which is awaiting FCC approval of transfer of license of KTLA(TV) Los Angeles from Paramount Pictures Corp. Mr. Autry also owns KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. His non-broadcast holdings include the Los Angeles (baseball) Angels and (football) Rams, and a number of hotels.

Teleprompter plans to emphasize CATV

Teleprompter Corp., New York, intends to concentrate on the ownership and operation of community antenna TV systems, microwave relay facilities, closed-circuit TV and live industrial meetings equipment and services and continue providing all television and audio-visual support for the Ordnance Guided Missile School at Huntsville, Ala., stockholders have been told by Irving B. Kahn, chairman and president.

Announcing that the sale of three divisions to Defiance Industries Inc. (BROADCASTING, Nov. 18, 1963) has been consummated, Mr. Kahn said the corporation expects to realize about \$2 million from the sale, half in cash and negotiable notes and the balance from inventories and accounts receivable as they are used or collected by the new owners. Notes amounting to \$650,000 are already in hand, Mr. Kahn said.

The three divisions, all located at Cherry Hill, N. J., are the Weathers Division (high fidelity components), Conley Cartridge Division (automatic tape cartridges) and the Audio-Visual Division (equipment and systems manufacture and installation). H. J. Schlafly

Jr., a director and vice president of Teleprompter, has been given a one-year leave of absence to run the Cherry Hill facilities for the new owners, Mr. Kahn reported.

He also reported that Teleprompter's CATV division (13 cable companies) has increased its subscribers in 1963 by 5,818, a jump of 21.7%. Two systems, Elmira, N. Y., and Johnstown, Pa., increased their customers by 43.9% and 41.5% respectively, Mr. Kahn noted. Elmira now has 10,100 and Johnstown 8,248 subscribers, Mr. Kahn said, ranking them among the 10 largest in the country. Last year, Teleprompter sold its Houghton, Mich., CATV system to the *Chicago Tribune* for \$375,000, with the corporation realizing more than \$100,000 before taxes, according to Mr. Kahn (BROADCASTING, June 17, 1963).

NCTA and FCC resume their negotiations

Community antenna operators and the FCC—who two weeks ago seemed close to agreement on proposed legislation for regulation of CATV—have sent their staff lawyers back to the negotiating table.

One major issue, whether restrictions



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on the commission's rulemaking authority should be permanent or temporary, remained the chief obstacle, it was learned.

The National Community Television Association board of directors spent almost its entire meeting in Dallas, Feb. 15-16, discussing the legislative proposal after receiving word that the FCC had refused to budge on the rulemaking issue (BROADCASTING, Feb. 17). Fred Stevenson, NCTA chairman, said the FCC "has been exhibiting a very fine spirit with us and we appreciate it," but there was no question the board was disappointed with the commission's position.

However, Mr. Stevenson said, the FCC-NCTA negotiations were "close enough" that he alerted his board to remain on stand-by notice to meet this week or next in the event staff workers reached agreement.

The NCTA contends that if the FCC obtains authority to regulate all CATV systems, then it should agree to approach the question of economic injury to television stations on a case-by-case basis, not by rulemaking. The FCC believes, though, that any restriction on its rulemaking authority should be temporary. A three-to-five-year restriction on a rulemaking is being discussed.

The NCTA board has put off selection of a president. It accepted a report from its selection committee but deferred action until its next meeting. Mr. Stevenson said the board thought the association faced "no emergency" without a president and that its Washington staff was working efficiently. "No one seems to be excited about getting a man," he said.

NBC-TV affiliates board has meeting

NBC-TV's plans in future programming, sports and coverage of political events this year took precedence last week over other matters discussed at a meeting of NBC executives with the affiliates' board of delegates.

Among the highlights of the quarterly meeting held at Coral Harbour in Nassau:

- An endorsement by the board of NBC-TV's plans presented for the new 1964-65 season. The programming was said to have followed closely the outline of shows presented earlier this month (BROADCASTING, Feb. 3 et seq. Also see story on network programming, page 85).

- A tentative summer lineup of daytime programs was presented the board of delegates which is expected to relay the schedule to affiliates for their attention (see page 85).

- Carl Lindemann Jr., vice president, sports, reported on NBC-TV's "sports surge," especially the network's con-

tracts with the National Collegiate Athletic Association and the American Football League (for five years). His presentation got an enthusiastic reception, it was reported.

Meanwhile, it was disclosed that the general convention of all NBC affiliates, radio and TV, which was originally scheduled for last December but postponed after the Kennedy assassination, was rescheduled for June 1-3, at the Beverly Hilton hotel in Los Angeles.

At the Nassau meeting, Robert W. Sarnoff, board chairman, and Robert E. Kintner, president of NBC, sum-



Still in the running

Gordon B. McLendon, president of McLendon stations and seeking election to the U. S. Senate from Texas, escaped injury last week when a woman fired at another man she said she mistook for the broadcaster at Dallas' Love Field. Mrs. Mary Elizabeth Stone, whom Mr. McLendon said apparently had tried unsuccessfully to see him at his Dallas office earlier in the week, was charged with attempted murder Thursday (Feb. 20), a day after the shooting.

"I can't imagine the woman's motive," Mr. McLendon said. Mrs. Stone was reported by Dallas police to have said she wanted to kill Mr. McLendon because of what she said were his "connections with communism." Mr. McLendon asked the U. S. Justice Department for an "immediate investigation."

Mr. McLendon heads McLendon stations, licensee of KLIF-AM-FM Dallas, KILT and KOST(FM) Houston, K TSA San Antonio, all Texas, and KABL Oakland-San Francisco, WYSL-AM-FM Buffalo and WYNR Chicago.

marized the network's position and objectives in general terms.

William R. McAndrew, executive vice president in charge of NBC's news division, and Julian Goodman, vice president, NBC News, previewed plans for the forthcoming political campaign, conventions and election coverage. They pledged NBC's intention to play a dominating role in political coverage as they said the network has in recent years.

A. Louis Read, WDSU-AM-FM-TV New Orleans, and chairman of the NBC affiliates board, spoke for the 10-man group in commending the network, saying in part that NBC "long first in news, has now become first in sports and gives every promise of becoming first in entertainment programming with its new schedule for next season."

Mr. Read said the affiliates were "tremendously impressed" with NBC's financial commitments made to "assure its leadership" in the news-sports-entertainment fields.

ABC-TV o&o's to meet

The general managers of the five ABC-owned TV stations will meet March 2-4 in New York to discuss "forthcoming programs and projects" for the year, Theodore F. Shaker, president of the ABC-owned TV stations division, announced last week.

Reports will also be made on programming, promotion, sales and local community service of each of the stations.

The stations are WABC-TV New York, WXYZ-TV Detroit, WBKB(TV) Chicago, KABC-TV Los Angeles and KGO-TV San Francisco.

N.Y. ch. 14 proposal criticized by AMST

The proposal by the Educational Broadcasting Corp., New York, to allocate UHF channel 14 to that city was given sharp technical criticism last week by the Association of Maximum Service Telecasters, WWOR-TV (ch. 14) Worcester, Mass., and others.

The EBC request asked the commission to waive the minimum mileage separation requirement to allow the transmitter of the proposed channel 14 New York station to be located within 152.5 miles of the transmitter of WWOR-TV. Commission rules have established the minimum separation for channel 14 facilities at 155 miles (BROADCASTING, Jan. 20). EBC would use the channel for an educational outlet—New York's third.

AMST said that it didn't object to an additional ETV station. But the commission should not, under any conditions, alter the minimum mileage separation requirement. This separation standard is of the essence of sound engi-

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neering, the association said.

WVOR-TV held to the same position and suggested that before it short-space a channel 14 allocation the FCC should see channels 25 or 31 activated—both of which are reserved for educational use in New York.

The Spanish International Television Co., an applicant for a UHF station in Paterson, N. J., told the commission that it backed allocation of channel 14

to the New York area, but that it should be left open for commercial applicants as well as educational.

FCC denies NABET plea

The continued opposition of the National Association of Broadcast Engineers and Technicians to the sale of WROK-AM-FM Rockford, Ill., by Rockford Broadcasters Inc. to WROK Inc., gained a further set-back last week as

the FCC denied a union request that approval of the purchase be reconsidered.

NABET has opposed the transaction from the first, claiming that WROK Inc. had refused to honor collective bargaining agreements the union had with Rockford Broadcasters. The commission has been of a different mind, stating that one of the factors in approving the sale was WROK Inc.'s willingness to negotiate with the union (BROADCASTING Oct. 28, 1963).

FANFARE

VOA contest to determine audience's music tastes

Stations in a quandry over how to determine the program tastes of their listeners can sympathize with the Voice of America, U. S. Information Agency's radio arm. VOA's audience is global, and its problems in plumbing program preferences are commensurate.

To find out its audience's taste in music, VOA starting April 1 is conducting an essay contest, offering as prizes long-playing albums donated by American firms. Approximately 200 albums have already been contributed.

Announcements of the contest will be run for a week over the English-language *Breakfast Show*, a taped program aired during local breakfast times in Europe, the Near East, South America and Africa. Entrants must explain in 150 words or less why they prefer a particular kind of American music—jazz, folk, popular or serious. Judging will be on originality and sincerity, not English fluency. The show is in English, which for most listeners is a second language.

Winners of the contest will be announced on the *Breakfast Show* June 1. Record companies which have donated albums include Kapp, Capitol, RCA-Victor, ABC-Paramount (Ampar), Epic, MGM-Verve and Pacific Jazz.

Drumbeats . . .

Cookie caper ■ WKBW Buffalo marked the Chinese New Year by giving away Chinese fortune cookies. Each cookie contains slogans, some of which are worth prizes totaling \$10,000 in value. The promotion continues through March 28.

Brighter side ■ KOPY Alice, Tex., has begun a series of daily newscasts devoted entirely to "good" news. "The KOPY Good News," aired at 11 a.m. Monday through Friday, is a supplement to the station's regular news broadcasts.

BPA extension ■ The Broadcasters Promotion Association last week extended for one month the deadline for its third annual On-The-Air awards competition.



For a winner

A flower by any other name might have done as well, but it is an orchid that Ruth Jones, supervisor in charge of network and stations relations for J. Walter Thompson Co., New York, is pinning on Robert M. Lambe, president of WTAR-TV (Hampton-Newport News-Portsmouth) Norfolk, Va.

The occasion: WTAR-TV's position as the No. 1 affiliate of the CBS-TV network (based upon the ARB November 1963 survey of prime time viewing in the 50 top markets).

New deadline will be March 15. Separate awards will be given in both radio and TV. For information: BPA, 215 East 49th Street, New York.

Market information ■ A new booklet, entitled "Hawaii Market Data," is being produced by the Hawaiian Association of Broadcasters. It lists population and temperature figures, personal income, age and population make up, and how the dollars are spent.

In black and white ■ Celebrating its 15th anniversary last week KOB-TV Albuquerque, N. M., for one day presented all of its personnel, from cowboy show host to newscaster, in white

tie and tails. According to KOB-TV, operations began with the second television transmitter manufactured in the United States and its power was provided by generators at the site. At that time there were 10 television receivers in the area and six of those belonged to KOB-TV.

Weekend in Hawaii ■ Shirley Weiner, timebuyer for Wermen & Schorr, Philadelphia agency, has bettered more than 1,000 other timebuyers in a TV contest, and she's heading for Hawaii. Miss Weiner was the winner of a recent contest run by KGMB-TV Honolulu. Contestants were asked to estimate the number of TV homes reached by a film package carried on the station. Her estimate was closest, and she plans this spring to enjoy the prize—an all-expense paid trip to Hawaii.

Anyone for lunch? ■ KGBS Los Angeles has begun broadcasting area school lunch menus as a program feature between 6 and 9 a.m. daily, allowing parents to avoid duplication in planning evening meals.

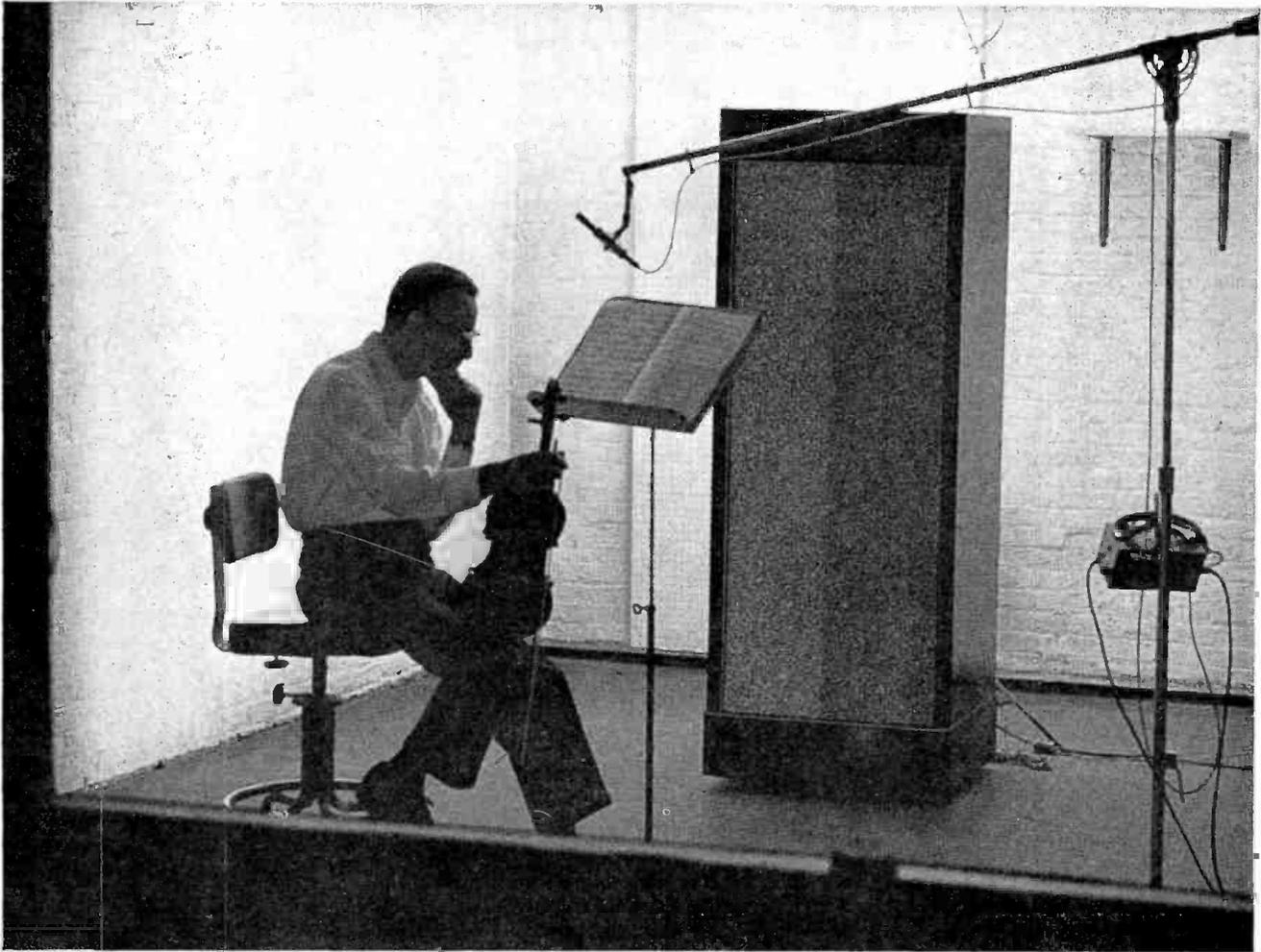
Speaking frankly . . .

Television has been given the job of introducing to Southern California "Big Frank, the Man from Morrell," a 7'3" former basketball star of the University of Southern California who is the new living trademark of the Midwest packing company. The full Southern California advertising appropriation of approximately \$150,000 will be spent for 60-second live and animated TV spots to promote Morrell meats, especially frankfurters, according to Maurice Vaughn, account executive at Anderson-McConnell, Los Angeles, in charge of Morrell advertising in Southern California.

I heard the book

"Read any good radio lately?" asks a promotional brochure produced by WERE Cleveland. The brochure contains a 20 day collection of articles about WERE activities, programs and personalities gleaned from local and national publications. Each item is accompanied by a full-page cartoon.

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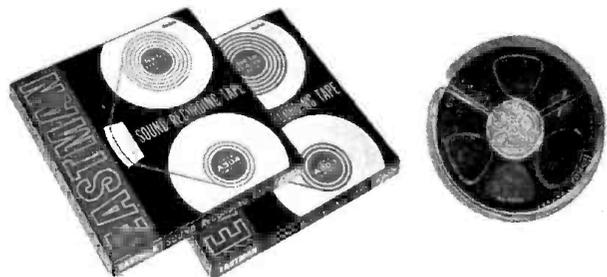
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SOLUTION TO BLACKOUTS?

Not yet, but FCC and Senate committee promises to give the problem more study—at a later date

Neither the FCC nor the Senate Anti-trust and Monopoly Subcommittee came up with a solution to television blackouts for sports contests last week, but both promised they would give the matter another try—later.

The FCC announced it was taking no action on a complaint by WPSD-TV Paducah, Ky., but added that there is "an undoubted public interest in insuring that the broadcast of sports events should be available to those persons desiring to view and hear them." The commission said it would comment further on the problem when it files a report with a House panel on pending legislation intended to remedy the Pa-

ducah situation.

Earlier in the week the Senate subcommittee considered the issue while taking testimony on a bill that would exempt professional team sports from certain provisions of the antitrust laws. The presidents of the major baseball leagues—whose teams already are exempt under a court ruling—and executives representing other sports testified on the antitrust measure and the subcommittee seemed inclined to take up the blackout question separately. Senator Philip A. Hart (D-Mich), chairman, said the blackout issue more aptly concerned Public Law 86-31, a 1961 measure that permits professional

leagues to package their games for radio-TV sale.

But that didn't stop the question from coming up.

Stubblefield View ■ Representative Frank A. Stubblefield (D-Ky.), who has championed WPSD-TV's complaint since last year, had already urged the subcommittee to impose legal restrictions on the 75-mile radius in which professional teams normally require television blackouts of home games. The congressman said last week that if the National Football League can black out Paducah, it can black out the entire country "and the next thing you know you'll have to go to a theater to see a football game."

WPSD-TV, informed Thursday (Feb. 20) that the commission would not act on its complaint, indicated that it probably would not press the issue further. The station, an NBC-TV affiliate, has contended that CBS-TV should have

A fast trip to the canvas can be as profitable

When Sonny Liston meets Cassius Clay tomorrow night in Miami, ABC Radio will be reporting its sixth consecutive heavyweight championship fight. None of these fights have gone past the sixth round.

After the last two abbreviated one-round matches between Liston and Floyd Patterson there have been questions about a network—more specifically about a sponsor—who would risk support of another possibly brief encounter.

An economic examination of this reasoning suggests a quick re-evaluation. When Liston first fought Patterson in 1962, ABC Radio obtained the rights from Graff, Reiner & Smith for about \$325,000. This was the highest price paid by ABC for any of the last six matches.

A punch in the first round of that bout knocked Floyd Patterson down for the count. It also knocked down the price to ABC for the next fight (negotiated with Sports Vision Inc.) to about \$175,000.

The number of theaters accepting the fights for closed-circuit telecasts, at the same time, dwindled from approximately 260 to 147.

When Liston repeated his one-round performance with Patterson in the summer of 1963 he was unwittingly driving the negotiable radio price for his next fight down still further.

Intercontinental Promotions Inc.,

Philadelphia, of which Liston and the Nilon brothers are principals, sold the rights to ABC Radio for Tuesday's fight for \$115,000. NBC Radio reportedly wouldn't go over \$100,000. CBS Radio decided not to bid.

How does ABC pad out a fight that ends after 2½ minutes? It's com-



Champion Sonny Liston
Stars in quick radio shows

pensating its affiliates at a regular hourly rate for the scheduled 15-round bout. The network says it has over 400 stations lined up for the event. Although the fight is booked to stations as an hour of time ABC guarantees each of four sponsors only three commercial announcements each.

After a prefight special the sound switches to ringside about 20 minutes

before the fight. Within that 20-minute period each sponsor gets a full-minute announcement. Between-round commercials, of 45 seconds in length, are rotated between the four sponsors for the fight's duration. Should the fight end prematurely, each advertiser is guaranteed a total of at least three commercial minutes.

Extending the program's length is a matter of replaying the knockout round, interviews with the fighters, critical comment from other fighters at ringside and dressing room reporting.

ABC's sellout of the fight, announced last week with final quarter sponsorship bought for Wildroot hair preparation by Colgate-Palmolive and interest expressed by still others, would indicate that the advertisers are happy to consider three announcements, their rightful due, and anything beyond that, by dint of a longer fight, a bonus.

The network's point of view expressed by its President Robert Paul-ey: "These fights provide us with more promotional value for the network than any other method you can think of and don't kid yourself, we're not losing money at this game." He acknowledges that the first interest in carrying the championship fights is network promotion, but he adds, "let the others sit back in their dream-world and think we're losing money. That suits us just fine. Where else

made St. Louis Cardinal home games available for broadcast on its facilities in Paducah, located 115 air miles from St. Louis and outside the normal 75-mile blackout area. The station requested the games from CBS-TV because the network blacks out KFVS-TV Cape Girardeau, Mo., a CBS affiliate serving the Paducah area.

However, as Pete Rozelle, NFL commissioner, explained to the subcommittee last week, the Cardinals found that the KFVS-TV signal serves many suburban St. Louis TV homes as well as Paducah (thus the blackout), but WPSD-TV's signal also can be received in the St. Louis suburbs. Suffering a decline in attendance, St. Louis ordered the blackout including both stations, Mr. Rozelle said. This was correct procedure under NFL rules, he added. However, he said the NFL would survey CBS markets to find whether signal penetration affects attendance elsewhere.

Joe Foss, president of the American Football League, was not questioned by



could you get 67 million people to listen to a single network commercial presentation? This figure is based on a Sindlinger estimate of 55.7 million sets tuned to the last Liston-Patterson fight.

Quarter sponsorships for the fight went for an estimated \$35,000 each, totaling \$140,000. Subtracting the cost of the rights—\$115,000—this would leave ABC a \$25,000 leeway for affiliate compensation and other broadcast expenses. However, this does not include money accruing to the network from sale of the radio rights to the Canadian Broadcasting Corp.

Philip Hinerfeld, vice president for advertising of Pepsi-Cola, which also has a quarter sponsorship, explains his company's involvement this way: "If the mass of America wants this fight, they've got to listen to it on radio (closed-circuit TV is being carried by Theater Network Television) unless they'd rather read about it later in the papers. We have at least three opportunities to reach a possible 60 million people in a period of maximum attentiveness, just before, during, and after the fight. I think we'll get our pound of flesh." The agency for Pepsi is BBDO.

The other co-sponsors are Cities Service Co., through Lennen & Newell, and Schick Safety Razor, through Compton Advertising.

Les Keiter will give the blow-by-blow account for ABC and Howard Cosell will do the color for Tuesday night's fight.

the subcommittee about blackouts of his league's games, but explained in an interview that when the San Diego Chargers play at home, KABC-TV Los Angeles offers other AFL games than the San Diego contest because 23% of the TV homes in the San Diego market can receive Los Angeles signals.

No Need of Legislation ■ Mr. Foss said legislation on blackouts would be unnecessary because the teams can work out situations that come up, but that whatever was done ought to be as an amendment to PL 86-31. That legislation made possible the high saleability of professional sports television has enjoyed in the past three years (see page 32).

The subcommittee was reluctant to tackle the blackout matter in the midst of the antitrust hearing, but still another TV question was thrown in. Each subcommittee member received a wire from the legislative and TV committee of the National Collegiate Athletic Association protesting ABC's plan to negotiate for the sale of rights to five NFL 1964 games not included in a 1964-65 season package purchased for \$28.2 million by CBS-TV last month (BROADCASTING, Jan. 27). The association says the plan violates the intent of the 1961 law which protects college games from competition with professional contests on either Friday nights or Saturday afternoons. The NCAA lined up with the National Federation of State High School Athletic Associations which says football on TV Friday nights will hurt high school attendance.

George T. Gareff, commissioner of the nine-team United Football League, testified that "if CBS-TV goes for piggyback football on Sundays, it will destroy about three of our clubs which play on Sunday night." The network is considering offering football doubleheaders in some cities.

The commissioners of three professional football leagues seeking protection from antitrust laws found television blackouts of home games tossed into a hearing conducted by Senator Philip A. Hart (D-Mich.) last week. Huddled with the senator (l) are Joe Foss, American Football League; George T. Gareff, United Football League, and Pete Rozelle, National Football League.

PGA says opposition to demands is fading

The Professional Golfers Association last week reported some progress in its drive to obtain available negotiating rights to golf tournaments (BROADCASTING, Feb. 10).

Martin Carmichael, who is negotiating for the PGA with various tournament promoters, said that the handful of sponsors he has talked with so far have at least agreed to continue the discussions.

Mr. Carmichael said most tournament backers have entered discussions under an impression the golfers want all the TV money for themselves. Their opposition has dwindled once they are aware of the details. These details, he said, amount to PGA willingness to divide TV revenues on an individual basis, provided it's understood the PGA would negotiate with networks and advertisers.

No firm agreements have been reported. The Buick Division of General Motors, which had considered sponsoring the final two days of the Annual Buick Open on ABC-TV in June, has postponed a final decision, reportedly until it has an idea how other promoters will react to the PGA proposals.

The seven-year-old tournament had been telecast on NBC-TV.

AT LAST, ACTION ON SECTION 315

House and Senate conferees to iron out differences

It took almost five months to do it, but last week the House of Representatives agreed to disagree with the Senate about a temporary suspension of Section 315.

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, got a green light from the House Tuesday (Feb. 18) and called on the Senate to formally discuss HJ Res 247, a resolution that would suspend equal time requirements for the presidential and vice presidential campaigns this fall. The House and Senate have passed slightly different versions of the resolution and plan to hold a conference Thursday (Feb. 27).

The resolution was recommended last year as a means of helping the major political parties hold down campaign costs by permitting the broadcasting networks to present the major presidential and vice presidential candidates in joint appearances without becoming involved in equal time demands from minority party and fringe candidates.

Broadcasters and the Republican party have been urging the White House and Representative Harris to complete action on the resolution in their joint hope that the President would then engage his Republican opponent in some kind of joint broadcast appearance, although not necessarily in the format of the 1960 Great Debates. President Johnson has not publicly committed himself to such a confrontation although President Kennedy had.

The differences in the two versions are not seen as substantial obstacles to passage of a suspension measure. The House-approved version limited the suspension to 75 days before the general election but by the time the Senate completed action on it, the Democrats and Republicans had completed plans for their national conventions. Since the Democrats would convene last—Aug. 24—the Senate decided that only a 60-day suspension would be necessary (BROADCASTING, Oct. 7, 1963). The Senate also considered it unnecessary for the FCC to require certain extensive reports from broadcasters on the 1964 suspension.

Democratic sources said last week that they still had no word from the White House whether—or how often—President Johnson might choose to meet his GOP opponent. It has been thought for some time, however, that this decision should not bear on passage of the suspension resolution.

Conferees named by the House are all members of the Commerce Commit-

tee and its Communications Subcommittee: Representatives Harris, Walter Rogers (D-Tex.), John E. Moss (D-Calif.), Dan Rostenkowski (D-Ill.), Horace R. Kornegay (D-N. C.), John B. Bennett (R-Mich.), J. Arthur Younger (R-Calif.), Glenn Cunningham (R-Neb.) and James T. Broyhill (R-N. C.).

Senate conferees named Thursday (Feb. 20): Senators Warren G. Magnuson (D-Wash.), Commerce Committee chairman; A. S. Mike Monroney (D-Okla.); Strom Thurmond (D-S.C.), Hugh Scott (R-Pa.) and Winston L. Prouty (R-Vt.).

UHF station asks rule on program refusal

A Milwaukee UHF television station last week asked the FCC to institute a rulemaking that would make available to independent UHF stations network programming that is not carried by a competing VHF affiliate.

The petition, filed by WUHF-TV (ch. 18), would amend the commission's rules governing network affiliations with the following insertion: "If a program or program series, commercial or non-commercial, is offered by a network to its affiliate in any given market and clearance is not provided by the affiliate within 72 hours, the network shall, giving appropriate notice of the fact, exhaust clearance possibilities in the community by offering such programs or program series on equitable and non-discriminatory terms and conditions to all other operating stations in the community."

The suggested proposed rulemaking would also alter the references to "broadcast" stations to explicitly define them as "television" stations. WUHF said that the present rules are outdated, carryovers from the rules originally adopted to govern radio network contracts.

The station feels the amendment would "impose positive responsibility upon the national networks to offer to other stations in the area . . . programs not taken by their own affiliates" and clearly establish a time limit on first refusal rights.

WUHF said it believes the commission's present rules to be "outmoded and highly inadequate to meet the needs for development of an all-channel, nationwide, fully competitive television system." This is due, the station said, in the main to an unrevised adoption of radio regulations.

"Audience Parity" ■ The Milwaukee

UHF said that its proposal would not assure affiliations for UHF stations, but it would create a "greater programming parity and incentive for an orderly development of new UHF stations"—particularly in one or two station markets where a third network is at a disadvantage, "in most cases ABC."

Network programming for UHF stations has been on the commission's agenda for some time. The agency's staff is presently busy drafting a proposed rulemaking, but progress has been cautious (BROADCASTING, Feb. 10).

AFTRA negotiations bog down in Los Angeles

Wage negotiations between the Los Angeles local of the American Federation of Television and Radio Artists and three of that city's TV stations—KTTV, KTLA and KCOP—have been broken off and the union membership will be asked to give strike authorization to their representatives in the bargaining sessions at a meeting called for Tuesday evening (Feb. 25) at the Hollywood Knickerbocker hotel.

Claude McCue, executive secretary of the AFTRA local, said that the strike, if it comes, will be caused by a deadlock over wages for a total of only 10 men—seven fulltime staff announcers and three parttime announcers. After several months of negotiations over wages and in-shift fees, talks were halted when the union rejected a "final" management proposal for a 2½% increase. AFTRA is seeking increases ranging from 8% to 25%, like those recently negotiated with the network stations in Los Angeles.

Reporting that AFTRA has signed a contract with KHJ-TV Los Angeles "under conditions far more favorable than those at KTTV, KTLA and KCOP," Mr. McCue said that if the dispute with these three stations were settled on AFTRA's terms, "it would mean only \$1,500 per man per year." The independent stations, he said, had previously agreed to a new code for free-lance TV announcers, granting increases averaging 10% and added vacation benefits.

ABC-TV daytime changes

ABC-TV will introduce a new game show on weekdays March 30 and at the same time begin its daytime programming on Monday-Friday at 10:30 a.m., a half-hour earlier than before.

Get the Message, a Goodson-Todman production featuring celebrities and audience participation, goes into the 11-11:30 a.m. slot, with *The Price Is Right* moving back a half hour to 10:30 a.m. The network will drop *Seven Keys* after its Feb. 27 telecast to make room for *Get the Message*.

Garden plans own fight network

Regular weekly boxing bouts on television may not be discontinued after all when ABC-TV drops them Sept. 11.

Madison Square Garden in New York last week announced it will form its own television network and plans to telecast its first fight Sept. 14. Future fights will be telecast either on Monday or Friday evenings, depending on the consensus of stations that sign to carry the bouts.

Of the scheduled 32 bouts, 26 will be held at the Garden, with the remainder slated in other cities by independent promoters. The Garden said that at least six of the fights would be championship bouts.

Ned Irish, president of Madison Square Garden, said that Gillette, which now co-sponsors the fights on ABC-TV, has agreed to enter into a similar arrangement with the Garden when the "network" is established.

Lester M. Malitz, former sponsor representative for a Wednesday night fight program, will solicit stations throughout the country for the network.

Pauley cites potential for radio drama shows

Robert R. Pauley, president of ABC Radio, said last week that there is a great untapped market for radio programming—particularly in the area of nighttime dramatic shows.

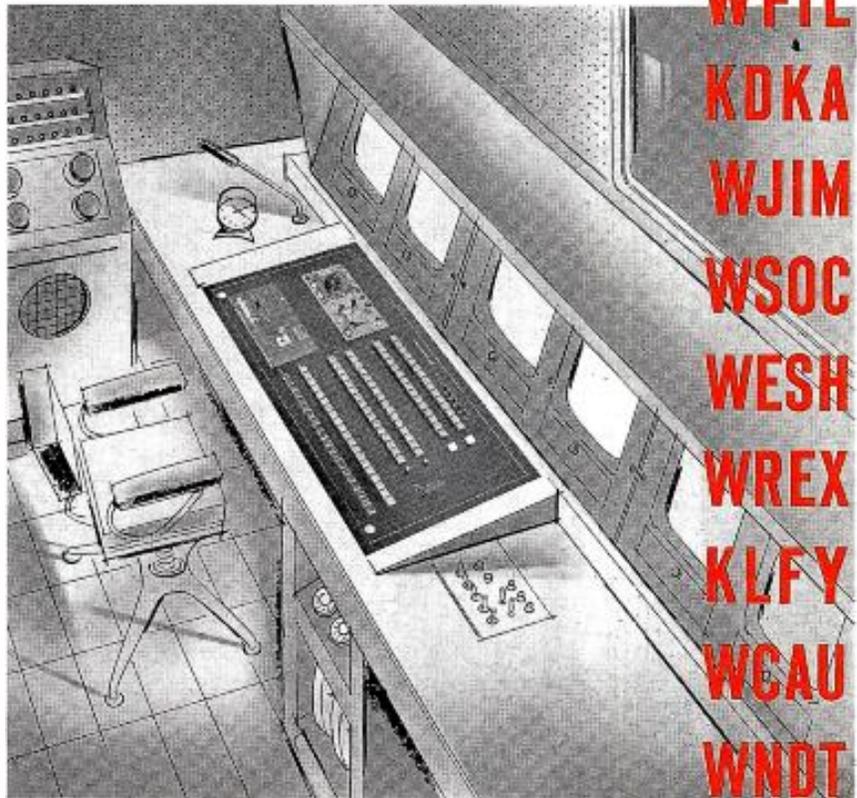
Mr. Pauley, speaking before a meeting of journalism students in New York, said the main reason why this programming potential is not being realized is a general lack of skilled radio writers who are able to adjust their style to a modern theme. Mr. Pauley told the conference—sponsored by the International Radio and Television Society—that ABC Radio is considering the possibilities of new dramatic presentations, and he added: "Broadcasters have, for the most part, written off the nighttime drama program, but we think the audience is there."

Mr. Pauley joined several other broadcasters at the conference in saying radio provides excellent career opportunities for students, and he said the need for writing creativity is on the rise.

Another speaker on Mr. Pauley's panel, Earl Mullin, vice president in charge of stations for ABC Radio, said that free enterprise is a necessity for the effective operation of broadcasting facilities in the United States. Mr. Mullin noted that the present high caliber of network presentations would not be possible without the "profit system."

The free enterprise system was also discussed by luncheon speaker Thomas

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S. Murphy, executive vice president of Capital Cities Broadcasting Corp. Mr. Murphy said a card survey of the students present indicated that the consensus was that free enterprise was vital to the future of broadcasting. He also advised that, despite the benefits of the profit system, the major goal of the broadcaster should be service, not financial gain.

Other topics and panels at the conference were: "Radio Station Operation" with Daniel P. Weinig, vice president and general manager of WPAT New York; Don W. Burden, president of Star Stations; Stephen Labunski, vice president and general manager of WMCA

New York; Ken Cooper, president and general manager of WICC Bridgeport, Conn.; "Television Station Operation" with John E. McArdle, vice president and general manager of WNEW-TV New York; Marian Jackson, media research manager at WNEW-TV; John Sias, vice president and director of Metro-TV Sales, New York; Bernard Zeidman, commercial manager of WNEW-TV; "Television Network Operations" with discussion by Julius Barnathan, vice president and general manager of ABC-TV; Robert Northshield, general manager NBC News; Russel Stoneham, director of live programming for CBS-TV.

THE 1964-65 SEASON

CBS, ABC make more changes in program plans

CBS-TV was the major network newsmaker last week as the TV program decision makers continued to fill in schedules for the 1964-65 season.

While CBS-TV moves topped the news, ABC-TV maneuvered on its proposed Friday night schedule. ABC was in negotiation last week for motion pictures on Friday when NFL games would fill five of the nights in the fall.

CBS-TV, which already had decided to drop the *Garry Moore Show* (Tuesdays, 10-11 p.m.) from its 1964-65 lineup allegedly because of declining ratings, found out last week it also had lost Garry Moore himself.

Mr. Moore told the network he had decided against continuing as the moderator of the *I've Got a Secret* TV program and on his daily CBS Radio program. He said both programs would only occupy about eight hours of his time each week and that after meeting such a demanding schedule at the network for the past 15 years, "such an unchallenging cut-back would drive me out of my mind."

Mr. Moore is under exclusive contract to CBS-TV until 1974. He reportedly receives more than \$100,000 a year from his contract, whether he works or not. He did not challenge the network's decision to drop his hour program, "which they had a perfect right to do." But he said he had "no choice" other than to drop his other two shows when CBS-TV refused to release him from his contract so he could try and make a deal with the other networks.

Mr. Moore owns 50% of *I've Got a Secret* (Monday, 8-8:30 p.m.) and said he understood the program will continue next fall at CBS-TV if the network is able to find another moderator for the program.

As for his own plans, he said he would finish out his commitments for the present season and then, about June, get into his sailboat and go up to Maine for a few months and "get to know myself again."

Sullivan's Plans ■ A previous announcement that CBS-TV's *Ed Sullivan Show* would be expanded to 90 minutes on Sunday in April was canceled upon the advice of Mr. Sullivan's physician who said he should not undertake the additional work. The move will leave the network with 30 minutes to fill (9-9:30 p.m.) when the *Judy Garland Show* leaves the air March 29.

Other cancellations at CBS-TV will be Allen Funt's *Tell it to the Camera*, after the March 25 telecast. The half-hour will be filled (Wednesdays, 8:30-9 p.m.) with a drama series titled *Suspense* that was filmed three years ago

Fox TV's syndication plans for 1964

INCLUDE NEW DOCUMENTARY SERIES AND RE-ISSUES

Twentieth Century-Fox Television Inc. will implement a syndication policy in 1964 of releasing some first-run presentations and some rerun programs of recurring interest, Alan Silverbach, director of syndication sales for the company, revealed last week.

Fox TV will place on the market within two weeks a half-hour documentary series, *Day to Remember*. The program will focus on "great historical turning points," such as the day Paris fell, the day King Edward gave up his throne, the day the stock market crashed and the day President Truman fired General MacArthur. It is being produced by Fox in association with the Company of the Documentary, headed by Malvin Wald and Jesse Sandler. Mr. Silverbach reported that Fox is negotiating initially for a national spot sale on this 26-episode series.

The company also intends to accelerate its activities in one-hour special programs, similar to the *Anatomy of Crime* program produced last year. Its first effort for 1964 is *The War to End All Wars*, a one-hour panorama of World War I, which will be released shortly. The company's newsreel arm, Fox Movietone, will produce the various specials during the year.

Fox TV soon will re-issue *Crusade In Europe*, a 26-episode half-hour series based on General Eisenhower's book. It originally was carried on ABC-TV and was later offered for syndication. The series was withdrawn from the market about four years ago, but Mr. Silverbach notes "the time seems to be ripe for re-issue." Four large stations have bought the series in advance of its official release date.

In a similar move, Fox will re-issue a package of 21 "Charlie Chan" pre-1948 features, which have not been offered to TV for the past five years. Mr. Silverbach is convinced that "cer-

tain popular features can be re-played to substantial audiences, particularly if they have been off the air for some years."

In addition, Fox will continue to sell its off-network series including *Dobie Gillis*, *Follow The Sun*, *Bus Stop* and various packages of post-'48 features. All of the features have had network exposure and some have been in syndication.

Official Films to offer new half-hour TV show

Official Films Inc. will offer for sale during the 1964-65 season a half-hour actuality series, *Survival*, depicting stories of persons involved in history-making events, it was announced last week by Seymour Reed, OF president. The series is being offered initially for network sale.

The series will include newsreel footage of such dramatic episodes as the collision of the "Andrea Doria" and the "Stockholm," the Rikers Island plane crash, the Connecticut flood of 1955 and Hiroshima. New films of the survivors, as they now appear, will be part of the series. *Survival* is produced for Official by Sherman Grinberg Productions. Actor James Whitmore will be the narrator.

CBS-TV reviews 'Workshop'

CBS-TV announced last week that network officials will review all episodes of *Repertoire Workshop*, the half-hour programs being produced and aired by the five CBS owned stations.

CBS-TV also said it would refer specific talent to the stations for possible use on *Workshop* programs. The network said both moves were being undertaken for the purpose of providing a wider forum for unknown talent.

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but never released. CBS-TV also apparently has decided not to go ahead with its *Tarzan* series next fall, thus opening up the Friday 8:30-9:30 p.m. slot.

CBS signed Bob Newhart as the second star of *The Entertainers*, a new one-hour revue that already has Carol Burnett scheduled to appear three out

of every four weeks.

Jackie Gleason's program (Saturday, 7:30-8:30 p.m.) will originate next season from Miami Beach Auditorium. And CBS-TV said it tentatively has scheduled a new series titled *The Munsters* for the Thursday, 7:30-8 p.m. spot, next season. The situation comedy will star Fred Gwynne and Al Lewis,

who starred in *Car 54 Where are You?* on NBC-TV. The series will be produced by Kyro-Vue Productions.

Bob Hope's *Chrysler Theater* on NBC-TV appears set for the Friday 8:30-9:30 p.m. spot again next season. Chrysler again agreed to sponsor the series fully. The program will follow this season's format, when Mr. Hope introduced dramatic programs and occasionally starred in comedy shows.

ABC-TV's latest program addition was *The Addams Family*, a comedy series based on the seven famous cartoon characters created by Charles Addams for the *New Yorker* magazine 30 years ago. The network did not announce a time spot for the half-hour program.

Gillette Move ■ The feature film possibility on ABC-TV reportedly was initiated by Gillette, through Maxon, which this season is a sponsor in the Friday fights that are destined to be dropped.

The motion pictures involved were the Sam Goldwyn feature backlog or a group of United Artists' post-1950 films. The Goldwyn backlog contains about 50 pictures but the deal—if consummated—reportedly would involve less than half of that number. Approximately 25-30 pictures would be offered by UA. The UA films, it was said, would be priced in the \$250,000-300,000 range for each, the Goldwyn films slightly higher.

The Goldwyn package was described in this way by one familiar with it: of the 50, half at present must be struck off as unsuitable for network because of either the subject matter or outdated "costume." Of the possible 24 pictures being considered 12 are said to be "among the finest made" and 12 "good." Among the better known titles are "Wuthering Heights," "Best Years of our Lives," three Danny Kaye features ("Hans Christian Andersen," "Up in Arms" and "The Secret Life of Walter Mitty"), "Hurricane," "The Westerner," "Little Foxes," "Cowboy and the Lady" and "Guys and Dolls."

ABC attacks 'favoritism' in New Hampshire primary

ABC News last week attacked what it said was "favoritism" being accorded CBS in the New Hampshire presidential primary. That balloting will take place on March 10 and CBS will pay local election workers in the state about \$20 each to telephone results to CBS election headquarters in Manchester. CBS also will urge the officials to telephone reports through the day on the number of voters and their apparent mood.

These practices, ABC protested, make for "a serious infringement on the

Networks announce N.H. primary plans

NBC News last week announced it has scheduled 38 television specials entailing more than 27 hours of programming of pre-election activity this year, beginning with a preview of the New Hampshire primary on March 8 (7-7:30 p.m.).

Special reports on primary returns will be telecast covering New Hampshire on March 10, Ohio, Indiana, Washington, D. C., and Alabama, May 5, West Virginia and Nebraska May 12, Oregon May 15, and California June 2.

Highlighting the network's schedule will be five half-hour programs devoted to both Democratic and Republican platform committees prior to the party conventions. Other programs include a special analysis by David Brinkley of how a major city reaches its conclusions about the political candidates.

After the candidates have been selected, NBC-TV will telecast nine weekly hour programs in prime evening time prior to the election. A special program analyzing the results of the election will be telecast the day after.

ABC says it will have the "largest election night force ever organized by one news organization for a primary election" to report the results of the New Hampshire primary

March 10. ABC-TV has special programs on the primary scheduled for Thursday, March 5 (10:30-11 p.m.) and Monday, March 9 (11:15-11:30 p.m.), as well as spot reports election night and a summary March 10, 11:15-11:45 p.m. ABC Radio will broadcast the results of the primary every 30 minutes during the evening.

CBS-TV will implement its already announced plans for the New Hampshire primary coverage (BROADCASTING, Feb. 10) by assigning CBS News Correspondents Dave Dugan, Roger Mudd and Paul Niven to report the activities of New York Governor Nelson Rockefeller, Arizona Senator Barry Goldwater and Maine Senator Margaret Chase Smith during election day. The network's coverage of the New Hampshire primary will begin at 10 a.m. on the *CBS News With Mike Wallace* and continue with bulletins during the morning, afternoon and evening.

Mutual expects to start its coverage of the New Hampshire primary at 7 a.m. March 10 and continue through until midnight with bulletins and special reports as circumstances dictate. MBS also will have reporters assigned to the various candidates and other political leaders to get their assessments of the primary trends as they develop.



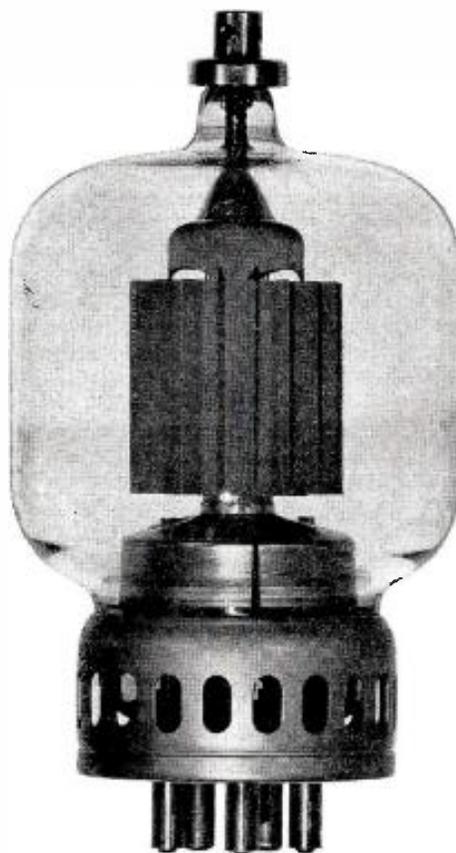
NBC News' election headquarters in downtown Manchester will house

a tabulating center in addition to radio and TV broadcasting studios.

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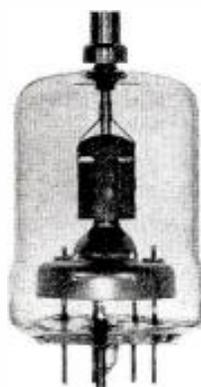
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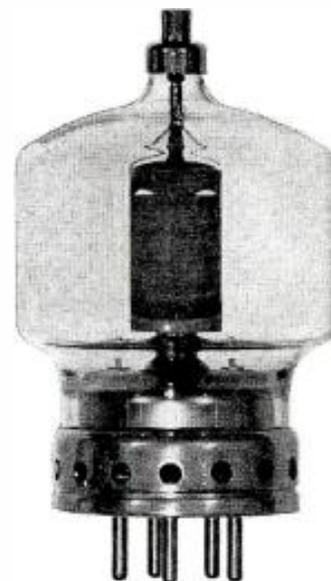
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4-125A	125 watts	3000	0.167 A.
4-250A	250 watts	4000	0.312 A.
4-400A/8438	400 watts	4000	0.350 A.
4-1000A/8166	1000 watts	6000	0.700 A.

Potential \$4 million box office for Beatles on closed circuit TV

National General Corp. will inaugurate its Theatre Color-Vision closed-circuit TV theater network in mid-March with a two-hour show starring the Beatles, Eugene V. Klein, National General president, announced Tuesday (Feb. 18).

Mr. Klein inserted the announcement in his report to stockholders at their annual meeting, held Tuesday morning at NGC's Fox Wilshire Theater in Beverly Hills, Calif. Discussing NGC's subsidiary corporation, Theatre Color-Vision, he noted that General Electric Co. now has on the production line the Talaria color projectors with which the theaters that will make up the "nation's first permanent closed-circuit entertainment network" will be equipped. "The first of these projectors should be delivered early this summer," he stated.

But Mr. Klein commented that

when NGC could get "the hottest attraction in the Western World today," there was no point delaying the theater-network inaugural until summer. So, the debut will go on next month in black-and-white on the screens of theaters in about 100 key cities coast to coast, with a minimum of 500,000 seats. The program will be given four times, two matinees on Saturday and two on Sunday, "sometime in March but not Easter," he said. He said the details had not all been worked out, but the program would include pickups from various points around the country and that some of each of the four performances will be live pickups and some segments of the first show will be taped for delayed showing on the other three. The admission price will be \$2 or \$2.50, Mr. Klein said, adding that Beatles merchandise—records, wigs, sweatshirts and the

like—will be on sale in the theater lobbies.

Mid-March is notoriously a poor-business time for theaters, the NGC president stated, with many empty seats, which he expects to be completely filled by Beatle fans the weekend of the closed-circuit theater telecast. "We'll crock 'em," he asserted, hailing the event as a show business milestone, the first use of theater television for anything other than championship fights. "It means that an entirely new dimension is being added to the industry and National General is fashioning it—living up to our promise to dominate this exciting new medium."

The Theater Color-Vision facilities will be the finest in the nation, Mr. Klein stated, including equipment from other manufacturers as well as the GE Talaria color projectors, but, he noted, "it is an inescap-

right of all news media to have equal access to election returns the minute they become available at the local ward or precinct." ABC said it made the statement "in the interest of fair and equal access of all news media to public news and information."

CBS noted its arrangement was not violating the law and cited an announcement to that effect by Assistant Attorney General Alexander J. Kalinski.

NBC-TV films scene in U.S. Senate chamber

NBC-TV claimed a television first last week when it gained permission to take TV film cameras inside the U. S. Senate Chamber to work on a one-hour color special about the United States Capitol.

NBC News producer Lou Hazam received permission to film the Senate chamber when the Senate wasn't in session. Authorization was granted by Senator Everett B. Jordan (D-N.C.), House Speaker John W. McCormack (D-Mass.), also granted Mr. Hazam permission to film scenes in the House.

Other locations in the Capitol building that will be seen on television for the first time are the marble room in the Senate, the Senate lobby and the formal office of the Vice President.

NBC-TV will telecast the program, which does not yet have a title, sometime next fall. Mr. Hazam said he plans to illustrate the Capitol as a "symbol of our democratic government and as a national art treasure."

Film sales . . .

America! (CBS Films): Sold to WJBK-TV Detroit; WAGA-TV Atlanta; WLWT(TV) Cincinnati; KGNC-TV Amarillo, Tex., and KTVB(TV) Boise, Idaho. Now in 36 markets.

Stoney Burke (United Artists): Sold to KOAT(TV) Albuquerque, N. M.; KPTV(TV) Portland, Ore.; KNTV(TV) San Jose, Calif.; WEAU-TV Eau Claire, Wis., and KBOI-TV Boise, Idaho. Now in 50 markets.

December Bride (CBS Films): Sold to WRGP-TV Chattanooga.

Deputy Dawg (CBS Films): Sold to KSLA-TV Shreveport, La., and WBAY-TV Green Bay, Wis.

Honeymooners (CBS Films): Sold to WCYB-TV Bristol, Tenn., and WJAC-TV Johnstown, Pa.

Phil Silvers (CBS Films): Sold to WFBC-TV Greenville, S. C.

Wanted: Dead or Alive (CBS Films): Sold to WCBI-TV Columbus, Miss.; KPTV(TV) Portland, Ore., and WFGA-TV Jacksonville, Fla.

The Life and Legend of Wyatt Earp (ABC Films): Sold to WNOK-TV Columbia, S. C.; KOLN-TV Lincoln, Neb.; WAFB-TV Baton Rouge; KTRK-TV Houston; WAIF-TV Atlanta and KIRO-TV Seattle.

Air Power (CBS Films): Sold to WHNB-TV New Britain, Conn.

Amos 'n' Andy (CBS Films): Sold to KPLR-TV St. Louis.

Heckle & Jeckle (CBS Films): Sold to WAVY-TV Portsmouth-Norfolk, Va.

Have Gun, Will Travel (CBS Films): Sold to WAST(TV) Vail Mills-Albany, N. Y., and KRNT(TV) Des Moines, Iowa.

Navy Log (CBS Films): Sold to KXLY-TV Spokane, Wash.

Mack & Myer for Hire (Trans-Lux): Sold to WHYN-TV Springfield, Mass.

The Mighty Hercules (Trans-Lux): Sold to WKJG-TV Fort Wayne, Ind.; KXTV(TV) Sacramento, Calif.; KOTV(TV) Tulsa, Okla., and KRNT(TV) Des Moines, Iowa.

Felix the Cat (Trans-Lux): Sold to WNEW-TV New York and WTVD(TV) Raleigh, N. C.

Top Draw Features (Trans-Lux): Sold to WABC-TV New York.

Junior Science (Trans-Lux): Sold to KPRC-TV Houston.

M-Squad (MCA-TV): Sold to WSB-TV Atlanta.

Leave It to Beaver (MCA-TV): Sold to WILX-TV Lansing, Mich.; KCPX-TV Salt Lake City; WMBD-TV Peoria, Ill.; WSLS-TV Roanoke, Va.; WCIV(TV) Charlestown, S. C.; KROC-TV Rochester, Minn., and KTHI(TV) Fargo, N. D.

Bachelor Father (MCA-TV): Sold to WDAM-TV Hattiesburg, Miss.; WJAC-TV Johnstown, Pa.; KTBC-TV Austin, Tex., and WSJS-TV Winston-Salem, N.C.

Checkmate (MCA-TV): Sold to

able fact that the success of closed-circuit entertainment depends upon the broad public acceptance of programming presented," so "we are concentrating heavily on programming at the present time." In addition to the recent appointment of William Perry, formerly with KTVU(TV) Oakland-San Francisco, as director of sports programming for Theatre Color-Vision, the company has closed-circuit exclusives with the Metropolitan Opera, Carnegie Hall and various Broadway producers, with Gower Champion, Dimitri Tiomkin and others as consultants.

Reporting a strong uptrend in National General operating profits and net worth during the past year and continuing into 1964, Mr. Klein noted that theater operations and real estate activities were the major contributors to last year's earnings. Diversification, started last year, contributed only modestly, but it shows up much more strongly in the first quarter of fiscal 1964.

KCBD-TV Lubbock, Tex., and KLFY-TV Lafayette, La.

Expedition (ABC Films): Sold to KDKA-TV Pittsburgh; WTCN-TV Minneapolis-St. Paul; WPTA(TV) Roanoke, Ind.; WUHF(TV) Milwaukee; KBLU(TV) Yuma, Ariz., and KAIT-TV Jonesboro, Ark. Now in 34 markets.

Daytime at NBC-TV faces reshuffling

NBC-TV has tentatively planned to realign its daytime lineup effective at the end of June. Details were reported to a meeting of its affiliates board in Nassau last week (story, page 72).

In the plans for Monday-Friday, the network would start at 10 a.m. with the half-hour *Danny Thomas* reruns in that period, following with *Word for Word* at 10:30 and *Concentration* at 11, the positions they now occupy. A new game show, *Jeopardy*, starts in the 11:30-noon period on March 30, replacing *Missing Links*. *Say When* may be placed in the noon slot from its current 10 a.m. period (the *Danny Thomas* reruns are now at 4:30-5 p.m.).

Truth and Consequences would remain in the 12:30-1 period. The 1:30-2 period, now station time, would be programed with *Let's Make a Deal* (now at 2 p.m.), *Loretta Young* reruns would shift from 3 p.m. to 2-2:30, *The Doctors* would remain at 2:30 as would *Another World* at 3, *You Don't Say* at 3:30 and *Match Game* at 4. The former 4:30-5 period for *Danny Thomas* would be returned to stations.

Videocraft International expands activities

PRODUCING NETWORK TV SPECIALS, MOTION PICTURES

Videocraft International Ltd., New York, which began as a commercial producer 10 years ago and subsequently moved into the program syndication area, is expanding in 1964 into the production of network TV specials and motion pictures.

Its first venture into network specials was the *Return to Oz*, one-hour animated color program sponsored by General Electric on NBC-TV on Feb. 9. Arthur Rankin Jr., president of Videocraft, disclosed in an interview last week that the company now is preparing another one-hour animated color special, *Rudolph The Red Nosed Reindeer*, which General Electric will sponsor on NBC-TV during the Christmas season. Each special has a production budget of approximately \$500,000.

"We are hopeful of working out arrangements for several more one-hour color specials for GE through its agency, Maxon Inc.," Mr. Rankin reported. "They, too, will be of the classic fantasy type."

The specials, like the syndicated programs Videocraft produced in the past, are made in the company's "Animagic" technique, which Mr. Rankin calls "dimensional animation." Currently in syndication are 130 five-minute segments of *The New Adventures of Pinocchio*, telecast in 60 domestic markets and *Tales of the Wizard of Oz*, carried in 40 markets in the U. S. Both series

have had extensive overseas sales. Syndication is handled via Storer Program Sales Inc.

"Our considerable experience over the years in producing for the TV 'family audience' led us into our first motion picture project," Mr. Rankin observed. "We are in the process of completing an animated feature, 'Willy McBean and His Magic Machine,' which will be placed into theatrical distribution by Christmas. We also have begun production on another animated feature. 'The Enchanted World of Hans Christian Anderson,' which we hope to release next year."

The co-producer with Mr. Rankin of the network TV specials is Jules Bass, a vice president of Videocraft. The director is Larry Roemer, also a vice president of the company.

"We're busy right now on *Rudolph*," Mr. Rankin commented. "We'll probably wind up by October. Johnny Marks, who wrote the famed song which has sold more than 40 million recordings, is composing seven new songs for the television special."

RKO General makes plans for election coverage

RKO General Broadcasting last week announced plans for its most comprehensive coverage of election-year news, including the signing of the noted political analyst Samuel Lubell as its exclusive broadcaster for election news programs.

RKO will provide its 12 radio and TV stations with regular reports of the primaries, conventions, campaigns and election night results as well as eight special programs dealing with the elections.

Mr. Lubell, who has accurately predicted the results of every presidential and off-year election since 1952, will begin RKO's special coverage with a report March 9 concerning the probabilities of what will happen the next day when the nation's first primary is held in New Hampshire.

The courtroom lock gets bigger in L. A.

Los Angeles news cameras were pushed farther away from the federal courtrooms in that city last week. Some weeks earlier, the TV cameramen and still photographers, along with radio reporters carrying microphones and tape recorders, were ordered to stay away not only from the courtrooms, which had long been barred to them, but from



Currently in production by Videocraft International is a one-hour animated special, "Rudolph The Red Nosed Reindeer," which General Electric will sponsor on NBC-TV during the Christmas season.

ABC-TV acquires new GE 'film center'

ABC-TV and General Electric announced last week that the network has purchased a GE "universal film center" which will make ABC-TV the first network to use GE's four-vidicon camera system for color and monochrome transmission.

The film center received its first air test in April 1963, for the telecast by ABC of *The Vatican*. The new transistorized film camera chan-

nel, developed by GE in cooperation with ABC engineers, uses a "coloring book" principle.

As employed, the fourth tube produces the black-and-white picture and the three vidicons "paint in" the color information.

ABC said the system, employing the new cameras, is expected to be in operation by April 26 when daylight saving time begins.

the adjoining corridors and space on the floor below (BROADCASTING, Feb. 3).

Last Wednesday, guards at the federal building extended the off-limits area to include the garage beneath the building and the sidewalk adjoining the garage. Jim Wilson, a cameraman for KNXT(TV) Los Angeles, was attempting to get a picture of Frank Sinatra as he left the garage in his car after testifying in the trial of the alleged kidnapers of his son.

Stationed near the garage entrance, Mr. Wilson was told to leave. When he refused, Mr. Wilson was taken into custody by officers. After about 15 minutes, he was released and told that no charges were being made.

CBS-TV, WLW get top Freedom awards

Principal radio-TV awards of the Freedom Foundation, Valley Forge, Pa., the special encased George Washington honor medals, were presented last week to CBS-TV for "The Secret," a program in its *Great Adventure* series, and to WLW Cincinnati for its series *Government Under Law*.

Winners of George Washington honor medals for TV were: NBC and Jewish Theological Seminary, "Mr. Flanagan, The Chaplain and Mr. Lincoln" from *Eternal Light* series; KMOX-TV St. Louis, "The Pawn"; KNBC-TV Los Angeles, "Happy Birthday U. S. A."; NBC-TV, "Read No Evil" from *Sam Benedict*; ABC with the National Council of Catholic Men for "The Children's Choice"; WCAU-TV Philadelphia, "Man's Day in Court"; WCKT(TV) Miami, "The American Way" from its *Outlook* series; WLWT(TV) Cincinnati, "Citizen"; WRCV-TV Philadelphia, "Politics and the People"; ABC-TV, "Crucial Summer: The 1963 Civil Rights Crisis."

Radio-only winners of the medal are: Analysis Inc., Washington, programs of Nov. 18 and 20, 1962; July 4 and 9, 1963; Jefferson Standard Broadcasting Co., "In Ye Name of God, Amen"; KFMN(FM) and American Founders Life Insurance Co., Abilene, Tex., "The Story of the Flag" from *Hour of Freedom* series; KIBS and Lillian Meacham, Bishop, Calif., "The First Fourth of July" from *Milestones* series; KMOX and St. Louis University, St. Louis, "Communism: A Dominant and Domineering Idea"; NBC, "Our Flag" from *Monitor*; NBC with Jewish Theological Seminary, "A Rhode Island Refuge" from *Eternal Light* series; Sonderling Stations, "Declarations of Democracy" programs; Ray Starr, Tallahassee, Fla., "Our Man in the Capitol" April 5, June 17, Sept. 9 and Oct. 21; WBAC Cleveland "Flag Day"; WCKB Dunn, N. C., "Why the Fourth," "We the People" and "Do Not Give Freedom Away"; WFBM with Indianapolis Cham-

ber of Commerce, "The Voice of Freedom," WFIL Philadelphia and Temple University and Philadelphia Public Schools, "Americana" from *Hall of Fame of Great Americans* series; WGIR Manchester, N. H., "What Will Freedom Do for Me Today"; WIND Chicago, "Chicago's Nazi's"; WIOD Miami, "A Day to Remember"; WIOD Miami with Gilbert J. Balkin Lodge, B'nai B'rith, "Citizenship Day"; WJR Detroit, "The Ring of Words"; WLS Chicago, "July Fourth"; WMAQ Chicago with American Negro Emancipation Centennial Authority, "One More River"; WMAQ with Jewish Federation of Metropolitan Chicago, "The Estate of Haym Solomon" from *Cavalcade of Freedom* series; wowo Fort Wayne, "Freedom Is a Common Cause"; WPBS (FM) Philadelphia, "Battle of Gettysburg, 1863"; WSB Atlanta, "The Price of Victory is Freedom," and WWPB Coral Gables, Fla., with Gerard Pucci, "Let Freedom Sing."

Program notes . . .

More concerts - CBS-TV's *New York Philharmonic Young People's Concerts*, begun in 1957-58, has been renewed on the network for two more years. CBS reported last week it had reached an agreement with the New York Philharmonic whereby four concerts originating in Philharmonic Hall would be telecast in each of the next two seasons. Leonard Bernstein will continue as conductor.

Listener probe - WIND Chicago Tuesday (Feb. 25) will air the first of a two-part program series dealing with a \$1 million bond issue for new sewers in suburban Elmhurst, and incorporating a questionnaire sent to all home-owners

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Marine credit dropped

A Marine Corps "legend" in the credit crawl was dropped for last Saturday's (Feb. 22) episode of *The Lieutenant* on NBC-TV. The show, which was to be aired in its regular, 7:30-8:30 p.m. period, depicted an animosity based on prejudice between a Negro and a white marine.

The episode, "To Set it Right," was assured station clearances, an NBC spokesman said last week, and the lack of Marine Corps credit was not deemed extraordinary by the network.

It was said the dropping of the credit line was minor and did not necessarily indicate a lack of "clearance" by the Marine Corps, which acts on the series in an advisory capacity.

of the suburb. City officials will be featured. The second show March 10 will include tabulation of the listener replies. Similar listener-involvement format has been used recently by WBBM-TV Chicago.

New radio show ■ Robert Q. Lewis will co-produce and star in *Breakfast with a Bachelor*, a radio interview program that will be distributed by Sound Creations Inc., New York.

THE CASE FOR COLOR

TvQ study shows color set owners prefer tint shows

Color television set owners' preference for color programs is pointed up in a TvQ study made public last week by Home Testing Institute.

It showed that all of 14 color programs in the study had substantially higher "familiarity" scores among color-set viewers than among black-and-white set viewers, and that 12 of the 14 had scores that were from 14% to 79% higher in the color-set homes.

The TvQ score, as computed by the Home Testing Institute's TvQ division, is the percentage of people "familiar" with a program who also say it is one of their favorites.

The 14 color programs had an average TvQ score of 41 among color-set viewers—37% higher than in monochrome homes. The 41 average also was 78% higher than the average TvQ given by color-set viewers to the black-and-white programs competing with these color shows.

Among noncolor viewers, the black-and-white competition got an average TvQ score about 21% higher than among color viewers.

The study was based on TvQ data compiled during the period from October 1961 to April 1962 and included all programs regularly scheduled in color at that time. A similar study of programs occasionally presented in color produced similar results, TvQ officials reported.

In the color vs. monochrome TvQ scoring, the biggest lead was racked up by the *Dinah Shore Show*. Its TvQ was 79% higher among color viewers than among monochrome viewers. The only color shows that scored higher in black-and-white reception were *The Bob Newhart Show* (19 score in black-and-white, 15 in color) and *Bullwinkle* (20 vs. 15).

TvQ officials acknowledged that the sample of color-set families drawn for the study was a little heavier than the national averages in terms of big-city residence, upper-income levels and higher education—and that many of the color programs in the study tended to have special appeal for these groups.

Proposals on programming form due soon

COMMITTEE SPLITS ANALYSIS; MBA FILES CRITICISM

A committee representing the communications bar, the National Association of Broadcasters and the FCC reported "substantial progress" last week in its effort to simplify and clarify the FCC's proposed program reporting form for television stations.

Communications attorney Frank Fletcher, spokesman for the group, said the committee hopes to have an initial draft of a proposed revision of the form ready for its meeting March 10.

The redrafting is being done by subcommittees which have been assigned various sections of the document. Mr. Fletcher said the subgroups reported at a meeting last week that there are numerous areas that "need clarifying."

Mr. Fletcher said the committee will concentrate first on the form's use in connection with applications for renewal. Attention will be paid later to its use in applications for transfer and for major alterations of existing facilities,



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he said.

The FCC has postponed its oral proceeding on the proposed TV form in light of the work being done by the committee. The new date is April 16 (BROADCASTING, Feb. 17). The committee was established three weeks ago.

Sighing Sighs ■ The Minnesota Broadcasters Association last week told the commission that the proposed TV form is too cumbersome and involved. The MBA believes that the proposed reporting form is inconsistent with the Communications Act, which states that the commission will not ask information from an applicant unless that information has a direct bearing on the party.

"The commission's path," the MBA said, "is one which leads the licensee under an arch of eyebrows, over a bridge of broadcasters' sighs, and past multitudinous stop signs which never

turn green to a land of lack-lustre television."

The association also said the agency has been operating for a number of years from a negative position in broadcast regulation. The commission has acted only after complaints and the proposed form continues this attitude, the MBA charged, "by deprecating 'complimentary references from local citizens' . . . and by leading off with a requirement that complaints be tabulated. . . ."

The association wanted to know how much weight the commission would give to a complaint received by a station which didn't show the late President Kennedy's casket open. The association said if the commission gives any weight, "we are ashamed"; if it doesn't, then why ask for such information?

The association also attacked the

commission know-your-community suggestions as being potentially destructive of a station's smooth operation. "We believe it is possible to measure a pulse without ramming a fist into the heart valves," it added. The MBA believes that if the commission were to ask of a station what it does for the public interest, that would be enough.

GAC acquires London agency

General Artists Corp., New York talent agency and television program packager, last week announced its acquisition of the London talent agency, John Redway and Associates.

The merger with Redway had been in the offing for some time and GAC indicated earlier that such a deal was close to consummation (BROADCASTING, Feb. 17).

EQUIPMENT & ENGINEERING

The L.A. phone bill STV expects to pay

Taking a major step toward actual operation of its proposed closed circuit pay TV service in the Los Angeles area, Subscription Television Inc. has signed a \$679,400 contract with Pacific Telephone & Telegraph Co. to provide STV with facilities in a western segment of Los Angeles adjoining the seaside community of Santa Monica, where STV is reported to have a similar contract with General Telephone Co.

The new contract, which requires approval of the California Public Utilities Commission, calls for PT&T to run cables from the Hollywood STV studios at 1313 North Vine Street to what is known as the Palms and Pico-Wilshire districts of Los Angeles, an area containing some 15,000 occupied dwellings, according to an estimate made by Carleton Block, an economist of the Los Angeles city planning department. The area is bounded by La Cienega Boulevard on the east, Pico Boulevard on the north, Overland Avenue and National Boulevard on the southwest and Exposition and Venice Boulevards on the south.

If the agreement is approved by the state utilities commission, STV will deposit \$679,400 as a termination charge with PT&T, with one one-hundred-and-twentieth of that sum returnable after each full month of service.

In addition, STV will have a monthly bill of \$22,800 for the cable service. There will also be termina-

tion charges of \$52 for each connection between the cable and the home of a subscriber, plus a monthly service charge of 50 cents per connection. PT&T's services end with providing the "drop" between cable and a connecting block; STV will be responsible for installing its program selector on the sets of subscribers.

Broken down the PT&T charges include:

	Monthly Charge	Termination Charge
Common equipment at the STV studio and PT&T Hollywood central office	\$ 2,900	\$ 63,000
Feeder channels	7,100	188,500
Distribution channels for three TV and two audio programs and interrogation signals	12,800	427,900

If the service is discontinued in part or interrupted for part of the time or only partial service is provided during the construction period, the full service charge will be replaced by the following charges per quarter-mile of cable:

	Monthly Charge	Termination Charge
Feeder channels	\$89	\$2,400
Distribution channels	57	1,900

STV proposes to provide program service of a type that is generally noncompetitive with that offered by commercial TV stations, according to Sylvester L. (Pat) Weaver, former president and board chairman of

NBC, who is head of this pay TV organization. In an address to the Advertising Club of Los Angeles earlier this month, Mr. Weaver predicted that the majority of those who tune in STV's programs-at-a-price will come from people who would not normally be watching the free programs of the regular TV stations (BROADCASTING, Feb. 10).

However, STV does have plans to provide for one type of program that might attract many regular TV watchers away from the programs they might otherwise have watched—big league baseball. Contracts with the Los Angeles Dodgers and the San Francisco Giants give STV the exclusive rights to cover the games of each club and to transmit play-by-play color TV coverage by closed circuit to subscribers in the home city area of each club (see page 32 for more complete details). STV has a target starting date of next July 1 for its service in both cities. Therefore, further contracts with PT&T for transmission facilities in other areas may be expected to be signed as soon as this initial agreement has received utilities commission approval. Officials of General Telephone Co., which serves STV's home territory of Santa Monica, Calif., last week were meeting with representatives of Communications Workers of America in an effort to end a strike of 7,500 CWA members against GTC that had been going on more than 125 days.

WNAC-TV Boston makes changeover

WNAC-TV Boston was scheduled to switch over yesterday (Sunday) to utilization of a new 1,069-foot triangular tower and a new transmitter hook-up of two 25 kw RCA transmitters working in tandem. The station claims that the tower is the highest self-supporting rig in the East and that the RCA dual transmitter is the first in the nation.

Special ceremonies were held yesterday, with a dinner for more than 250 advertising agency presidents and their wives, the station said. WNAC-TV also said that it and its radio outlet, WNAC, were to simulcast a special dedicatory program, featuring stars from ABC-TV (with which the channel 7 station is affiliated) and Massachusetts political figures.

WNAC-TV, licensed to RKO General, operates with 316 kw visual, and 158 kw aural power.

3M develops 'stop-motion' TV tape

A new video tape that enables a technician to stop a recorded TV picture instantly and continue to show a single frame up to 10 minutes without picture degradation, has been developed by Minnesota Mining & Manufacturing Co., St. Paul.

Called "stop-motion," the new tape—Scotch Brand #388—offers higher resolution and longer tape life, according to 3M, due to new low-noise oxide and high temperature binder formulation.

Particular use for the new product will be in medical, dental and educational closed circuit TV fields where a TV picture must be stopped and held for proper demonstration. Stop-motion controls have become standard equipment in closed-circuit video-tape recorders.

New low-price RCA TV set

RCA last week presented its lowest priced television set since 1958, unveiling a model with suggested retail price of \$112.88 at a special distributor meeting in Chicago.

The 16-inch black-and-white portable set was shown with other RCA home instruments to be included in the company's annual spring sale.

In 1957-58 RCA introduced an eight-inch personal model for \$99.95.

ETV station buys gear

K&M Electronics Co.—a St. Louis Park, Minn., division of Miratel Electronics Inc., New Brighton, Minn.—has contracted to provide and install all

equipment for the new educational TV station on channel 8 in Duluth, Minn.

The contract calls for a payment of \$223,000. The new outlet is to be completed by July 1, equipped with video-tape recorders and a film system. The station will use the WDSM-TV Duluth studios and cameras for live programs.

Technical topics . . .

Expansion ■ Technicolor Corp. has purchased 36,000 square feet of property and buildings adjacent to the company's picture plant in Hollywood for an undisclosed sum. Melvin H. Jacobs, Technicolor president, said that the new

property will be used chiefly for the enlargement of the engineering department preparing for Technicolor's entry into the TV processing field.

Franchises let ■ Blonder-Tongue Laboratories, Newark, has announced new franchises for four firms that will represent B-T's closed-circuit television line. The firms, all installers of audio and electronic products, are: Albright Electronics, Maitland, Fla.; United Leasing, Elkhart, Ind.; Sound & Communications, Jackson, Miss.; and Norcon Electronics, Brooklyn, N. Y. The new distributors will carry all Blonder-Tongue CCTV equipment.



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MIFED - the International Film, TVfilm and Documentary Market - will hold its Ninth Cine-Meeting in April next. MIFED meets in Milan twice a year. In APRIL at the time of the Milan Fair, the world's largest annual trade show. Then again in OCTOBER.

MIFED's 1963 Meetings drew 306 film men who showed 2570 film and TVfilm titles to 750 cine-circuit managers and buyers. They came from 62 countries.

MIFED has great pleasure in inviting representatives and interested persons to its Ninth Cine-Meeting. To be held from 15 to 25 April 1964, it is already attracting a widespread response.



Information from: MIFED - Largo Domodossola 1 - Milano (Italy)
Telegrams: MIFED - Milano

FINANCIAL REPORTS

Revenues, earnings, set record at Storer

Storer Broadcasting Co. has reported record high operating revenues and profits for the year 1963 with net operating earnings of \$6,258,777, up 15% over the 1962 figure.

George B. Storer Jr., president, noted that the 1963 operating revenues and profits increased despite a noticeable decrease in revenues from the television networks. He attributed increases to greater emphasis on local program quality and sales and a stronger selling effort by the company owned Storer Television Sales Inc.

The fourth quarter showed net earnings of \$2,002,000, up 8% over the same period in 1962. Fourth quarter earnings were reduced substantially, Mr. Storer said, through lost income and additional expense involved in cov-

ering the events surrounding the assassination of President Kennedy.

Dividends paid in 1963 amounted to \$1.80 per share on common stock and 50 cents a share on Class B common. Total dividends on both classes amounted to \$2,651,183. Storer has 1,232,760 shares of common and 772,240 shares of Class B common outstanding.

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$2.80	\$2.61
Gross operating revenues	40,042,775	37,086,198
Net profit	6,001,192**	6,353,326***

* Based on average of 2,145,270 shares outstanding during 1963.
** Includes nonrecurring gain of \$911,460 from sale of WWVA-AM-FM Wheeling, W. Va.
*** Includes nonrecurring loss of \$257,585 from sale of Miami Beach Sun.

Financial notes . . .

AB-PT dividend ■ American Broadcasting-Paramount Theaters has announced a regular quarterly dividend of 25 cents

a share on outstanding common stock. The dividend is payable on March 14 to stockholders of record Feb. 24.

Four Star sales up ■ Four Star Distribution Corp., New York, reported sales for the first six months of fiscal year ended last Dec. 31 were 21.4% over those of the comparable period last year. For the fiscal year ended June 30, 1963, Four Star Distribution achieved sales of slightly more than \$5 million, an official said.

New record firm ■ Recording Industries Corp., a new record firm with executive offices in New York and Nashville, is being established with \$1 million initial capital. Joe Csida, president and chief executive officer of RIC, reported last week that 200,000 shares in the new company have been issued to 600 stockholders in 10 states. Underwriter of the transaction was Tennessee Securities Inc., Nashville.

INTERNATIONAL

EUROPE STUDIES COLOR STANDARDS

London conference weighs U.S., French, German methods

Electronic experts from 20 countries have met in London to try and establish standards for color TV for Europe.

A subcommittee of Study Group 11 (television) of the International Radio Consultative Committee (CCIR) started meeting Feb. 15 and is due to recess Feb. 24 (today). Three systems are under consideration.

The National Television Systems Committee standard of the U. S.; the French SECAM system, and the German PAL system.

The NTSC standards, developed by a special industry committee and adopted by the FCC in 1953, standardizes a three-color luminance signal and two color signals. The luminance signal is capable of being received on black-and-

white receivers in monochrome; the three signals are separated for color reception by a shadow mask cathode ray tube at the color receiver. Color sets can also receive black-and-white broadcasts through this system.

The SECAM method was developed several years ago by Compagnie Francaise de Television. It generates red, blue and green components in a fashion similar to the method used in the NTSC system, with the luminance signal and the two-color signals derived in the same way. The two-color signals are, however, transmitted consecutively during alternate line periods, hence sequential avec memoire.

The PAL system was developed by the Telefunken Co. in West Germany.

It is a variant of both the NTSC and the SECAM systems, with the color signals transmitted simultaneously by amplitude modulation of a subcarrier, but one of them is reversed between alternate lines, hence phase alternation line.

First Step ■ If the subcommittee agrees on a single system for color, it will submit its findings to the full Study Group 11, scheduled to meet next year in Vienna. Final adoption of the European color system will come when the CCIR plenary session meets in 1966 in France.

Edward W. Allen, chief engineer of the FCC, is the U. S. delegate on the subcommittee.

TV advertising expected to cost more in Britain

A London advertising agency, Mather and Crowther Ltd., predicts that United Kingdom television advertising will cost more as a result of the new television act which goes into effect July 31. This forecast is made in *Television Advertising: '64 and After*, a report issued to M&C clients.

The report sees the following future situation:

■ The larger TV companies face an increase in operational costs. To offset this they are likely to increase rates to the point where advertisers won't benefit from the abolition of the 11% time sales tax.

■ No significant change in the commercial network structure is expected until 1967 when a second network may start. At that time there may be funda-

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NBC gets Latin American rights to Olympics

NBC International has won the rights to provide exclusive television coverage of the 1964 Olympic Games at Tokyo to all of Latin America.

NBC International agreed to provide about 20 hours of tape and film coverage to Latin-American television stations.

In picture, Joseph M. Klein (l),

president of NBC International, and Ichiro Matsui, managing director of the international broadcasting service of Japan Broadcasting Corp. (NHK), sign the contracts.

The 1964 summer Olympics will take place in October due to the excessive heat in that country during the normal summer months.

mental changes in the shape of the Independent Television Authority areas and the broadcast contracts.

▪ The ITA now has wide powers to control programming and commercials. It is expected that ITA will make companies increase the proportion of serious programs seen at peak times.

▪ In order to receive the new BBC network viewers will have to obtain new TV sets or have existing sets converted at a big cost. The set rental companies will accelerate this changeover process.

▪ Only 1% of U. K. homes will be able to receive the new BBC network when it opens in the London area. The effect on commercial network program ratings will not be severe in 1964.

Pirate TV station planned off Holland

Another commercial broadcasting project in Europe, using a base in international waters, has announced plans for its operations. This time there's a difference—it's a television station aimed at challenging Holland's noncommercial network, Nederlandse Televisie Stichting.

A TV transmitter and other equipment has been set up in secret on an artificial island in the North Sea four-and-a-half miles outside Dutch territorial waters off Noordwijk am Zee. From

this location programs can be beamed over Holland's flat terrain to the country's main population centers, Amsterdam, Rotterdam, and the Hague.

The project owned by Reclame Exploitatie Maatschappij NV has been financed by Dutch businessmen.

The station is scheduled to go on the air July 1.

Senate committee passes Geneva radio treaty

The Senate Foreign Relations Committee last week unanimously recommended that the Senate ratify a radio allocations treaty drawn at a 70-nation conference in Geneva last fall.

The State Department has said the treaty "is in the interests of furthering United States leadership in space" and would "provide frequency allocations quite adequate to support the space program here in the U. S. and abroad for many years to come."

Joseph McConnell, former NBC president who headed the U. S. delegation, had urged the committee that it speed the treaty toward confirmation "as quickly as possible."

'Kingdom', 'Wizard' sales

NBC International last week announced the sale of *Wild Kingdom* television series to six foreign countries and *Watch Mr. Wizard* to 11 markets. *Wild*

Kingdom was sold in Wales, Australia, Japan, Rhodesia, Syria and Saudi Arabia for a total of 65 hours. A total of 247 hours of *Watch Mr. Wizard* was sold in Ireland, Malta, Western, Eastern and Federal Nigeria.

BBG to ask questions on license renewals

As part of the license renewal process of 63 independent AM and FM stations, 10 independent television stations and most Canadian Broadcasting Corp. stations, the Board of Broadcast Governors has summoned two AM and two FM stations to appear at its public hearings at Ottawa starting March 10.

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Rust Remote Control Equipment

CFCF-FM Montreal, CKCR-FM Kitchener, Ont., CFNB Fredericton, N. B., and CJMT Chicoutimi, Que., will answer the BBG's questions.

Seven other FM's have been given an opportunity to be heard by the BBG for license renewal. These are CJCA-FM Edmonton, Alberta; CKDA-FM Victoria, B. C.; CKPC-FM Brantford, Ont.; CKTB-FM St. Catharines, Ont.; CKUA-FM Edmonton, Alberta; CKWS-FM Kingston, Ont., and CBC-FM Toronto.

The BBG will also hear applications for CKCR Kitchener, Ont., to leave the CBC radio network; for CKBG Bagotville, Que., Department of National Defense station, to join CFCF Montreal, for some programs.

CJFP Riviere-du-Loup, Que., has asked for a power increase on 1400 kc from 5 to 10 kw daytime, retaining 250 w at night. CKDH Amherst, N. S.,

wants to boost power from 250 w on 1400 kc to 1 kw on 900 kc. CHNS-FM wants a power increase from 250 w to 5.76 kw on 96.1 mc.

Psychological survey for Britain's TV viewers

Associated Television, one of Great Britain's major TV companies, is sponsoring a psychological survey of over 3,000 viewers in the first six months of 1964. Viewers, chosen at random, will be asked to watch specified programs and then undergo psychological probing in depth about their reactions.

Some questions will explore their attitudes to sexual behavior in TV drama. They will be asked, for example, if they think wives should be shown with lovers and whether they like a television

hero to be shown with a mistress.

The survey, which is being conducted by Schwerin Research Corp., is the first in-depth TV survey in Britain. Lew Grade, managing director of Associated Television, said that in the past ATV had been satisfied with counting heads. Now they want to know what goes on inside those heads.

It's no longer sufficient to know that a series is successful. They want to know what makes a program a success.

Colin Golby, managing director of Schwerin Research Corp., said that its object is to discover why certain programs have a greater appeal than others. The survey is an experiment into the psychological reaction of the TV audience. The purpose is to find out not only whether people like a program, but why they like it and what they dislike about it.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Russell

James Russell, senior account executive at Grey Adv., New York, and former advertising manager for Grand Union Co. and Chock Full O' Nuts Corp., joins Marketplan Inc., Newark, N. J., as VP-account supervisor and director of radio-TV.

John Cassanetti, member of administrative staff of Avery-Knodel, station representative, appointed TV salesman in firm's New York office. **Marlene Lesica**, former A-K sales assistant, named director of company's new TV contract department, also in New York.

Roy Drushall appointed VP in charge of Hollywood office of Frank B. Sawdon Inc., New York. **Saul Wernick**,

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formerly with Hazel Bishop, named director of broadcast media for Sawdon in New York.



Mr. Muller

Brick Muller named president of new agency created by merger of Brick Muller & Associates and Draper/Swearingen & Co., both Memphis. **David Swearingen** becomes executive VP, and **James Draper** becomes VP-treasurer.

John T. Hartigan, VP and partner of Automotive Radio Group, Detroit, rejoins Keystone Broadcasting System, Chicago, after two-year absence, as VP in sales department. Since leaving Keystone, Mr. Hartigan also served as media supervisor of Compton Adv., Chicago.

Robert Young Jr. named corporate VP-marketing for Colgate-Palmolive Co., New York. He was VP-general manager of company's household products division. **Dr. Francis Paone** named associate director of market research for C-P domestic group. He was with Pet Milk Co. as director of commercial research.



Mr. Young

Cy DeCosse, **Robert Preston**, **Robert Rydholm** and **Cy Schelly** named VP's of Campbell-Mithun, Minneapolis. Mr. DeCosse is TV creative producer; Mr. Preston, manager of creative TV; Mr. Rydholm, account director, and Mr. Schelly, creative executive.

Arthur Miller, formerly of The Bolling Co., joins New York sales staff of

Bernard Howard & Co., station representative. **Larry Wasserstein** named eastern sales manager of Howard, with headquarters in New York.

Markey Gosciminski, former sales manager of WALE Fall River, Mass., appointed local sales manager of WTEV (TV) New Bedford, Mass.

James Killins, VP at Geyer, Morey, Ballard, named creative supervisor of copy, art and production for Rambler account group at agency's Detroit office. He has been associate creative director in Detroit since 1962.



Mr. Killins

Charles P. Dwyer, sales manager of ABC-TV International, New York, named assistant general sales manager of KHJ-TV Los Angeles.

BMI elects eight VP's

Board of Directors of Broadcast Music Inc., at Palm Springs, Calif., winter meeting, elected eight new vice presidents, all from within ranks of company and averaging 15 years each with BMI. Newly elected: **Justin Bradshaw**, VP, broadcaster relations; **George Gabriel**, VP, nonbroadcast licensing; **Robert J. Higgins**, VP, general services and secretary; **Richard L. Kirk**, VP, California; **Edward J. Molinelli**, VP finance and treasurer; **Frances Preston**, VP Nashville; **Russell Sanjek**, VP public relations and **Theodora Zavin**, VP, publisher administration.

Jay L. Schiller, previously director of media research at Lennen & Newell, New York, joins Home Testing Institute, market research firm, Manhasset, N. Y., as assistant director of research.

Gordon Hunter named VP-art at C. N. Snead Adv., Roanoke, Va. Succeeding Mr. Hunter as secretary is **H. T. McKendree**, account executive.

Lee Zetlin named VP-director of marketing for Smith & Dorian, New York. **William Rohde** joins agency as account executive.

Charles Schiess named VP-assistant treasurer of Sullivan, Stauffer, Colwell & Bayles, New York. **Robert Kahl** and **Donald Pike** named SSC&B VP's. Mr. Pike is associate creative director. Mr. Kahl is marketing group supervisor.

David Clarke named radio-TV director of Nolan, Keelor & Stites, Cincinnati. **James Hogan** becomes director of consumer marketing, and **Edward Hull** director of industrial marketing.



Mr. Maloney



Mr. Ferrelli

Richard Ferrelli named VP-creative director and **Charles Maloney**, VP-account supervisor, at Lynn Baker Adv., New York. Mr. Maloney joined Baker in 1961 as account executive. Mr. Ferrelli has been with agency since 1960.

Alexander Anderson and **Maxwell Arnold** named associate creative directors at Guild, Bascom & Bonfigli, New York. Mr. Anderson, GB&B VP for 10 years, is member of board of directors. Mr. Arnold, VP since 1957, was copy director prior to promotion.

Harold Christiansen, former business manager of Metromedia-owned WTTG (TV) Washington and since September 1962 with organization's then newly acquired Kansas City facility, KMBC-AM-FM-TV, returns to WTTG in same capacity.

S. F. Murphy joins Mort Bassett & Co., station representative, as Midwest manager in Chicago.

W. B. Stewart-Bullock joins Kudner Agency in New York as copy supervisor. He was with Benton & Bowles in that city.

George J. Shaver Jr. and **Leonard G. Blumenschine Jr.** named VP's of Dancer-Fitzgerald-Sample, New York. Mr. Shaver is account executive. Mr. Blumenschine is copy supervisor.

Robert Reagan joins broadcast de-

New management firm

Rex Sparger, formerly West Coast general manager of Sindlinger & Co. and previously chief of investigations for House Subcommittee on Investigations, and **Gene McCabe**, for past five years VP and general manager of Bill Burrud Enterprises, have formed Sparger & McCabe broadcast management firm. Sparger & McCabe offices are at 6515 Sunset Blvd., Los Angeles; telephone: Hollywood 6-7275. Firm will be active in TV production and as station consultants in research and audience and program promotion.

partment of Carson/Roberts, Los Angeles. **Bob Furman** joins agency as producer. **Peter Loeser** of Doherty, Clifford, Steers & Shenfield joins C/R as art director. Also joining C/R: **Mario Donna**, **John Miyauchi**, and **Lee Chapman**, art staff; **Michael Davenport** and **Alan Johnson**, copy staff; **Grady Richardson**, TV traffic administrator; and **Tony Asher** and **Jill Murray**, copywriters.

Constance McKenna named VP of Compton Adv., New York. She was copy group head at Erwin Wasey, Ruthrauff & Ryan, that city.

Howard C. Caldwell resigns as president but continues as board chairman of Caldwell, Larkin & Sidener-Van Riper, Indianapolis. He is succeeded by **Edward L. Van Riper**. Mr. Van Riper was first VP and treasurer. **James Story** and **Frank Wemhoff** named senior VP's.

Albert Book, associate professor of journalism at University of Nebraska, Omaha, retained by Bozell & Jacobs, that city, as creative consultant.

Joseph Ostrow and **Donald Foote** made associate media directors for

Young & Rubicam, New York. **Win Goulden** joins Y&R, Los Angeles, in contact department. He was with Compton Adv. there. **Richard Rucker** named TV art supervisor at Y&R, Los Angeles.

Elson Rohrsen of Tatham-Laird elected president of Chicago Federated Advertising Club. He succeeds **James Hanlon** of WGN Inc. Other new officers: first VP, **Richard Danielson**, American Oil Co.; second VP, **Roberta Miller**, John Plain & Co.; third VP, **James Beach**, Foote, Cone & Belding; secretary, **Raymon Wall**, Stevens, Kirkland, Stabelfeldt, and treasurer, **Larry Nortrup**, Hartford Plaza Bank.

Don Burley named account executive at WDAF Kansas City.

Nicholas O'Neill and **David Trimble** named account executives at WPAT Paterson, N. J. Mr. O'Neill was with Radio Advertising Bureau. Mr. Trimble was with Ray Ellis Adv., Newark.



Mr. Shepherd



Mr. Vaden

H. Taylor Vaden named director of advertising and promotion for Triangle stations (WFIL-AM-FM-TV Philadelphia; WLYH-TV Lancaster - Lebanon, Pa.; WFBG-AM-FM-TV Altoona - Johnstown, Pa.; WBNF - AM - FM - TV Binghamton,, N. Y.; WNHC-AM-FM-TV New Haven, Conn.; and KFRE-AM-FM-TV Fresno, Calif.). **Donald Shepherd** replaces Mr. Vaden as WFIL-AM-FM-TV advertising and promotion director.

Justin Gerstle transfers from media department of Young & Rubicam in New York to Los Angeles where he becomes media director.

Theodore Herrmann joins BBDO,

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New York, as account executive. He was with Ben Sackheim Inc., that city, in same capacity.

Charles Brown named director of market research for S. C. Johnson & Son, Racine, Wis. He was with Orange State University, Fullerton, Calif.

David Fackler joins Foote, Cone & Belding, New York, as account executive.



Mr. Forget

James Forget named director of marketing - merchandising department and VP of Ted Bates & Co., New York. He succeeds **Walter McKee**, who retired. Mr. Forget joined Bates in 1957.

Allen Tallman joins staff of Advertising Unlimited, Chicago.

Bernard Nolan, assistant business manager of WJZ-TV Baltimore, joins WINS New York as business manager. Both are Westinghouse Broadcasting Co. stations.

Macey I. (Mike) Schaffer, previously advertising, promotion and PR director of WLBW-TV Miami, forms his own advertising and promotion agency, Macey I. Schaffer Organization, at 844 S.E. Miami Avenue Road, Miami. Telephone: 374-5708.

Donald L. Phinney joins sales staff of WBEN-TV Buffalo. **Stewart M. Levy** joins WBEN-FM as sales representative.

Roger DeBard, formerly with International Harvester Co., joins WERE Cleveland as account executive.

Charles R. Teaman, senior research analyst at Colgate-Palmolive since 1961 and before that with A. C. Nielsen Co., joins MacManus, John & Adams, Chicago, as research director.

Martin Bussell appointed national sales manager of KITE Terrell Hills, Tex. Mr. Bussell joined KITE with Trigg-Vaughn acquisition of Terrell

Fame committee selected

The Broadcast Pioneers last week announced the committee for its 1964 Hall of Fame award, which will be presented April 7 in Chicago during the NAB Convention. **Robert Coe**, VP, ABC-TV, has been named committee chairman. **Carl E. Lee**, executive VP and general manager at WKZO (TV) Kalamazoo, Mich., and **Paul Mowrey**, broadcasting consultant, are the other two committee members.

The purpose of the award is to honor those who have helped contribute to the development of broadcasting. Persons nominated must have been deceased at least two years prior to the presentation.

Hills property last March.

Bill Dahlsten named manager of Chicago branch of Grant Webb & Co., radio-TV sales representative firm. He formerly was general manager of WLPO La Salle, Ill., and KAWA Waco, Tex.

Downey Hewey named sales and promotion manager of WSOY Decatur, Ill.

James W. Daisey, head of his own research organization, James Daisey Associates, New York, joins Bruskin International, market research affiliate of R. K. Bruskin Associates, New Brunswick, N. J., as director of research.

Ronald C. Davis, formerly with Los Angeles offices of J. Walter Thompson Co. and The Katz Agency, joins Erwin Wasey, Ruthrauff & Ryan, that city, as account executive.

Tom B. Hawkins, program director of KGFJ Los Angeles, Negro-programed outlet, elected president of Los Angeles chapter of National Association of Market Developers, organization devoted to improve advertising and pub-

lic relations programs directed to Negro market. Other chapter officers are **William W. Williams**, Falstaff Brewing Co., first VP; **Willard Savoy**, marketing and PR consultant, second VP; **Louis R. Johnson**, Johnson Publishing Co., secretary; **Kathlyn Tave**, Carnation Co., treasurer, and **Benjamin R. Graves**, Falstaff Brewing Co., financial secretary.

Bruce Johnson, formerly with AM Radio Sales and Peters, Griffin, Woodward in Los Angeles, named manager of Metro Radio Sales, that city, division of Metropolitan Broadcasting.

THE MEDIA

Chester Miller named VP of wvpo Stroudsburg, Pa. He is general manager and treasurer of station.

Dan B. Speare, general manager of KGEE Bakersfield, Calif., elected VP.

Gertrude Hoffsten named station manager of KSLH St. Louis, replacing **Marguerite Fleming**, who is leaving station.

Frank Macaulay named corporate creative director for copy at Metro-media, New York. He had been with Crowell-Collier Publishing Co.

PROGRAMING

Dwight L. Case, general manager of Peter Frank Organization since last October and previously general manager of KSDO San Diego and KBUZ Phoenix, Ariz., promoted to executive VP and managing director of Morton J. Wagner Companies, which has taken over most of PFO activities (BROADCASTING, Feb. 10).

Arthur Wiener named executive sports producer of KTVH(TV) Oakland-San Francisco. He also continues as director of traffic and sales service.

Jim Taber, previously with WABB Mobile, Ala., joins WSGN Birmingham, Ala., as program director.

Donald Buck named TV production manager in charge of Empire State Bldg. facilities and personnel of WOR-TV New York. He has been WOR production supervisor.

Rowan hearing scheduled

The Senate Foreign Relations Committee has scheduled a public hearing for Tuesday (Feb. 25) on the nomination of **Carl Rowan** to be director of the U. S. Information Agency. President Johnson named Mr. Rowan, former ambassador to Finland, to replace **Edward R. Murrow** who has resigned.



Warren Wooden and **Bill Bolling** join announcing staff of WJZ-TV Baltimore. Mr. Wooden was program director for WBRD Bradenton, Fla.

Marvin Perry Jr. to program and film director of KTBS-TV Shreveport, La.-Texarkana, Tex. **Mickey Hooten** named production director. Mr. Perry has been film director. Mr. Hooten was chief director.

Chris Economaki, auto racing authority, signed by radio-TV division of Triangle Publications, Philadelphia, as commentator for number of radio-TV programs in this field being produced and syndicated by Triangle.

Hubert Salisbury joins Fraser Productions, San Francisco, as manager of cinematography department. **Roy Nolan** named manager of firm's editing department. **Betty Griswold** joins Fraser as traffic manager. She was with W. A. Palmer Films there.

NEWS

Thomas Velotta, vice president, administration, ABC News, has resigned, effective Feb. 29. Mr. Velotta, with ABC 22 years, will announce future plans shortly. Among achievements at ABC was supervision of network's coverage of conventions and elections in 1956 when it won Peabody and Sylvania awards.



Mr. Wayne

Maurie Wayne named director of news and public affairs for KTBS-TV Shreveport, La.-Texarkana, Tex. He had been news director of stations since 1955.

Jim Westover, former newsman at KDKA-AM-FM Pittsburgh, joins WEEI Boston, effective March 1, as newsman and host of new evening discussion program.

David Parker, formerly with KDKA Pittsburgh, joins WJAS-AM-FM same city as reporter-editor.

Dan Akens resigns as news editor at WGST Atlanta to become news director of WAAY-TV Huntsville, Ala.

Bill Rees named night news editor for wowo Fort Wayne, Ind. He replaces **Dan Blackburn** who moves to WBBM Chicago.

Bill Shadel, professor at University of Washington School of Communications, assumes added duties at KOMO-TV Seattle as news analyst and reporter of national and international news.

Bill Whitten, recently released from Army, named news director for WEAS Savannah, Ga.

Jim Lehman assigned as newsman to

cover Hampton-Newport News peninsula for WTAR-AM-TV Norfolk-Newport News, Va. **Al Knight** assigned to cover Richmond area. **John Ennis** named to cover military news in Norfolk-Newport News area for WTAR-AM-TV.

Al Brenick, formerly with KQV Pittsburgh, named news director of WPOP Hartford, Conn.

Harry McCarthy named associate producer of *Ron Cochran with the News*, replacing **Ev Aspinwall** who moves to Chicago as midwest bureau chief for ABC News.

INTERNATIONAL



Mr. Petrino

Patrick Petrino named manager of sales for ABC International, New York. He had been account executive there since 1960.

Gordon G. Rothrock, director in charge of client service of Burnett, Nicholson & Partners, London agency controlled by Leo Burnett Co., appointed managing director to succeed **F. A. Nicholson** who is leaving firm. Mr. Rothrock earlier was with Burnett in Chicago.

Alfred L. Bonomolo, account executive in Weed & Co.'s Canadian division, elected VP in charge of Canadian sales. Mr. Bonomolo joined firm in 1963. He was formerly senior media buyer for Canada at Dancer-Fitzgerald-Sample.

Perry Jones, adviser and producer of religious programs for ABC Television Ltd., London, joins Independent Television Authority, that city, in newly created post of supervisor of religious programs. **Fank Coplestone** appointed head of ITA's program services, also new post. Mr. Coplestone becomes authority's principal officer concerned with program supervision, under **Bernard Sendall**, deputy director in charge of all ITA program services.

Gordon Cornell, **Gerald Goodhart**, **Tom O'Leary** and **John Parrish** appointed associate directors of Young & Rubicam Ltd., London. Messrs. Cornell, O'Leary and Parrish were account supervisors. Mr. Goodhart is research department manager.

A. H. Begg appointed managing director of Thomson Television (International) Ltd., London, company that manages radio-TV activities of Thomson group outside of Britain. Mr. Begg has been chief executive of overseas operations of Thomson.

Eric M. Clayton, chairman and joint managing director of Birmingham Post and Mail Ltd., elected to board of di-

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TV

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rectors of Associated Television Ltd., London.

Niall Sheridan appointed assistant to director general of Irish radio and TV, with headquarters in Dublin. He formerly served as organization's public relations director.

W. L. Crittenden, formerly sales manager of CJLH-TV Lethbridge, Alta., appointed regional sales manager of CHCH-TV Hamilton, Ont.

Gerry Altman, regional sales manager of CHQM Vancouver, B. C., named general sales manager of station, succeeding **John Grant**, who has moved to Quality Broadcast Sales, Toronto, station representative firm.

Richard Bourne, announcer of CHAB Moose Jaw, Sask., appointed promotion director.

Dr. Kenneth Sparks joins research division of U. S. Information Agency, Washington. He had worked at WHEN-TV Syracuse and WHLD Niagara Falls, N. Y.

John Plakias named Washington representative, international finance and marketing for international division of RCA. He joined division in 1962 as manager of financial operations in New York.

EQUIPMENT & ENGINEERING



Mr. McGeehan

R. J. McGeehan named president and chief executive of Entron Inc., Silver Spring, Md. He succeeds **J. L. Lahey**, resigned. Mr. McGeehan was executive VP. Entron manufactures broadcast and community antenna equipment.

Clyde Rockwood named general manager of semiconductor division of Raytheon Co., Lexington, Mass. He

Pertschuk to Senate staff

Michael Pertschuk, former Portland, Ore., lawyer and legislative assistant to Senator **Maurine B. Neuberger** (D-Ore.) for the past two years, will join the Senate Commerce Committee March 1 as a counsel on Federal Trade Commission and Federal Power Commission matters.

Mr. Pertschuk's immediate assignment is to a special study on FPC procedures headed by Senator **Gale W. McGee** (D-Wyo.). Work on FTC matters has not recently consumed much of the committee's attention; S 2429, Senator Neuberger's bill to give the FTC new authority in regulating cigarette advertising, is pending. Mr. Pertschuk is credited by Senator Neuberger as "mainstay" in her staff's assistance on *Smoke Screen*, her book on smoking and health (BROADCASTING, Oct. 21, 1963).

Also joining the committee staff as counsel is **William C. Foster**, former legislative assistant to Senator **E. L. Bartlett** (D-Ala.), who will work on maritime problems.

succeeds **Kenneth Lord** who has been named to new post of VP-commercial for company.

S. Champion Titus resigns as manager of advertising and sales promotion at Ampex Corp., Redwood City, Calif., to join **Tar Gard Co.**, San Francisco, as director of marketing.

E. A. Holmes resigns as VP-semiconductor division of Hoffman Electronic Corp. to become western region manager of RCA's defense electronic products, with headquarters at Los Angeles.

George Jensen named sales manager

in electronic products division of Corning Glass Works, Raleigh, N. C. **Joe Cummiskey** succeeds Mr. Jensen as division salesman in San Francisco.

William Smith named technical supervisor of wowo Ft. Wayne, Ind.

FANFARE



Mr. Munro

Jim Munro named PR director of Group W-owned KYW-TV Cleveland. He had been with Group W's PR staff in New York.

Russell Birdwell has opened offices at 9250 Wilshire Blvd., Beverly Hills, Calif.,

for PR publicity services to TV and motion picture personalities, programs and pictures. His New York office will concentrate on industrial and commercial PR work.

Joseph Kutchin named VP of Harshe-Rotman & Druck, PR firm, Chicago. He was group supervisor. **Edmund Smason** named group supervisor there. **Robert Will** promoted from group supervisor to VP in firm's Los Angeles office.

Bill Chesson, sports director at WSTV Steubenville, Ohio, promoted to director of promotion-publicity.

Timmi Pierce named manager of promotion and publicity for WRC-AM-FM Washington. She was assistant to director of information at WTOP-AM-FM there.

ALLIED FIELDS

Harvey Herbst, station manager of KLRN(TV) (educational ch. 9) San Antonio, Tex., named associate director of radio-TV at University of Texas, Austin.

DEATHS

George Ellsworth Harris, 72, associate of Gotham-Vladimir Adv., New York, died Feb. 16 at his home in Montclair, N. J. He joined agency in 1955.

David Curran Andrews, 30, announcer at KFRC San Francisco, died in Marin General Hospital, San Rafael, Calif., Feb. 15. He had been in coma since Jan. 13, when he suffered cerebral hemorrhage. Mr. Andrews was son of actor **Dana Andrews**, president of Screen Actors Guild.

Vincent Essig, 47, news editor and master of ceremonies of *Polka Jamboree* at WTAQ La Grange, Ill., died Feb. 10 of heart attack. In radio 20 years, Mr. Essig had been with WTAQ for 11 years. Earlier he was with WSAP Portsmouth, Va., and WKAN Kankakee, Ill.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Feb. 13 through Feb. 19 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. *education. al. Ann.—announced.

New TV stations

APPLICATIONS

San Francisco—Television San Francisco UHF channel 26 (542-548 mc); ERP 635 kw vis., 359 kw aur. Ant. height above average terrain 1,263 feet; above ground 250 feet. P. O. address 435 Vista Grande, Greenbrae, Calif. Estimated construction cost \$468,374; first year operating cost \$350,000; revenue \$219,000. Studio location 2482 Mission Street, San Francisco. Trans. location Mt. San Bruno, South San Francisco, Calif. Geographic coordinates 37° 41' 22" north latitude, 122° 26' 06" west longitude. Type trans. RCA TTU25B; type ant. General Electric TY25-C. Legal counsel Joseph Brenner, Beverly Hills, Calif.; consulting engineer E. E. Benham, Van Nuys, Calif. Principals: Lillian Lincoln (90%) and Deane DeVere Banta (10%). Mrs. Banta has various business investments in Cleveland area; Mr. Banta has had staff experience on various California stations. Ann. Feb. 19.

Clearwater, Fla.—Bay Broadcasting Co. UHF channel 32 (578-584 mc); ERP 280 kw vis., 98 aur. Ant. height above average terrain 165 feet, above ground 187 feet. P. O. address c/o John W. Gilbert, 1494 North East 123rd Street, North Miami 61, Fla. Estimated construction cost \$338,945; first year operating cost \$200,000; revenue \$225,000. Studio and trans. locations both Clearwater. Geographic coordinates 27° 57' 48" north latitude, 82° 48' 02" west longitude. Type trans. RCA TTU-12A, type ant. CO-EL CB 1747-2. Legal counsel Welch, Mott & Morgan, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: John W. Gilbert, Haig Eilian, I. A. Mascioli and John T. Sears (each 25%). Messrs. Eilian and Mascioli have interest in Eilian & Mascioli Associates Inc., Miami public relations firm, and other interests. Messrs. Gilbert and Sears are Florida businessmen. Ann. Feb. 17.

Houston—Crest Broadcasting Co. UHF channel 29 (560-566 mc); ERP 1075 kw vis., 484 kw aur. Ant. height above average terrain 735 feet; above ground 788 feet. P. O. address Box 12346, Houston 17. Estimated construction cost \$549,508; first year operating cost \$388,200; revenue \$388,300. Studio location 407 Main Street, Houston; trans. location Lamar & Milam Streets, Houston. Geographic coordinates 29° 45' 28" north latitude, 95° 22' 02" west longitude. Type trans. RCA TTU-25B; type ant. RCA TFU-46K. Legal counsel Hofheinz and James, Houston; consulting engineer Commercial Radio Equipment Co., Washington. Principals: J. R. Shaw (59.76%), Bernard E. Calkins (39.84%) and David R. Haworth (.398%). All are local businessmen. Ann. Feb. 19.

Laredo, Tex.—K-Six Television Inc. VHF channel 13 (210-216 mc); ERP 21.9 kw vis., 10.95 kw aur. Ant. height above average terrain 419 feet; above ground 340 feet. P. O. address KZTV(TV) Corpus Christi, Tex. Estimated construction cost \$238,860; first year operating cost \$37,000; revenue none. Studio and trans. location both 1.9 miles east-southeast of Laredo, Tex., on Wormser Road. Geographic coordinates 27° 27' 45" north latitude, 99° 26' 19" west longitude. Type trans. General Electric TT50-B2; type ant. General Electric TY70-F. Legal counsel none; consulting engineer Dale W. Taylor, applicant employe. Principal: K-Six Television Inc. (100%). Applicant is licensee

of KZTV(TV) Corpus Christi, Tex. Ann. Feb. 19.

Existing TV stations

ACTIONS BY FCC

KTUL-TV (ch. 8) Tulsa, Okla.—Granted application to move trans. site approximately 10 miles northeast of present site, change visual ERP from 316 kw to 240 kw with aural ERP 129 kw, and increase ant. height from 1,020 feet, to 1,890 feet; conditions and without prejudice to whatever future action commission may deem necessary or desirable in view of qualification questions raised with respect to principals of permittee in Docket 14723. Action Feb. 19.

I.V.T.V. Inc. Cave Junction, Ore.—Granted application for new VHF TV translator on channel 2 to rebroadcast programs of KMED-TV (ch. 10), Medford. Action Feb. 19.

Southern Oregon Broadcasting Co. Cave Junction, Ore.—Granted application for new VHF TV translator on channel 4 to rebroadcast programs of Medford station KBES-TV (ch. 5). Action Feb. 19.

New AM stations

APPLICATIONS

Catonsville, Md.—Catonsville Broadcasting Service. 940 kc, 1 kw, D. P. O. address c/o Thomas N. Evans Jr., 1554 Kirkwood Road, Catonsville 7. Estimated construction cost \$22,018; first year operating cost \$54,000; revenue \$63,500. Principals: Raymond E. Rohrer (17½%), Thomas W. Fletcher (12½%), Jimmie Lee Putbrese (27½%), Robert L. Purcell (17½%), Thomas N. Evans Jr. (20%) and Sr. (5%). Messrs. Fletcher and Evans Jr. are attorneys, former in Washington, latter in Catonsville; Mr. Evans Sr. is Cockeysville, Md., businessman; Mr. Putbrese is president of Tri-Cities Broadcasting Corp. (WCOY) Columbia, Pa.; Messrs. Rohrer and Purcell are consulting engineers, Washington and latter has interest in Tri-Cities. Ann. Feb. 19.

Catonsville, Md.—Commercial Radio Institute Inc. 940 kc, 1 kw, D. P. O. address Julian S. Smith, 38 West Biddle Street, Baltimore 1. Estimated construction cost \$30,800; first year operating cost \$36,000; revenue \$48,000. Principals: Julian S. Smith (36.90%), Frederick M. Himes Jr. (16.07%), William R. Hoos (5.8%), Eric W. G. Kirkham (6.32%), John M. Alderson (6.32%), John H. L. Traut-felter (7.38%), Philip J. Crist (6.32%), Robert S. Maslin Jr. (6.32%) and others. Mr. Smith is employe of I.T.&T., Washington and has interest in Market Music of Maryland Inc., Baltimore; Mr. Alderson is Annapolis, Md., businessman; Mr. Traut-felter has interest in WFER Baltimore and other interests; Mr. Hoos has interest in WFER Baltimore; Mr. Himes is employe of Martin Marietta Corp., Baltimore; Mr. Kirkham is employe of Applied Physics Lab, Howard County, Md.; Mr. Crist has interest in WFER Baltimore. Applicant is licensee of WFMM(FM) Baltimore. Ann. Feb. 19.

Gold Beach, Ore.—Radio Broadcasters Inc. 1220 kc, 1 kw, D. P. O. address Box 689, Corvallis, Ore. Estimated construction cost \$21,298; first year operating cost \$29,000; revenue \$33,000. Principals: James L. Hutchens (50%) and Cecil C. Hutchens (50%). Mr. J. L. Hutchens is president and 50% owner of KFLY Corvallis, Ore. Mr.

C. C. Hutchens has interest in oil and newspaper publishing businesses. Ann. Feb. 19.

Lebanon, Pa.—Cedar Broadcasters. 940 kc, 1 kw, D. P. O. address c/o Ehrgood & Ehrgood, Farmers Trust Building, Lebanon. Estimated construction cost \$24,303; first year operating cost \$60,000; revenue \$108,000. Principals: Jack Hewitt (33.34%), Thomas A. Ehrgood (33.33%) and Clifford A. Minnich (33.33%). Mr. Ehrgood is attorney and Pennsylvania State senator; Messrs. Hewitt and Minnich are local businessmen. Ann. Feb. 19.

Lebanon, Pa.—Lebanon Valley Broadcasting Co. 940 kc, 1 kw, D. P. O. address c/o Allen H. Krause, 824 Cumberland Street, Lebanon. Estimated construction cost \$46,432; first year operating cost \$54,500; revenue \$72,000. Principals: Allen H. Krause, Walter L. Hartz and D. Robert Buch (each 33½%). Mr. Krause is Lebanon attorney; Messrs. Hartz and Buch are Lebanon and Lancaster, Pa., businessmen, respectively. Ann. Feb. 19.

Lebanon, Pa.—Lebanon Valley Radio. 940 kc, 1 kw, daytime. P. O. address Arthur K. Greiner, Box 303, Shippensburg, Pa. Estimated construction cost \$19,950; first year operating cost \$60,000; revenue \$62,000. Principals: Joe Zimmerman, Arthur K. Greiner, Glen W. Winter, William W. Rokaw, Robert M. Leshar (each 20%). Mr. Winter has interest in WSHP Shippensburg, Pa.; others are local businessmen.

Lebanon, Pa.—Nelson D. Hibbs. 940 kc, 1 kw, daytime. P. O. address 21 East Lois Drive, Williamstown, N. J. Estimated construction cost \$33,555; first year operating cost \$60,000; revenue \$60,000. Principal: Nelson D. Hibbs (100%). Mr. Hibbs is employe of WJMJ Philadelphia. Ann. Feb. 18.

Lebanon, Pa.—Radio Music Inc. 940 kc, 1 kw, daytime. P. O. address 950 South Grant Street, Palmyra, Pa. Estimated construction cost \$16,073; first year operating cost \$47,688; revenue \$60,000. Principals: Radio Music (100%). R. L. Fenstermacher is president of Radio Music Inc.; applicant is licensee of WJWR(FM) Palmyra. Ann. Feb. 14.

Existing AM stations

ACTIONS BY FCC

WSLC Clermont, Fla.—Granted change in operation from unl. time to SH. (Is licensed on 1340 kc, 250 w. U.) Action Feb. 19.

WCRA Effingham, Ill.—Granted increased power on 1090 kc, D. from 250 w to 1 kw; remote control permitted; conditions including pre-sunrise operation with daytime facilities pending final decision in Docket 14419. Action Feb. 19.

New FM stations

ACTIONS BY FCC

Phoenix, Ariz.—Grand Canyon Broadcasters Inc. Granted CP for new FM on 101.5 mc, channel 268, 26.5 kw. Ant. height above average terrain 180 feet. P. O. address 3883 North 38th Avenue, Phoenix 19. Estimated construction cost \$17,700; first year operating cost \$15,000; revenue \$15,000. Principals: Grand Canyon Broadcasters Inc. Grand Canyon is licensee of KHPE Phoenix. Action Feb. 11.

Dixon, Ill.—Russell G. Salter Inc. Granted CP for new FM on 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 165 feet. P. O. address 1460 College Avenue, Dixon. Estimated construction cost \$7,800; first year operating cost \$7,500; revenue \$10,000. Principals: Lloyd Burlingham (58.1%)



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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

and Russell G. Salter (41.9%). Mr. Salter has interest in WBEL-AM-FM South Beloit, WKKD-AM-FM Aurora, WXN Dixon, all Illinois and KCLN Clinton, Iowa; Mr. Burlingham has interest in WXN. Action Feb. 11.

Ottawa, Ill.—Thomas R. Hill. Granted CP for new FM on 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 190 feet. P. O. address Box 761, Ottawa (North Bluff), Ill. Estimated construction cost \$37,212; first year operating cost \$21,000; revenue \$24,000. Principal: Thomas R. Hill (100%). Mr. Hill is local businessman. Action Feb. 11.

Alma, Mich.—WFYC Inc. Granted CP for new FM on 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 186 feet. P. O. address c/o Gilbert Thomas, Alma. Estimated construction cost \$12,630; first year operating cost \$5,045; revenue \$8,245. WFYC Inc. is licensee of WFYC Alma. Action Feb. 12.

Conway, S. C.—Coastal Broadcasting Co. Granted CP for new FM on 104.1 mc, channel 281, 26 kw. Ant. height above average terrain 139 feet. P. O. address c/o L. M. Hawley, Box 799, Conway. Estimated construction cost \$32,674; first year operating cost \$3,500; revenue \$4,800. Coastal Broadcasting is licensee of WLAT Conway. Action Feb. 12.

College Station, Tex.—Radio Bryan Inc. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 275 feet. P. O. address John H. Hicks Jr., Box 1126, Fort Arthur, Tex. Estimated construction cost \$8,390; first year operating cost \$9,000; revenue \$10,000. Principals: John H. Hicks Jr. (50%) and Edward L. Francis (50%). Messrs. Hicks and Francis have interest in KOLE Fort Arthur and WTAW College Station, both Texas, and KPFL Lafayette, La. Action Feb. 11.

APPLICATIONS

Chicago—University of Illinois 89.3 mc, channel 207, 40.32 kw. Ant. height above average terrain 275 feet. P. O. address Mr. Frank E. Schooley, 1010 South Wright Street, Urbana, Ill. Estimated construction cost \$76,808; first year operating cost \$50,000. Principals: Board of trustees. Ann. Feb. 19.

Peoria, Ill.—The Peoria Journal Star Inc. 93.3 mc, channel 227, ERP 41.7 kw. Ant. height above average terrain 533 feet. P. O. address Henry P. Slane, Peoria. Estimated construction cost \$45,382; first year operating cost \$45,000; revenue \$35,000. Principal: Peoria Journal Star Inc. (100%), owned by Carl P. Slane (15%), Commercial National Bank of Peoria, Elizabeth P. Talbot and Carl P. Slane trustees, (72%) and others. Ann. Feb. 13.

Lawton, Okla.—Security Broadcasting Corp. 101.5 mc, channel 268, ERP 28.4 kw. Ant. height above average terrain 117 feet. P. O. address Peter C. King, 501 Avenue C, Lawton. Estimated construction cost \$33,242; first year operating cost \$36,000; revenue \$40,000. Principals: Peter C. King, Grover B. White, Floyd W. Kennedy Jr., Reginald C. Brown, Jerry E. Mustain, Henry P. Weddle, J. C. Kennedy, W. Clyde Shelton, Exall and Lucile P. English (each 10%). Mrs. L. P. English is housewife; others are local businessmen. Ann. Feb. 14.

Existing FM stations

ACTION BY FCC

WYSL-FM Buffalo—Granted CP to increase ERP and ant. height on 103.3 mc from 4.9 kw, 225 feet to 49 kw, 350 feet, and change trans. site; remote control permitted; conditions and without prejudice to any action commission may deem necessary as result of final determination in matter of McLendon Corp. (WYNR), Chicago, in Docket 14939. Action Feb. 19.

Ownership changes

ACTIONS BY FCC

KRFM(FM) Phoenix, Ariz.—Granted assignment of license, CP and SCA from Camelback Broadcasting Inc. to Arizona FM Inc., firm with same officer and directors as Camelback. Both firms are owned 99% by Edward J. Churchill. Consideration approximately \$43,021. Action Feb. 17.

KWBV Scottsdale, Ariz.—Granted transfer of control of licensee corporation, Scottsdale Broadcasting Co., from John C. Cox Jr. and Virginia L. Cox to Thomas B. Sweeney Investment Co. and Community Broadcasting Inc.; Scottsdale is 70% owned by Arizona Aircasters Inc., which in turn is 66% owned by Mr. and Mrs. Cox; Sweeney Investment and Community Broadcasting are each buying 50% of Cox's stock. Sweeney Investment is 60% owned by Thomas B. Sweeney and the majority owner of Com-

munity Broadcasting, licensee of WKWK Wheeling, W. Va., is Lewis W. Dickey; Sweeney Investment owns 15% of Community Broadcasting. Consideration \$76,502. Action Feb. 12.

WYSI Ypsilanti, Mich.—Granted relinquishment of positive control of permittee corporation, Ypsilanti Broadcasting Co., by Craig E. Davids (50.8% before transfer, 38.8% after) through sale of stock to Roy W. McLean (26.2% after, 14.2% before); other ownership remains same. Consideration \$7,200. Action Feb. 14.

WLBS Centreville, Miss.—Granted assignment of license from Benton O. Bickham and Leonard J. Giaccone (each 50%), d/b as La-Miss Broadcasting Co., to Mr. Bickham (100%), tr/as company of same name. Consideration \$8,500. Action Feb. 17.

KJEM-AM-FM Oklahoma City—Granted assignment of license from KJEM Inc., owned by James M. Stewart and Paul E. Taft (each 26.33%), William D. Schueler (19.76%) and others, to Radio Oklahoma Inc., owned by Globe Life and Accident Insurance Co. (20%) and C. B. Cameron, Edward A. Eskridge, Edward C. Coontz, Gerald M. Young, C. W. Cameron, Edward L. Fretwell, SHS Investments and State Capitol Investment Corp. (each 10%). Consideration \$315,000. J. Leland Gourley, who votes stock of State Capitol Investment, is majority owner of KHEN Henryetta, Okla.; other principals of Radio Oklahoma are state businessmen with no other ownership connection with broadcasting. Also see KTOK application below. Action Feb. 14.

KTOK Oklahoma City—Granted transfer of control of licensee corporation, KTOK Inc., from Wendell Mayes (100%) to KJEM Inc. Consideration \$625,000. Application is contingent on grant of KJEM-AM-FM Oklahoma City application (see above). Action Feb. 14.

WDEF-AM-TV Chattanooga, Tenn.—Granted transfer of control of licensee corporation, WDEF Broadcasting Co., from Carter M. Parham (21.44%) and others to Roy H. Park Broadcasting of Tennessee Inc. (100%), wholly owned by Roy H. Park. Consideration \$2,780,080. Mr. Park owns WNCI-TV and WGTC Greenville, N. C., and has interest in KREB Shreveport, La., and WECT (TV) Wilmington, N. C. Action Feb. 12.

KANN Ogden, Utah—Granted assignment of license from Keith M. Ashton (100%), to Darrell J. Iverson (100%). Consideration \$29,000 and assumption of debt. Mr. Iverson is local businessman. Action Feb. 18.

APPLICATION

KTUV(TV) Oakland, Calif.—Seeks transfer of control of licensee corporation, San Francisco-Oakland Television Inc., from Miami Valley Broadcasting Corp. (100%) to Cox Broadcasting Corp. (100%). Consideration: transfer of stock. Transaction involves reorganization of Cox Broadcasting properties. Cox Broadcasting is owned by Atlanta Newspapers Inc. (45%), Dayton Newspapers Inc. (19.21%), Springfield Newspapers Inc. (20.35%), Jayren Corp. (5.50%), Robert H. Moody (1.65%), Raymond Sadler (1.28%), Ernest L. Adams (1.85%) and others. Also see WIOD-AM-FM Miami, WSB-AM-FM-TV Atlanta and WSOC-AM-FM-TV Charlotte, N. C., below. Ann. Feb. 13.

KFIL(FM) Santa Ana, Calif.—Seeks assignment of license and SCA from A. J. Eumb, trustee in bankruptcy, to George W. Smith (100%). Consideration \$6,100. Mr. Smith owns Santa Ana radio paging service (KME-438) and other local interests. Ann. Feb. 17.

WIOD-AM-FM Miami and WHIO-AM-FM-TV Dayton, Ohio—Seek transfer of control of licensee corporation, Miami Valley Broadcasting Corp., from Dayton Newspapers Inc., et al, (100%) to Cox Broadcasting Corp. (100%). Consideration: transfer of stock. Transaction involves reorganization of Cox Broadcasting properties. Cox Broadcasting is owned by Atlanta Newspapers Inc. (45%), Dayton Newspapers Inc. (19.21%), Springfield Newspapers Inc. (20.35%), Jayren Corp. (5.50%), Robert H. Moody (1.65%), Raymond Sadler (1.28%), Ernest L. Adams (1.85%) and others. Also see WSB-AM-FM-TV Atlanta, below, and WSOC Charlotte, N. C., below. Ann. Feb. 13.

WBVI-TV Panama City, Fla.—Seeks transfer of control of permittee corp., Bay Video Inc., from John S. Thompson, W. F. Joseph, H. N. Tillman, John O. Fore, Elbert L. DuKate, L. D. Lewis, Carlyle W. Dixon, James V. McNamara (each 8.3%), Frank Pape (27.3%), Richard V. McMullen (2.1%) Raymond B. Hurley (4.2%) to WTVY Inc. (100% after transfer). Consideration \$16,181. WTVY Inc. is licensee of WTVY(TV) Dothan, Ala. Ann. Feb. 14.

WSTU and WMCF(FM) Stuart, Fla.—Seeks assignment of license and CP from

Blue Water Broadcasting Inc., owned by Lester M. and Margaret Ann Combs (87.88% and 32.14%, respectively) to WHOO Radio Inc., owned by Bluegrass Broadcasting Inc. (100%). Consideration \$250,000. WHOO Radio Inc. is licensee of WFOO-AM-FM Orlando, Fla. Bluegrass Broadcasting Inc. is licensee of WFLK-AM-FM Lexington and sole stockholder of licensees of WINN Louisville and WCMI-AM-FM Ashland, all Kentucky. Ann. Feb. 19.

WSB-AM-FM-TV Atlanta—Seeks assignment of license from Atlanta Newspapers Inc. (100%) to Cox Broadcasting Corp. (100%). Consideration: transfer of stock. Transaction involves reorganization of Cox Broadcasting properties. Cox Broadcasting is owned by Atlanta Newspapers Inc. (45%), Dayton Newspapers Inc. (19.21%), Springfield Newspapers Inc. (20.35%), Jayren Corp. (5.50%), Robert H. Moody and Ernest L. Adams (both 1.65%), Raymond Sadler (1.28%), and others. Also see WIOD-AM-FM Miami, above, and WSOC Charlotte, N. C., below. Ann. Feb. 13.

KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, and KMAU-TV Wailuku, all Hawaii—Seek transfer of control of licensee corp., Honolulu Star-Bulletin Inc., from A. S. Atherton, Chauncey B. Wightman, Chinn Ho et al to Chinn Ho, Alexander S. Atherton and Vincent J. Manno as voting trustees. No financial consideration involved. Ann. Feb. 11.

WLEX-TV Lexington, Ky.—Seeks assignment of license from WLEX-TV Inc., owned by J. Douglas Gay Jr. (36.43%), H. Guthrie Bell (32.50%), Earl L. Boyles (10.45%), William B. Gess (4.91%), Thomas B. Satterwhite (3.03%), John G. Atchison Jr. (.03%) and others, to Crosley Broadcasting Corp., owned by AVCO Corp. (100%). Consideration 87,000 shares of AVCO Corp. common stock. Crosley Broadcasting is licensee of WLW and WLWT Cincinnati, WLWC Columbus, WLWD Dayton, all Ohio, and WLWI Indianapolis, Ind. Ann. Feb. 6.

KAOK Lake Charles, La.—Seeks assignment of license from KOAK Inc., owned by Jules J. Fagin (42.75%), Stanley W. Ray Jr. (42.75%), Roy K. Rodes (9%) and Edward J. Prendergast (5.50%), to E. J. P. Inc., owned by Edward J. (99%) and Hazel L. Prendergast and Harry Caire (both 1/2%). Consideration \$175,000. Messrs. Fagin and Ray have interest in WBOK New Orleans, WKOK Baton Rouge, La., KYOK Houston, WLOK Memphis, Tenn., and WGOK Mobile, Ala. Mr. Prendergast is officer of WBOK; Mrs. Prendergast is housewife; Mr. Caire is C.P.A. Ann. Feb. 17.

KANB Shreveport, La.—Seeks assignment of license from Kenwil Inc., owned by Leon S. Walton (100%), to E. W. Goetz, receiver. No financial consideration involved. Ann. Feb. 13.

WCBC(FM) Catonsville, Md.—Seeks relinquishment of negative control of permittee corp. by J. Steward Brinsfield Sr. (50% before sale, 33 1/2% after) and Jr. (50% before, 33 1/2% after) through sale of stock to John C. Kopley (33 1/2% after). Consideration \$1,000 and \$4,000 loan cancellation. Mr. Kopley is pastor of local church. Ann. Feb. 17.

WSOC-AM-FM-TV Charlotte, N. C.—Seeks transfer of control of licensee corporation, Carolina Broadcasting Co., from Miami Valley Broadcasting Corp. (100%) to Cox Broadcasting Corp. (100%). Consideration: transfer of stock. Transaction involves reorganization of Cox Broadcasting properties. Cox Broadcasting is owned by Atlanta Newspapers Inc. (45%), Dayton Newspapers Inc. (19.21%), Springfield Newspapers Inc. (20.35%), Jayren Corp. (5.50%), Robert H. Moody (1.65%), Raymond Sadler (1.28%), Ernest L. Adams (1.85%) and others. Also see WIOD-AM-FM Miami and WSB-AM-FM-TV Atlanta, above. Ann. Feb. 13.

KBUY Amarillo, Tex.—Seeks transfer of control of licensee corp., Radio KBUY Inc., from Giles E. Miller (17.1% before transfer, 37.3% after), GEMCO Inc. (2%), Radio KPCN Inc. (1.4%), voted by G. E. Miller, Betty Jane Miller (17.1% before, 37.3% after), Mercantile National Bank (40.4% before) and others to Giles E. and Betty Jane Miller as a family group, through purchase of stock from Mercantile National Bank. Also see KPCN Grand Prairie, Tex., below. Consideration \$8,073. Ann. Feb. 17.

KPCN Grand Prairie, Tex.—Seeks transfer of control of licensee corp., Radio KPCN Inc., from Giles E. and Betty Jane Miller (each 17.1% before transfer, 37.3% after), GEMCO Inc. (7%), voted by G. E. Miller, Radio KBUY Inc. (2.7%), Mercantile National Bank (40.4% before) and others to Giles E. and Betty Jane Miller as a family group, through purchase of stock from Mercantile National Bank. Consideration

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 19

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,856	84	104	282
FM	1,117	38	130	257
TV	522 ¹	60	81	129

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 19

	VHF	UHF	TV
Commercial	477	95 ²	572 ¹
Noncommercial	53	29	82

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31

	AM	FM	TV
Licensed (all on air)	3,856	1,117	522 ¹
CP's on air (new stations)	84	38	60
CP's not on air (new stations)	102	116	79
Total authorized stations	4,042	1,271	661
Applications for new stations (not in hearing)	178	236	63
Applications for new stations (in hearing)	105	20	60
Total applications for new stations	283	256	123
Applications for major changes (not in hearing)	208	62	44
Applications for major changes (in hearing)	43	2	7
Total applications for major changes	251	64	51
Licenses deleted	0	0	1
CP's deleted	1	0	0

¹ Does not include six licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

\$36,329. Also see KBUY Amarillo, Tex., above, Ann. Feb. 17.

KERB(FM) Kermit, Tex.—Seeks assignment of license from Radio Station KERB Inc., owned by Homer V. (99%) and Ruth Brinson (½%), and Durwood Haddock (½%), to Kermit Broadcasting Co., owned by Gerald H. Sanders, Ted H. Taylor and Jim H. Speck (each 33⅓%). Consideration \$67,500. Mr. Sanders owns KZZN Littlefield, Tex.; Mr. Taylor has interest in Taylor Radio & Television Corp., Fort Worth, Tex.; Mr. Speck is employe of Collins Radio Co., Dallas. Ann. Feb. 17.

KTWR(FM) Tacoma, Wash.—Seeks assignment of license from Thomas Wilmot Read (100%) to Tacoma Broadcasters Inc., owned by Jerry P. Geehan (40.42%), Richard R. Hodge (23.4%), J. A. Woodworth (6.89%), S. E. Tokstad (4.2%), A. E. Blair (5.1%), M. S. Erdahl, F. A. Haines Jr., John P. Condon, Louis A. Misener, C. M. Johnson, Arthur D. Ayrault, Charles J. Ayrault, R. H. Michael, W. D. Ryan (each 2.1%), Thomas L. and James Dempsey (each .5%). Consideration \$20,000. Tacoma Broadcasters Inc. is licensee of KTAC Tacoma, Wash. Ann. Feb. 17.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application to change ant. system and increase ant. height of KAYE Puyallup, Wash. Action Feb. 19.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward (1) granting applications of Coastal Broadcasters Inc. for new AM on 1440 kc, 1 kw, DA, D, in Herndon, Va., and Prince William Broadcasting Corp. to change operation of WPRW Manassas, Va., on 1480 kc from 500 w, D, to 5 kw, DA-2, U, each conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and added condition to WPRW, and (2) denying application of Colchester Broadcasting Corp. for new station on 1440 kc, 1 kw, DA, D, in Herndon. Action Feb. 18.

■ Commission gives notice that Dec. 20, 1963, initial decision which looked toward granting application of WAEB Broadcasters Inc. to increase daytime power of WAEB Allentown, Pa., on 790 kc, from 500 w to 1 kw and install new DA for daytime use at new trans. site, continuing nighttime

operation with 1 kw, DA, from present trans. site; conditioned to precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419, became effective Feb. 10 pursuant to Section 1.276 of rules. Action Feb. 14.

OTHER ACTIONS

■ By order, commission denied leave to file and dismissed related petition by William H. Halpern and Louis N. Seltzer, d/b as Burlington Broadcasting Co., for reopening of record and rehearing in Burlington-Mount Holly, N. J., AM proceeding. Commissioner Bartley abstained from voting. Action Feb. 19.

■ By order in Syracuse, N. Y., TV channel 9 comparative proceeding commission (1) deferred action in substantive matters raised in petition filed jointly by eight applicants losing in initial decision to reopen record to inquire into conduct of Vance L. Eckersley, 10% stockholder in Onondaga Broadcasting Inc., preferred applicant in initial decision, and (2) denied petitioners' request to postpone March 2 oral argument but stated it has no objection to parties addressing portion of their argument to substance of petition to reopen. Action Feb. 19.

■ By order, commission granted request by Flower City Television Corp., et al., to extent of extending time to April 27 to file exceptions to initial decision in Rochester, N. Y., TV channel 13 proceeding. Action Feb. 19.

■ By memorandum opinion and order, commission (1) granted petition for reconsideration by Harold M. Gade (WHTG-FM) Eatontown, N. J., to extent of modifying program test authority issued Feb. 11, 1963, to Drexel Hill Associates Inc. by reducing auxiliary trans. power output for WDHA-FM Dover, N. J., to 235 w with ERP 870 w and ant. height 225 feet; (2) affirmed Oct. 24, 1963, modified main trans. test authority to WDHA-FM and (3) withheld further action on WDHA-FM applications for licenses to cover changed facilities for reasonable period of time to enable either or both parties to petition for amendment of FM table of assignments, to file any desired application looking toward technical improvement in existing situation and/or to enable Drexel Hill to apply for corrective modification of outstanding CP's. Action Feb. 19.

■ Commission's schedule of application filing fees will become effective March 17,

1964. Action Feb. 14.

■ Commission, by Subscription Television Committee, granted request by Channel 2 Corp. for modification of authorization to conduct pay-TV test over KCTO(TV) on channel 2 in Denver, so as to scramble visual portion of subscription program transmitted over air, and unscramble by means of decoder installed between subscriber's TV antenna and TV set. KCTO had originally proposed to transmit picture in conventional fashion. There is no change from original plan to send sound portion to homes of subscribers by means of telephone company wires. Action Feb. 13.

■ Commission denied request by Community Broadcasters Association Inc. for 90-day extension of time to file petition for reconsideration of Jan. 9 action which denied petition for rulemaking to consider raising nighttime power ceiling for class IV AM stations on local channels from present 250 w maximum to 1 kw. Action Feb. 12.

■ By memorandum opinion and order, commission denied petition by Miners Broadcasting Service Inc. for reconsideration of Nov. 27, 1963, decision which denied application to change facilities of WMBA from 1460 kc, 500 w, D, DA, in Ambridge, Pa., to 1510 kc, 10 kw, D, DA, in Ambridge-Aliquippa, Pa., and which granted application of Monroeville Broadcasting Co. for new station on 1510 kc, 250 w, D, in Monroeville. Commissioner Hyde not participating. Action Feb. 12.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in Houston TV channel 23 proceeding, (1) denied motion by TVue Associates Inc. to modify, delete and enlarge issues except to extent of enlarging issues to determine whether grant of United Artists Broadcasting Inc. application would be consistent with citizenship provisions of Sec. 310(a)(5) of Communications Act of 1934, as amended, and (2) on own motion, enlarged issues to determine whether grant of United Artists application would be consistent with Sec. 73.363 multiple ownership rules. Member Nelson concurred and issued statement. Action Feb. 17.

■ By memorandum opinion and order in proceeding on applications of Holston Broadcasting Corp. and C. M. Taylor for new AM's in Elizabethton and Blountville, respectively, both Tennessee, (1) denied petition by Holston to enlarge issues as to Taylor's application and (2) dismissed as improperly filed Broadcast Bureau opposing petition which included request for added issue. Member Berkemeyer dissented in part and stated that he would add issue on Board's own motion to ascertain whether Blountville is community. Action Feb. 17.

■ By memorandum opinion and order in proceeding on applications of Guadalupe Valley Telecasting Inc. and Victoria Television for new TV's on channel 19 in Victoria, Tex., granted in part petition by Victoria and enlarged issues to determine (a) location of proposed Grade A and Grade B contours of applicants; (b) on comparative basis, areas and populations of respective Grade A and Grade B contours which may reasonably be expected to receive actual service from applicants' proposed operations; and (c) in event proof under issues (a) and (b) shall establish that either applicant will bring actual service to areas and populations not served by competitor, to determine number of services, if any, presently available to such areas and populations. Action Feb. 17.

■ By memorandum opinion and order in consolidated Cincinnati FM proceeding, granted joint request for approval of agreement whereby applications of Jupiter Broadcasting Inc. (WSAI-FM) and Edward D. Skotch would be dismissed for partial reimbursement of expenses of \$1,000 and \$1,250, respectively; dismissed Jupiter and Skotch applications; granted North Cincinnati Broadcasting Co. application to change facilities of WAEF-FM from 104.3 mc to 98.5 mc, and ERP from 4.8 kw to 20 kw; and terminated proceeding. By separate order, dismissed motions by Jupiter Broadcasting Inc. (WSAI-FM) and North Cincinnati Broadcasting Co. (WAEF-FM), to enlarge issues with respect to Edward D. Skotch application. Action Feb. 17.

■ Granted petition by Radio Elizabeth Inc. to extend time to Feb. 18 to file replies to exceptions to initial decision in proceeding on application for new AM in Elizabeth, N. J., et al. Action Feb. 17.

■ Scheduled following proceedings for oral argument on March 16: AM application of Higson-Frank Radio Enterprises, Houston;

AM application of Pinellas Radio Co., Pinellas Park, Fla. Action Feb. 17.

■ In proceeding on application of Franklin Broadcasting Co. to transfer control of WLOD Pompano Beach, Fla., to William F. Johns Sr., and William F. Johns Jr., granted petition and waived Sec. 1.594 of rules insofar as it requires local notice of hearing to be broadcast over WLOD during week immediately following release of designation order and local notice of hearing to be published for two weeks immediately following release of designation order. Action Feb. 14.

■ Granted petition by Ultravision Broadcasting Co. to extent of extending time to Feb. 28 to file oppositions to WEBR Inc. petition to modify and enlarge issues in proceeding on applications for new TV's on channel 29 in Buffalo. Action Feb. 14.

■ Terminated and certified to commission proceeding on order to Mrs. Elizabeth G. Coughlan to show cause why licenses of WELF-FM (Citadel Broadcasters of Du Page), Glen Ellyn, Ill., and WELG-FM (Citadel Broadcasters), Elgin, Ill., should not be revoked. Action Feb. 14.

■ Members Berkemeyer, Pincock and Slone adopted decision which (1) granted application of Rockland Radio Corp. for new daytime AM on 1300 kc, DA, with 500 w in Spring Valley, N. Y., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Docket 14419, and (2) denied applications for new stations on same frequency of Rockland Broadcasting Co. with 500 w, DA, in Blauvelt, N. Y., and Rockland Broadcasters Inc., with 1 kw, DA, in Spring Valley. May 28, 1963 initial decision looked toward action. Action Feb. 12.

■ Scheduled oral argument for March 10 in following proceedings: AM application of WKYR Inc. (WKYR), Cumberland, Md.; and AM application of 1360 Broadcasting Inc. (WEBB), Baltimore. Action Feb. 12.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Millard F. French to preside at hearing in proceeding on AM application of James E. Walley (KAOR), Oroville, Calif.; scheduled prehearing conference for March 10 and hearing for April 16. Action Feb. 17.

■ Designated Examiner Herbert Sharfman to preside at hearing in proceeding on applications of Great Northern Broadcasting System and Midwestern Broadcasting Co. for new FM's in Traverse City, Mich.; scheduled prehearing conference for March 9 and hearing for April 7. Action Feb. 13.

■ Designated Examiner H. Gifford Irion to preside at hearing in proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. (KNDX-FM) both Yakima, Washington; scheduled prehearing conference for March 9 and hearing for April 8. Action Feb. 13.

■ Designated Examiner Elizabeth C. Smith to preside at hearing in proceeding on application of Spartan Radiocasting Co. for new TV translator in Ashville, N. C.; scheduled prehearing conference for March 5 and hearing for March 31. Action Feb. 10.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on applications of Integrated Communication Systems Inc. of Massachusetts, United Artists Broadcasting Inc., and WGBH Educational Foundation for new TV's on channel 44 in Boston; scheduled prehearing conference for Feb. 26 and hearing for April 20. Action Feb. 10.

■ Designated Examiner Forest L. McClenning to preside at hearing in proceeding on applications of Springfield Television Broadcasting Corp., D. H. Overmyer, and Producers Inc., for new TV's on channel 79 in Toledo, Ohio; scheduled prehearing conference for March 11 and hearing for April 20. Action Feb. 10.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at Feb. 10 prehearing conference in consolidated AM proceeding on applications of Meredith Colon Johnston (WECP), Carthage, and William Howard Cole (WHOC), Philadelphia, both Mississippi, scheduled certain procedural dates, hearing on issues 7 and 8 for March 19, informal engineering conference for April 15, and hearing on issues 1 to 6 for April 27. Action Feb. 10.

By Hearing Examiner Charles J. Frederick

■ Pursuant to agreements reached at Feb. 14 prehearing conference in proceeding on application of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new

AM's in Lubbock, Tex., scheduled certain procedural dates and hearing for May 11. Action Feb. 14.

■ On own motion, scheduled further prehearing conference for Feb. 17 in proceedings on revocation of license of WTIF Inc., for WTIF Tifton, Ga., et al. Action Feb. 13.

By Hearing Examiner Millard F. French

■ In proceeding on applications of Wellersburg TV Inc. and People's Community Television Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., respectively (1) granted Wellersburg's petition to reopen record, accept exhibit 2, and close record, and (2) granted Broadcast Bureau's request to amend proposed findings and conclusions. Action Feb. 18.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM application of Northland Radio Corp. (KWEB), Rochester, Minn., granted joint petition by Northland Radio Corp. and Northland Broadcasting Corp. for leave to amend application to substitute latter as applicant. (Application to assign license to Northland Broadcasting Corp. was granted on Jan. 23.) Action Feb. 18.

■ Approved procedural ground rules established at Feb. 13 prehearing conference in proceeding on applications of Coosa Valley Radio Co. and Rome Broadcasting Corp. for new FM's in Rome, Ga., and continued March 16 hearing to April 13. Action Feb. 13.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Community Broadcasting Service Inc. and Mortimer Hendrickson and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., granted request by applicant Hendrickson to continue Feb. 20 prehearing conference to Feb. 25. Action Feb. 18.

By Hearing Examiner H. Gifford Irion

■ Continued March 11 hearing to April 21 in proceeding on application of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSR-TV (ch. 9), Ponce, P. R. Action Feb. 11.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled prehearing conference for Feb. 19 for purpose of prescribing procedural ground rules for conduct of further hearing upon added issue by Review Board in proceeding on AM application of Raul Santiago Roman, Vega Baja, P. R. Action Feb. 13.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In proceeding on applications of Edina Corp. and Tedesco Inc., for new AM's in Edina and Bloomington, respectively, both Minn., granted petition by Edina Corp. for leave to amend application to accomplish reduction in authorized and issued capital stock. Action Feb. 17.

■ Granted motion by Charles County Broadcasting Inc. to correct transcript of record in proceeding on application for new AM in La Plata, Md., et al. Action Feb. 12.

By Hearing Examiner Sol Schildhouse

■ Pursuant to agreement reached at Feb. 12 prehearing conference in Cleveland TV channel 65 proceeding, scheduled further prehearing conference for Feb. 24 and continued March 16 hearing to May 25. Action Feb. 12.

By Hearing Examiner Herbert Sharfman

■ In consolidated AM proceeding on applications of Coastal Broadcasters Inc., and Colchester Broadcasting Corp., Herndon, and Prince William Broadcasting Corp. (WPRW), Manassas, all Virginia, granted joint motion by Prince William and Colchester to correct vol. 7 of transcript of hearing. Action Feb. 11.

By Office of Opinions and Review

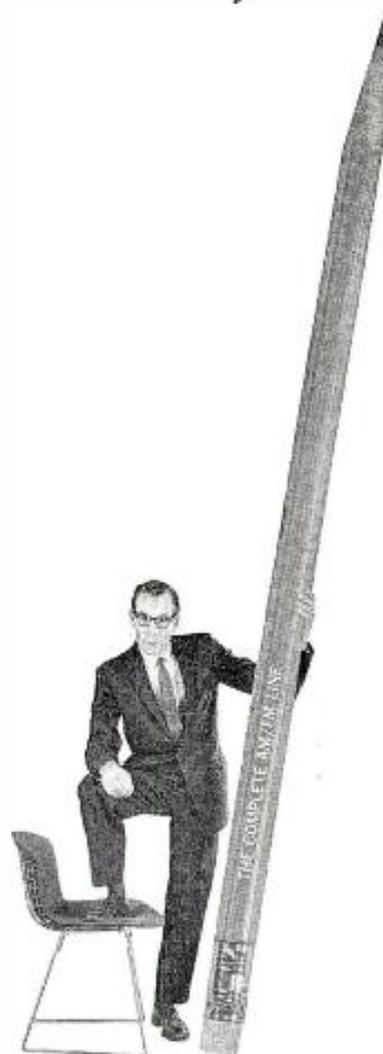
■ Granted motion by Avoyelles Broadcasting Corp. to extend time to Feb. 24 to file reply brief in proceeding on application for new AM in New Roads, La. Action Feb. 13.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Feb. 18

WTCN Minneapolis, Minn.—Granted licenses covering increase in nighttime power, change in ant.-trans. location and installa-

*The man with
the sharp pencil
figures Collins
broadcast
equipment
the best buy
and he's right*



COLLINS RADIO COMPANY
Dallas • Cedar Rapids • Los Angeles
• New York • International, Dallas



Continued on page 107

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
 - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.
 - All other classifications, 30¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C. 20036.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO—Help Wanted

Management

Working manager—Sales, news, engineer. Investment opportunity. Floyd Jeter, Durango, Colorado.

Sales

Large East Coast market. Chain operation. Intelligence, hard work at adult programed station will provide decent living. Apply in confidence. Box B-292, BROADCASTING.

Detroit. Experienced top salesman, capable of management. Good salary plus with top station, multiple chain. Please write fully. Box B-262, BROADCASTING.

WTIK, Durham, N. C. Box 1571, Serves Durham-Raleigh 5,000 watt independent music and news. Presently have only 1 salesman. Send details—photo, sales record, references immediately. Market in rapid growth.

Two experienced salesmen, one can become sales manager. Excellent full time 1000 watt network station. Excellent market. Can easily earn \$7800 per year. W. Earl Dougherty, KXEO radio, Mexico, Missouri.

Suburban Springfield-Worcester, Massachusetts station desires sales person who in 90 days can be sales manager. WARE, Ware, Massachusetts.

Salesman—immediate opening in Westchester market. Salary, incentive, benefits. Send resume to Donald E. Macfarlane, Manager, WVOX, New Rochelle, New York.

Announcers

California. \$9000 to start. First phone must. Background in metro good music station desirable. Top twenty market experience essential. Box B-208, BROADCASTING.

Newsman-announcer wanted by news and community activities oriented station. Must be strong on reporting, writing, interviewing in exciting suburban New York City market. Must have ability to do general announcing. Tapes, if sent, must be picked up in person. Resumes, etc. quickly, please, to Box B-227, BROADCASTING.

Personality dj modern format Virginia. Send tape, picture, resume and all details 1st letter. All tapes returned. Box B-239, BROADCASTING.

Announcer—with first phone—prefer some news experience. Family man ready to settle for good opportunity in Michigan. Send resume and tape. Box B-251, BROADCASTING.

Expanding major market 50 kw, modern sound, top ratings, auditioning exceptional deejay and news talent. Proven success and creative drive a must. Sell us in your first letter, and enclose an air check tape and snapshot. If you can deliver big ratings in one of North America's most competitive markets, we'll deliver big money in return. Box B-253, BROADCASTING.

We need a good announcer who can also write copy and do some production work. Good working conditions and salary in southeastern North Carolina fulltime station. Box B-279, BROADCASTING.

Make the right impression with a professionally written resume. 100 copies for \$5. Send for free data sheet and more info. Box B-286, BROADCASTING.

RADIO—Help Wanted

Announcers—(Cont'd)

News and middle-of-the-road dj with first phone—no maintenance. Monthly starting salary \$650. Large Midwest market. Send resume, tape to Box B-293, BROADCASTING.

Experienced staff announcer for good music kilowatt near Chicago. Excellent starting salary, many extra benefits for mature man who can gather, write and deliver news, newsmobile reports, plus bright music shows. Send tape, complete resume, telephone number, Box B-299, BROADCASTING.

Announcer or newsman with 1st phone. Midwest regional in aggressive college town. Experience required. Box B-321, BROADCASTING.

1st phone announcer—basic duty as afternoon and early PM newsman. Gather, write and air. Also limited dj trick and some production. Top salary for right man. Call Jim Jae, General Manager for appointment, KHMO, Hannibal, Missouri. AC-1-3451.

Permanent job for top notch announcer. Would like to pay \$500 to \$600 per month but will go higher if talent warrants. Contact J. A. Shepherd, KWIX, Moberly, Missouri.

Announcer 1st phone man needed immediately. Apply in person or phone 319-352-3550, Manager, KWVY, Waverly, Iowa.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

Top forty announcer-announcer engineer-announcer, production-announcer copywriter. Contact Manager WAPX, Montgomery, Ala.

Announcer for rock station in good steady market. Opportunity for advancement in expanding chain. Good pay and working conditions. Contact Stan Morris, WARF, P.O. Box 150, Jasper, Alabama.

WEAW-AM-FM Evanston, Ill. (Chicago suburb), seeking experienced announcer-engineer, with first ticket. UN 4-7600.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Newsman for important slot on news conscious station. Great career opportunity for serious reporter. Rush tape resume to John Dunn, WJET, Erie, Pa.

Announcer with first phone. Send tape, resume and photo. WKXY, Sarasota, Florida.

Outstanding personality wanted for afternoon traffic slot on successful Midwest middle-of-the-road music station. No top 40 hotshots. Excellent salary plus fringe benefits including major medical and life insurance. Send tape and full particulars to J. Maxim Ryder, WQUA, Moline, Ill.

Technical

Engineer: Capable chief wanted for Midwest station. \$650 per month for chief with some executive ability and good knowledge of both AM and FM and real ability and experience in audio. Personal interview necessary. Box B-204, BROADCASTING.

Montana—1 kw DA 2 remote seeking chief engineer. Must be highly qualified to assume full responsibility of technical operation. Good working conditions. Excellent equipment. Local ownership. Send all details first letter including picture and references. Box B-206, BROADCASTING.

RADIO—Help Wanted

Technical—(Cont'd)

Asst. Chief engineer. Central California. No announcing. Must be capable and interested in maintaining all technical equipment to provide best possible sound. Send full resume and salary requirements first letter. Box B-254, BROADCASTING.

Permanent spot for competent 1st class engineer to install and maintain brand new RCA 1 kw 2 tower DA station in Ocean City N. J. Box B-272, BROADCASTING.

Fulltime AM-FM station in Southeast needs experienced engineer who can do a little announcing. Starting salary up to \$90.00 weekly. If interested send resume and photograph to Box B-291, BROADCASTING.

Large Mid-Atlantic station dominant in its market has opening for Chief Engineer. Applicant should be thoroughly experienced in AM, FM and multiplex. If you are mature, dependable chief, this is the job you've been waiting for. Excellent salary if you qualify. Send complete details and references with the first letter. Box B-325, BROADCASTING.

Engineer experienced—all phases AM-FM operation needed by non-directional kilowatt station. Complete maintenance knowledge & personal interview essential. Send resume to WASA, Havre de Grace, Md.

Real opportunity for qualified engineer to become chief at important Midwest AM station. Excellent salary with fringe benefits including major medical and life insurance. Write or call J. Maxim Ryder, WQUA, Moline, Ill.

Transmitter-studio engineer. General range \$100. Daylight hours. Excellent working conditions. WRFK-FM, 3401 Brook, Richmond, Va.

Need experienced first phone engineer. Light announcing. Light maintenance. Send audition tape and information. WSYB, Rutland, Vermont.

Production—Programing, Others

One of Michigan's leading small-market stations wants a full staff to begin a brand-new daytime operation in Northern Indiana. These people must be experienced in small market operations, people who want a permanent position with a growing organization. If you have experience as a manager or sales manager, salesman, or announcer, send complete resume, photo and availability to Box B-90, BROADCASTING.

Program man: Answer this ad today if you want small town living but like big time operation. If you want to earn \$500 to \$600 per month and like the Midwest. If you are sober, without financial or marital problems and want permanency. Box B-203, BROADCASTING.

News editor, must be experienced or college trained, have good voice. Become a part of community. Well equipped news room—two-way mobile units, beeper phone, tape recorders, paid vacation, insurance. Good pay bases on individual. Box B-236, BROADCASTING.

Idea man with experience, mature voice to p.d. midwest good music station. Production, board shift, news delivery. Excellent opportunity. Box B-259, BROADCASTING.

RADIO—Help Wanted

Production—Programing, Others Continued

Young aggressive, ambitious program director. Are you an idea man? Can you gimmick up a station with audience getting promotions? Can you produce selling spots using station talent and sound libraries. Can you increase station ratings with one hard hitting promotion after another? If you can, then you're our man! You'll start as program director of our headquarters station of a group of stations and if you do a good job you'll take over as group program director and travel the circuit. We don't want a big shot reputation. We want an ambitious young man seeking to establish himself but we ask that you have evidence of your past accomplishments. We have the stations and the major markets to prove your talent. Salary is open with a sizable bonus if you are able to produce the ratings. Our station group programs to the Negro audience but we don't require a P.D. with Negro experience but rather one with ideas and imagination. Send detailed resume including past earnings record. Box B-300, BROADCASTING.

Board talk man—Crackerjack board man able to maturely talk with his listeners, top sense of humor, news companion not a disc jockey job. Moderate resonant voice, top salary, Wash. D. C. market. Send tape replies to Frank Pipes, WAVA, 5232 Lee Highway, Arlington, Va.

Immediate opening for experienced radio copywriter, 5 day week, insurance benefits, pension plan. WBIG, Greensboro, N. C., W. H. Henry, Director of Sales.

New station accepting applications for all positions. Send complete resume, tape, references to Mr. Tom Anderson, General Manager, Radio Station WJRC, Box 914, Joliet, Illinois.

RADIO—Situations Wanted

Management

AM-FM seasoned pro-successful 18 years in dual role full charge general manager/sales manager competitive metropolitan northeast. Want full charge general manager/sales manager slot in competitive metropolitan area requiring 24 hr. dedication for our mutual growth. 1st phone. Available now. Box B-145, BROADCASTING.

26, desire managerial post in small Southeast market. 7 years experience as number 2 man. First ticket. Limited announcing. Box B-240, BROADCASTING.

Operations manager—For top market outlet. Programing-engineering specialist with ideas and ability galore. Presently with 50 kw major. Box B-244, BROADCASTING.

Ambitious radio exec., experienced all phases broadcasting, seeks lucrative, challenging position in management. Finest references. Box B-275, BROADCASTING.

General management wanted by all-around radioman. Completely experienced . . . especially sales. Box B-281, BROADCASTING.

Hustler-type general manager. Thrives on competition, but need free hand within identifiable policy to meet it. Proven track record in numbers and revenue. Know FCC rules, log analysis. Married, four children, 37. Know all formats, national sales. No rush, but want opportunity in Southwest to produce at maximum. Box B-289, BROADCASTING.

10 years experience, serving as program, news, sales manager as well as station manager. Excellent record . . . young . . . aggressive, public relations the best . . . Midwest small market. Box B-304, BROADCASTING.

General manager. Permanent position. 10 years experience. Management-sales-production-news-announcing. Married—2 children—college. Excellent references. Prefer Florida or Southern states. Don Sheldon—Gibson-9-1473-Columbia, Mo.

RADIO—Situations Wanted

Sales

Sales-management. All around general manager, small-medium, single competitive market. Available for permanent position as manager or sales manager. Top references. Box B-245, BROADCASTING.

Announcers

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

Beginner, Broadcasting school graduate, young, talented, top 40, anywhere. Box B-202, BROADCASTING.

Excellent opportunity for station seeking adult style news, music, experienced announcer. Box B-242, BROADCASTING.

C&W Bluegrass personality, production, will sell on and off air. Want good station, market. Box B-243, BROADCASTING.

Femme.—Will produce and air sophisticated show with all-age appeal for station within 250 miles New York City. Box B-246, BROADCASTING.

Experienced dj/announcer. Bright sellable sound top 40—middle of road—tight board, fast production. News—family man—permanent position. Box B-257, BROADCASTING.

Florida stations: I have 8 years experience doing good music record shows in eastern Pennsylvania and would like to work now on Florida Station. Will send tape, picture and resume upon request. Box B-258, BROADCASTING.

Talented, versatile, production-minded announcer-dj. Smooth, mature voice. Knows programing, 5 years experience. Some TV. Desires permanent move from 150,000 mid-west to larger Northeastern market. 27, college grad., veteran. Box B-260, BROADCASTING.

Experienced jazz/good music personality. Relaxed, reliable, reasonable and ready! Box B-267, BROADCASTING.

Attention Indiana, Michigan, Ohio, Pennsylvania; First phone, announcer seeks position. Box B-268, BROADCASTING.

Baseball play-by-play wanted. Up and coming sportscaster with excellent references wishes work. Write immediately. Box B-273, BROADCASTING.

Am looking for permanent radio or TV. B.S. degree in broadcasting plus commercial experience as p.d. Mature presentation with voice to match. Now living in Southern California, Box B-274, BROADCASTING.

Dee-jay announcer. Beginner, experience, well trained to do an excellent job. Good air personality, married age 24. Also stationary. Box B-276, BROADCASTING.

Program director wants to move up. Top ratings in seven station market. Box B-277, BROADCASTING.

San Francisco area preferred. Am currently number one in major eastern city. Box B-278, BROADCASTING.

1st phone, 3 yrs. experience all phases. Top news sound. Desires position with sharp progressive top 40 outlet in medium to large market light maintenance. Would like to break in on all night slot. Currently employed net affiliate in medium market. Box B-280, BROADCASTING.

Professional. Ten years, solid references finest background. Standard and formula radio. Veteran with college. Production. Presently Metro market. Box B-284, BROADCASTING.

Polished pro available. Announcer, dj, news plus first phone. Mature, married. Now, tops major market. Let's talk business.—Write Box B-285, BROADCASTING.

First phone station manager-air personality combo. Sales, copy production, news, farm, metropolitan. Sober, family man, 45, solid in community. Will invest \$10,000 cash in right opportunity. Box B-286, BROADCASTING.

RADIO—Situations Wanted

Announcers—(Cont'd)

Man, graduate announcer's training school. 2½ years NYU, recent division sales manager Wall Street firm. Intelligent, vocal. Wants any opening radio station leading to position announcer, preferably announcer. 100 miles radius New York City. Tapes available. Box B-297, BROADCASTING.

College grad. (radio speech) with 2 years announcing experience seeking sales trainee position with reputable, adult radio-TV station. Available immediately. Box B-298, BROADCASTING.

First phone. Single. Recent graduate. Training in all phases of radio. Imaginative production, hard worker. Dependable. Will locate. Picture, resume, tape on request. Box B-305, BROADCASTING.

Dublin born-announcer, disk jockey. Great personality. Emphasis news, sports. Box B-308, BROADCASTING.

DJ/announcer. Bright, lively, sound but definitely not a screamer. Top 40 or middle of the road. Tight board, fast production. Authoritative news, strong commercial sell. Personable with professional attitude. Box B-309, BROADCASTING.

Negro-authoritative news. DJ, personable announcer. Control board operator. Good sounding. Box B-310, BROADCASTING.

DJ announcer, authoritative newscaster. Fast operation. Dependable, experienced, personable, family man. Box B-311, BROADCASTING.

DJ announcer newscaster, personable dependable, family man, lively authoritative sound. Experienced. Box B-312, BROADCASTING.

Bright personality. Rock or other format. Mature news. Prefer California or Southwest but will consider all offers. Box B-313, BROADCASTING.

Bright personality, experienced. Family man, mature sounds. Will settle. Not a prima donna or floater. Box B-315, BROADCASTING.

C&W personality develops loyal following. Major, medium markets. Box B-319, BROADCASTING.

Announcer p.d. Thirteen years all phases—play by play all sports. First phone. Family man 37. Call or write Terrence Foster, Box 93, Saukville, Wis.

Young family man with 1st phone desires employment in broadcasting or communications. Will relocate. P.O. Box 65, Griffith, Indiana.

Announcer/dj. School trained only. Don Pladgett, Box 200, Hillsville, Virginia.

Over 5 years staff announcing experience. Deep voice. New 1st phone. No maintenance. No rock. Prefer S.W. Phone HUntly 2-9560, Los Angeles.

Negro, disc-jockey-newscaster. 3rd phone experienced any format. Good sell voice. Excellent newscasts. Any area. Call, write, Ben Perry, 1204 Union Ave., Bronx, N. Y., 212-DAYton 9-4441.

Versatile announcer, five years experience, 25, veteran. Available after obtaining B.A. degree March 20. Fine voice, references, first class. Also football, basketball, baseball. Appreciate listen. Wayne Baldwin, 542 Eddy, Missoula, Montana.

Chief combo, newsman, mature deep voice, 10 years experience. Jack Wilson, 401 West 3rd St., Winslow, Ariz. 289-3070.

Southland announcer-engineer. 1st phone, available 2-28-64. Best references. Frank Mallard, WBMD, Baltimore, Md.

College grad., 25, third phone, seeks first position in Midwest. Two years school, broadcast training. Sports specialty. References. Contact Matt Hart, 2025 Granville, Chicago, Ill.

RADIO—Situations Wanted

Technical

Permanent position for production minded 1st phone TV, radio engineer. Box B-241, BROADCASTING.

Over 10 years experience in all phases of AM & FM operations. Degree, first phone, broad technical background, age 34, married. Southeast only, 155.00 min., personal interview my expense. Will consider investment in medium market with potential. Box B-255, BROADCASTING.

Want good salary and advancement. Plenty experience. Will consider Chief engineer, manager, program director, announcer or sales position; singly or in any combination. Radio is a way of life with me. That means profits for you through economy and expanded business. Box B-266, BROADCASTING.

Experienced first phone engineer seeks position in Midwest or East. Some announcing. Box B-292, BROADCASTING.

Competent first class engineer, presently employed chief—old prestige station, looking for opportunity to broaden experience, advancement. Reliable morning man with flare for fun. Five years all around experience. Excellent references. Prefer Alaska. Will consider all. Box B-295, BROADCASTING.

High school electronics teacher, single, 34, 1st class ticket. TV studio background. Desires position with radio or TV station as technician, etc. Excellent references. Metropolitan New York and surrounding area preferred. 212-NI 6-0376, Box B-316, BROADCASTING.

Chief engineer, experienced in station maintenance and operation. No board work. Excellent references. Prefer North-South Carolina. Max Barnes, Radio Station WJNC, Jacksonville, N. C.

Production—Programing, Others

FM announcer-PD—Most of top staff in one man. Top continuity, commercial and news delivery—major market AM and FM experience. Experienced copy, know good music. And a 1st ticket! Available April; major markets only. Box B-107, BROADCASTING.

Program director with creativity and showmanship. Prefer top 40 operation. Specialize in production and promotions. Administrative ability. Presently pd, seeking bigger opportunity. Tape and resume on request. Box B-196, BROADCASTING.

Newsman—experienced, authoritative, literate delivery, copy, editing, interview and actuality work. Larger market, some opportunity for TV experience preferred. Box B-216, BROADCASTING.

Experienced FM broadcaster available. Knows music, programing, production, audience, stereo. Box B-263, BROADCASTING.

Free-lance radio commercial writer available, Chicago. Specialty straight factual copy. Box B-294, BROADCASTING.

TELEVISION—Help Wanted

Management

Leading VHF Station in sizable mid-west looking for experienced television manager. Excellent opportunity for the right man. Salary commensurate with experience and ability. Write Box B-185, BROADCASTING. Enclosing resume and starting salary expected.

Sales

25% plus to right TV sales manager. Floyd Jeter, Durango, Colorado.

TELEVISION—Help Wanted

Announcers

Southeastern network affiliate seeking announcers with news, weather & MC experience. Send resume, photo and audio or video tape to Box B-85, BROADCASTING.

Technical

Major east coast network station requires several TV experienced employees for April through October period. Good salaries and working conditions with potential for permanent employment. Must have 1st class FCC phone license. Reply to Box B-177, BROADCASTING.

Studio and transmitter engineers wanted. Must be familiar with maintenance of RCA equipment. These openings are for maintenance work, not operators. Reply in confidence, with picture and salary required to Jerry E. Smith, KRIS-TV, Box 840, Corpus Christi, Texas.

Need technician, able to do maintenance, all TV equipment. 1st fone. Established station, Southwest. Send experience-full details. R. H. Holsclaw, ce, or KVOA-TV, Box 5188, Tucson, Arizona.

South Florida fullpower VHF needs video technicians. Experienced in VTR-STL and studio operation and maintenance. First class license required. If interested in full-time permanent employment, send resume, photo and salary to—Director of Engineering, WEAT-AM & TV, P.O. Box 70, West Palm Beach Florida.

First phone experienced studio and microwave maintenance. Upper Midwest station. Call Dave Chumley, 232-5081, Fargo, N. D.

Production—Programing, Others

At least four years in the chair . . . required for versatile, creative, willing-to-work, mature college graduate. Thoroughly experienced in all phases of production, to fill director position in major eastern market. Send complete resume. Box B-197, BROADCASTING.

Experienced program director for ABC affiliate TV station. 2-experienced announcers for TV. 1 Engineer first class ticket no experience necessary. TV 2-experienced announcers for radio station. Send all details, tapes and info first letter to Box B-249, BROADCASTING.

Man or woman with radio, television writing and commercial production experience capable of directing work of other writers plus carrying own load of writing in a Midwest regional broadcast operation. Must have ability to build production type radio commercials and television spot commercials. Send resume and photo to Box B-320, BROADCASTING.

Southwest TV station needs qualified program director in good three station market. Send air mail complete resume and salary requirement. Box B-323, BROADCASTING.

Aggressive copy writer, male or female, send complete resume and salary requirements—first letter—no phone calls—contact: Tom Miller, WJNC-TV, 5700 Becker Rd., Saginaw, Michigan.

TELEVISION—Situations Wanted

Management

TV station manager—15 years administration of sales, programing and production. Available in April. Box B-270, BROADCASTING.

Television sales management—Wide experience in sales, promotion, advertising. Large Midwest market, 46, aggressive, sincere, family man. Available soon, Box B-288, BROADCASTING.

TELEVISION—Situations Wanted

Management—(Cont'd)

25 year broadcast veteran interested in making a change. Now assisting in operation of small market TV station, including complete charge of sales. Interested only in General Manager or General Sales Manager position. Completely free hand in either position more important than high starting salary. Available for interview at NAB convention or before. Write Box B-290, BROADCASTING.

Absentee station owners. Capable mgr. available with station, ad agency, network experience. Keen sales and organizing executive. Heavy knowledge production, films, tapes. Wide contacts N.Y., La. Energetic, conscientious. Substantial salary plus participation incentive preferred. Locate anywhere. Box B-314, BROADCASTING.

Sales

Diversified experience in TV sales, programming and production. Age 37, Married, top references. Box B-271, BROADCASTING.

Announcers

Highly articulate announcer—strong background and training in news, commercials, public relations; wishes to join staff of medium market station with growth. Married, young, enjoys challenge, will settle. Immediate availability. Box B-287, BROADCASTING.

Technical

First phone, interested in studio or transmitter, small station offering perm. position in Calif. or other Western state desired. Box B-265, BROADCASTING.

Eleven years experience. Same company. Seven as chief maintenance engineer. Two yr. Devry Technical school graduate. Desire relocation in larger market as transmitter, maintenance and/or operations engineer. References. Midwest. Box B-263, BROADCASTING.

Engineer first phone, TV experience, wants TV transmitter position. Call 538-3394 Bristol, Tenn., or write Box B-303, BROADCASTING.

Production—Programing, Others

First phone control room and production experience desires non-maintenance position. Box B-42, BROADCASTING.

News director, writer . . . 11 years experience . . . all phases broadcasting. Personality airman. All sports play-by-play . . . sales . . . second class ticket. Family man, no drifter, best character, job references. Seeking permanent position . . . news . . . TV or radio larger market eastern states. minimum \$600. Box B-250, BROADCASTING.

TV director, commercial, ETV, experienced in all phases. Five years experience. Will consider all offers. Resume upon request. Box B-261, BROADCASTING.

Creative director/producer/writer TV film, advertising, documentaries: Award winner. Six years 4-A: Four years major VHF. Highest references. Seeks challenge, hard work, growth opportunity. Box B-282, BROADCASTING.

Production manager-executive producer: 8 years commercial television, 5 years radio. Full experience in programing, production, news, sales and film. Excellent creative and administrative abilities, degree, family. Resume available. Box B-301, BROADCASTING.

Producer/director—creative, competent, cooperative and packed with ideas, know-how and solid experience—seeks staff post in sales—ahead station. Write Box B-307, BROADCASTING.

WANTED TO BUY

Equipment

Need good 16mm film processor and zoom lens for Bolex 16mm camera. State price and condition first letter to KTVE, Box 791, El Dorado, Arkansas.

Used frequency monitor. State age, condition and price. K. E. Beach, WALD, P.O. Box 833, Waterboro, S. C.

Will purchase for cash three Stainless G-15 towers with lighting, each 200 feet. Would be interested in other makes of towers. Box B-264, BROADCASTING.

RCA FM Pylon antenna. State model number, frequency, condition and other information, KBCA, Suite 617, 6505 Wilshire Blvd., Los Angeles, Calif.

Raytheon console. Must be in top shape. Give complete description, age, and model number. Box B-302, BROADCASTING.

Wanted—used automatic equipment for FM station. Must stand rigid inspection. Also interested in automatic music tapes—send details. Cash deal. Reply to Box B-306, BROADCASTING.

We have immediate need for one RCA type TP-16 TV projector in good condition with douser if available. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

FOR SALE

Equipment

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. in excellent condition. P. O. B. 575, Vidalia, Georgia.

UHF 1 kw continental transmitter, modified for color, presently tuned for Channel 18. Offering does not include the filter-plexer. Transmitter in excellent condition—\$9,500.00. Contact J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofund, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 1/2" 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, Templebar 2-3527.

350 foot Triangular, heavy duty, FM tower. John J. Hoke United States Tower Construction, 249 Bartow Lane, Petersburg, Virginia.

RCA BTE-10B 10 watt FM exciter, excellent condition, 1/2 year old. Richard Haskey, KGUD, Santa Barbara, California.

Hellax coaxial cable, HJ5-50 type, new, 854 ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

250 ft. self-supporting galvanized tower. Excellent condition. Make offer, Eastside Broadcasting, 114 Lakeside, Seattle, Washington.

4-RCA type 74-B velocity mikes ("junior 44") with Cannon jacks. 3 at \$40 each, good condition, 4th at \$25, needs new ribbon. Each or all. KOWL, Box 100, Stataline, California. 95729

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.

"Broadcast Comedy" a free booklet available to disc jockeys doing light comedy. Write, including call letters—Show-Biz Comedy Service (Dept. BC) 85 Parkway Court, Brooklyn, N. Y. 11235

Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international stories. Perfect partner to complement your sparkling local coverage—daily tape via air mail special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-61, BROADCASTING.

Award-winning spots at friend-winning prices. You furnish copy of fact sheet, we furnish production. \$5 each with order. Six Twenty Nine Productions, Pensacola.

INSTRUCTIONS

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tion of DA-N; remote control permitted daytime only; and covering increase in power for auxiliary trans., with DA-N, and change auxiliary trans. location.

W08AN Bryson City, N. C.—Granted CP to make changes in ant. system for VHF TV translator.

K75AK, K81AD Wasco, Ore.—Granted CP's to change type trans. for UHF TV translator stations.

*KCSM(FM) San Mateo, Calif.—Granted mod. of CP to move main studio and ant.-trans. location, change type ant., make changes in trans. equipment, increase ERP to 350 w, and decrease ant. height to 330 feet; conditions.

■ Granted extensions of completion dates for following: WNAC-TV Boston, to Feb. 27; WLAN Lancaster, Pa., to May 1; WCVL Crawfordsville, Ind., to July 22; WDAO(FM) Dayton, Ohio, to August 15.

Actions of Feb. 17

■ Commission, by Broadcast Bureau, made first regular grant for instructional TV fixed station to Plainview-Old Bethpage public schools, Central School District No. 4, Plainview, Long Island, N. Y., to serve elementary schools in district.

■ Granted renewal of licenses for following: KWVR Enterprise, Ore.; WAFC Staunton, Va.; WEBB Baltimore; WKBE Huntington, W. Va.; KOFE Pullman, Wash.; WEAC Gaffney, WELP Easley, both South Carolina; WPHB Philipsburg, Pa.

■ Following were granted extensions of completion dates as shown: WMAD Madi-

son, Wis., to April 15; KARI Blaine, Wash., to July 17; KNCO Garden City, Kan., to July 1; WAQI Ashtabula, Ohio, to Feb. 16; WQXR (main trans.) New York, to Sept. 1; WMNI (main trans.) Columbus, Ohio, to March 21; WAAB Worcester, Mass., to March 22.

■ Broadcast Action, Report No. 4974, of Feb. 12, which announced postponement to April 16 of oral argument and written comment on proposed revised TV application form, should have noted that parties intending to appear at oral argument should notify secretary of commission in writing on or before March 28.

Actions of Feb. 14

KENE Toppenish, Wash.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KRMD Shreveport, La.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; delete remote control operation; conditions.

Granted renewal of licenses for following: WCRS and auxiliary, Greenwood, S. C.; WENZ Highland Springs, Va.; WFNC (alternate main and auxiliary), Fayetteville, N. C.; WKDX Hamlet, N. C.; WMUU-FM and auxiliary, Greenville, S. C.; WEEW Washington, N. C.; WFIG-AM-FM Sumter, S. C.; WJWR(FM) Palmyra, Pa.; WKAZ Charleston, WKEE-FM and SCA, Huntington, both West Virginia; WVOS Liberty, N. Y.; WPAR and auxiliary, Parkersburg, W. Va.

KAPA Raymond, Wash.—Granted license covering increase in daytime power, and installation of new trans.; specify type trans.

WTOD Toledo, Ohio.—Granted licenses covering increase in power, installation of new trans. and DA-D, and make changes in ground system (main); and use of old main trans. as auxiliary trans. at main trans. site.

WCIN Cincinnati, Ohio.—Granted licenses covering increase in power, changes in DA pattern, change in hours of operation and ant.-trans. location, make changes in ant. and ground system, and installation of two new transmitters (one for daytime use and other for nighttime use); and use of main daytime trans. as an auxiliary-nighttime trans. and main nighttime trans. as an auxiliary daytime trans. at main trans. site.

KCEE Tucson, Ariz.—Granted license covering increase in power, installation of new trans., and changes in DA pattern.

WHOT Campbell, Ohio.—Granted license covering change in frequency, decrease in daytime power, change in hours of operation, installation of new nighttime site, changes in DA and ground systems, and installation of new nighttime trans.; condition.

WCBS New York, N. Y.—Granted licenses covering change in ant.-trans. location, changes in ant. and ground system, and installation of new trans. (main); conditions; and installation of new auxiliary trans.; conditions.

WJAY Mullins, S. C.—Granted license covering use of old main trans. as auxiliary trans. (during daytime hours only) at main trans. site.

WCMI Ashland, Ky.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site; remote control permitted.

WOWL Florence, Ala.—Granted license covering changes in studio and ant.-trans. locations, and make changes in ground and ant. (increase height) systems; remote control permitted.

*WVHC(FM) Hempstead, N. Y.—Granted license covering changes in type trans., ERP and ant. height; specify ant. height as 76 feet.

WWDC-FM Washington, D. C.—Granted license covering changes in trans. equipment (main trans.).

KRFM(FM) Phoenix, Ariz.—Granted license covering changes in ant. height, ERP, ant. system, ant.-trans. and studio locations and remote control point, and installation of new trans. and ant.

WFEM-FM Elkin, N. C.—Granted license covering changes in ERP, and ant. system, and installation of new ant.

■ Granted licenses for following AM's and specify type trans.: WSER Elkton, Md.; WWHW Princeton, N. J., and specify main studio location.

■ Following were granted extensions of completion dates as shown: WRKL New City, N. Y., to April 1; WVNA Tusculumbia, Ala., to March 15; WRCR Maplewood, Minn.,

to May 1; KCAL Redlands, Calif., to March 31; WPIX Alexandria, Va., to Aug. 1; KRIK Roswell, N. M., to July 5; KCYR Milan, N. M., to Aug. 5.

WFRL Freeport, Ill.—Granted license covering increase in power, changes in trans. equipment, installation of DA-D and changes in ground system.

WHOF Canton, Ohio.—Granted license covering increase in power, installation of new trans. and DA-D, and changes in ground system; specify type trans.

WLSM Louisville, Miss.—Granted license covering increase in power and installation of new trans.; specify type trans.

WGEE Indianapolis, Ind.—Granted license covering installation of auxiliary trans.

KGMI Bellingham, Wash.—Granted CP to move auxiliary trans. location and install tower and ground system for auxiliary purposes only; condition.

WNJZ Port Chester, N. Y.—Granted mod. of CP to change ant.-trans. location; conditions.

■ Granted licenses for following AM's and specify type trans.: WRIN Rensselaer, Ind., specify main studio location same as trans. site and delete remote control operation; WEXT West Hartford, Conn.; WPHC Waverly, Tenn., and specify main studio location same as trans. location.

Actions of Feb. 13

KTVU(TV) Oakland, Calif.—Granted renewal of license.

WQDY Calais, Me.—Granted license covering increase in daytime power and installation of new trans.

WLAN-FM Lancaster, Pa.—Granted license covering changes in ant. system and transmission line.

KROD El Paso, Texas.—Granted license covering changes in nighttime DA system.

KRDU Dinuba, Calif.—Remote control permitted; conditions.

K72AQ, K77AJ, K83AF Delta, Utah.—Granted CP's to include West Millard County, Utah in principal community, change trans. location to 3 miles south of Oak City, Utah, and type trans. and make changes in ant. system for UHF TV translators.

■ Granted licenses for following: KGRB West Covina, Calif.; WHSL Wilmington, N. C., and specify type trans. and correct ant. height; WGKR Perry, Fla.; KDRY Alamo Heights, Tex.; WGNP Indian Rocks Beach, Fla.

■ Following were granted extensions of completion dates as shown: WKER Pompton Lakes, N. J., to Aug. 12, WISN Milwaukee, to June 23, condition.

Actions of Feb. 12

WFLB Fayetteville, N. C.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

WHSL Wilmington, N. C.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and change type trans.; remote control permitted; condition.

K72AL, K81AC Grangeville, Cottonwood, Craigmont and Nezperce, all Idaho.—Granted CP's to change type trans. and make changes in ant. system for UHF TV translator stations; condition.

KF2XJC Batavia, N. Y.—Granted CP for new developmental station.

Allison TV Assn. Allison Rural Area, Colo.—Granted CP for new VHF TV translator on channel 9 to rebroadcast programs of KGGM-TV (ch. 13), Albuquerque, N. M.

Columbia Broadcasting System Inc., New York, N. Y.—Granted authority to transmit via direct relay, air or rail express certain CBS TV network programs to various TV stations in Canada; conditions.

Farley TV Club, Farley and Farley rural area, N. M.—Granted CP for new VHF TV translator on channel 11, to rebroadcast programs of KOB-TV (ch. 4), Albuquerque, N. M.

Rulemakings

PETITION FOR RULEMAKING GRANTED

■ Electronic Industries Association, Washington—Granted amendment of rules so as to petition for 1 year extension of temporary radiation limitation for UHF television receivers. Action Feb. 12.

PETITION FOR RULEMAKING FILED

■ Flamingo Broadcasting Co., Hialeah, Fla.—Requests amendment of rules so as to amend table of assignments to add first FM channel to Hialeah, Fla.

FOR SALE—Stations—(Cont'd)

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"The toll in lives among those 45 to 64 years old was even more serious. Cardiovascular diseases killed more working Americans in this age bracket than the next five causes of death combined.

"How can we cut these shattering business losses? More heart research is

the answer, according to the experts. 'We're on the verge of great breakthroughs that will save many thousands of hearts,' say the medical leaders of the American Heart Association which has saved thousands of hearts by investing 90 million Heart Fund dollars in research.

"We businessmen respect the experts. Here is a chance to profit from their advice. Let's help save the lives of the people who make our businesses go. Let's help expand heart research now with an increased contribution to the Heart Fund."

More will Live...the more you Give

HEART FUND



Carl Lindemann Jr., who started out as a mail room clerk at Foote, Cone & Belding, gives "timing and luck" credit for his rise to his present position as vice president in charge of sports for NBC.

And though it is true he did break into TV in 1948, "when commercial television just started to take off," it also is true that his steady climb up the ladder of NBC-TV executive ranks is the result of drive and talent.

Although none of his previous experience was directly connected with television sports, Mr. Lindemann has jumped into the job with both feet. He frankly admits to having a natural affinity for sports personalities he has come to know, and has found it easy and agreeable to put his relationships with many of them on a personal as well as business basis.

But it is on the business basis that Mr. Lindemann and NBC-TV have made the news in the past two months. He shrugs off personal credit for recent events which have seen NBC-TV grab the rights to the National Collegiate Athletic Association football games, the Orange Bowl football game and the American Football League games (a \$40 million outlay).

"Nicely enough," he said, "the network began to feel a need for a major effort in sports programing just about the time I got in." NBC-TV's feeling, he noted, is that sports constitutes just about the last area of live programing left on television, excepting news.

Future Wave ■ Mr. Lindemann said that sports and news programing may be the "wave of the future" on prime time in network TV.

Putting its bankroll where its mouth is, NBC-TV has an impressive array of sports programs coming up this year. In addition to the newly acquired properties, the network will again present weekend baseball games, the World Series, Rose and Sugar Bowl games, the National Open Golf Championship, the the National Singles Tennis Championship and exclusive coverage of the 1964 Summer Olympics in Tokyo.

Mr. Lindemann feels these telecasts all add up to make NBC-TV number one in sports coverage. "It represents a tremendous turnaround in policy," he said, and indicated that NBC-TV believes its sports coverage now is as impressive as its news programing.

Acquisition Excitement ■ Aside from the Olympic games, where planning already is going on to provide rapid and complete TV coverage, Mr. Lindemann seemed most excited about the network's acquisitions of the Orange Bowl and AFL rights.

For the first time, the Orange Bowl game will be played at night, and will follow the network's telecasts of the

A fence-buster belongs in the cleanup spot

Sugar and Rose Bowl games next New Year's Day. Mr. Lindemann said it might also mark the forerunner of a regular weekly evening prime time telecast of a major sporting event. He indicated that legal details of a proposed major league baseball package might be worked out by next year and that NBC-TV certainly would be interested in it.

The shift in emphasis to sports programing by all the networks is an increasing indication that a network's popularity will depend on its success in securing and promoting attractive sporting events. "The resourcefulness of the competition is intriguing," says Mr. Lindemann.

But NBC-TV's success indicates it has a pretty resourceful man to hold up its end. A look at the record shows the network pretty well knew what to expect when it handed the sports assignment to Mr. Lindemann last year.

Down with Mail ■ Throwing up his mail room job, he joined a group of

young engineering graduates who came into television at the beginning of its period of expansion. He said they all were enthusiastic over the future of TV, but often had to work under conditions similar to "slave labor."

He recalled working 30 and 31 days in a row, and one weekend when his camera crew telecast the horse races at Aqueduct, took down the equipment and set it back up to cover the trotters at Roosevelt Raceway that night and then got everything set up again for tennis at Forest Hills the next day.

He played an active role in helping to get better working conditions for technicians and also helped break the unwritten ban on transferring engineers to the production side of television.

But it was not until he became personal cameraman for Kate Smith that his own break came. Miss Smith first began to talk with him on the air while he was behind the camera, then brought him out on the stage with her. Eventually he became an associate producer of the program.

Rapid Moves ■ After that, the promotions came more rapidly. The next year, 1954, he was named senior unit manager of the *Home* show. A year later he was made business manager of the television network program department and then, in 1957, he became director of daytime programs.

In 1959, Mr. Lindemann was made vice president of daytime programs, and then vice president of program sales in April 1960. Later that year he became vice president, California National Productions, which, he noted jokingly, failed soon afterward. It is now called NBC Films, the syndication subsidiary of NBC-TV.

In June 1961 he became vice president, Special Projects, News, and when the network put its sports department under the news operation last year, the path to his present assignment opened up. He first was designated as a temporary replacement for Tom Gallery, who retired as vice president in charge of sports last December. Then NBC-TV asked him to consider the job on a permanent basis.

Mr. Lindemann feels that there is still a lot to be done in sports programing. A primary aim, he said, is to improve the quality of the program. He said he is exploring ways to create a staff of network sports commentators, such as Bill Stern was in radio and Huntley-Brinkley now are in TV news.

"The only trouble," he complained, "is there are not enough hours in the day to do what we want to do."

But although Carl Lindemann complains that he doesn't have enough time to do everything he wants to do, his competitors probably would agree that he has found time to do quite a bit.

WEEK'S PROFILE



Carl Lindemann Jr.—vice president, NBC Sports; b. Hackensack, N. J., Dec. 15, 1922; Massachusetts Institute of Technology, science bachelor, 1947; member—Academy of Television Arts and Sciences, Rocky Point Club in Old Greenwich, Conn., American Radio Relay League, Radio-Television Correspondents Association; m. Marguerite D. Williams, April 8, 1951; children—Catherine, 11, Sarah, 9, Frances, 7, Mary Allen, 3, and Carl III, 2; hobby—ham radio.

ETV is big business

INCONGRUOUS as it may seem, educational television has become big business.

Some interesting statistics on ETV were cited last week by FCC Commissioner Fred W. Ford. He estimated the capital investment in ETV at \$40 million, with operating costs of the 86 stations running \$20 million. About 5,000 people are employed directly in ETV and 110 million viewers in 38 states are within the orbit of the 86 stations.

Add to the dollar figures the initial \$32 million in federal funds appropriated by Congress to assist ETV development. And, of course, add the multi-million financial contributions and the gifts of physical equipment and programing of the commercial networks, group owners and individual stations toward the purchase and development of ETV stations.

Mr. Ford, in an address before the Philadelphia chapter of American Women in Radio and Television, aptly observed that in order to exist at all, ETV has had to co-exist with commercial broadcasters "who have contributed millions of dollars and encouragement to educational television facilities."

In his enlightened approach, Mr. Ford urged educators to "keep criticism of their good friends—the commercial television system—constructive when other mass media which do not contribute to your cause in such a practical way are having a field day of criticism at the expense of the commercial television system."

Not so enlightened was the comment of one who should know better: William Benton, ex-agency man (Benton & Bowles); ex-senator, ex-diplomat and now head of Encyclopaedia Britannica. He suggested in an address before the Overseas Press Club in New York that ETV stations be allowed to broadcast commercials. Moreover, he charged that broadcasters had led the FCC to the judgment that educational stations operate noncommercially.

Mr. Benton should check his facts.

The Communications Act of 1934 instructed the FCC to study the allocation of fixed percentages of broadcasting facilities for "nonprofit" operations, and it was as a consequence of this mandate that first radio and then television allocations were reserved for noncommercial stations. The fact is that the educational grants in television were made without competition from other applicants and with the commitment that none would sell time to compete with tax-paying commercial stations.

Without Mr. Benton's help some of the subsidized ETV operators already are breaching the law by transmitting programs of commercial enterprises in exchange for short advertising credits.

Cluttered reasoning

SOME basic questions, it seems to us, are in danger of being obscured by all the talk about whether the television code's new restrictions on piggybacks will or won't divert small advertisers' budgets to less expensive media.

Don't misunderstand: The threat of diversion of small budgets is not to be lightly dismissed, but the piggyback issue is much more complex than that.

There is, for example, the contention of many agencies and advertisers that when they buy a minute of time they are entitled to use it as they wish, for one product or several. Newspapers and magazines, this argument goes, do not limit the number of products that may be advertised when they sell space, so why should television?

The argument is enticing, especially if spoken quickly,

but it isn't that simple. For many of these same agencies and advertisers are among the large number clamoring against the multitude of "interruptive elements" that they call "clutter" between programs. It is their position that the viewer finds noncommercial interruptions no less annoying than those caused by commercial messages. We will not dispute that argument or deny the desirability of reducing clutter—although we still think that more research is needed to determine the extent to which the viewer is annoyed by any of these things.

What we cannot see is the logic of a position that finds commercial and noncommercial interruptions equally annoying and yet seeks to reduce the latter and increase the former. If the idea in cutting noncommercial clutter is to accommodate more commercial time, a plain statement of that purpose would help to clarify the issues.

So long as piggybacks are two-in-one commercials and clutter consists of both commercial and noncommercial interruptions, the two issues cannot be separated or treated as if they were unrelated.

There is another point on which clarification is obviously needed. The television code does not prohibit the use of piggybacks. It merely requires that they be counted differently under the code's consecutive-announcement limits. This means there will be fewer opportunities for the use of piggybacks, but it by no means outlaws them.

Now back to the loudest part of the current dispute: Will restrictions on piggybacks force small advertisers to turn to other media? We're inclined to doubt this will happen, on a substantial scale. If it does, we have an ideal medium to recommend for the diverted budget—radio. No medium will take an advertiser so far on so little money. But in view of TV's own sales power, it seems more reasonable to expect that most small TV advertisers unable to find piggyback positions will be inclined to make their money go as far as it can in other uses of television.

This is not to say that the plight of the small advertiser does not deserve concern. But the fact is that some of the principal users of piggybacks are not small advertisers at all, and we cannot see the justification in agencies pleading the small advertisers' need for piggybacks while at the same time curtailing the available supply by using them for more affluent clients.

These are not easy questions. But if the piggyback issue is to be resolved with sense and fairness, they must be brought out and faced, not ignored, obscured or double-talked.



Drawn for BROADCASTING by Sid Hix
"Now there's something I'd like to see in living color!"

1 ST.

VARIETY

February 5, 1964 Says

Top Five stations of each network, according to the ARB November '63 prime time surveys of the 50 largest markets, are as follows:

TOP 5 CBS AFFILS

1. Norfolk WTAR-TV
2. Pittsburgh KDKA-TV
3. Dallas KRLD-TV
4. New Orleans WWL-TV
5. Oklahoma City KWTW

TOP 5 NBC AFFILS

1. Syracuse WSYR-TV
2. Charleston WSAZ-TV
3. Atlanta WSB-TV
4. Albany-Schnectady WRGB
5. Houston KPRC-TV

TOP 5 ABC AFFILS

1. Cleveland WEWS
2. Cincinnati WKRC-TV
3. Memphis WHBQ
4. Milwaukee WITI-TV
5. Detroit WXYZ-TV